



The CBS Post

The Official Newsletter of Shaheed Sukhdev College of Business Studies

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PANCHAM GUPTA: CBS ALUMNUS, NOW A FEATURED AUTHOR

The book, titled, "**WHISPERS OF THE NEW RAIN**", is an anthology of poems and short stories. The anthology brings together 40 distinct writers from all over India, bound not by the commonality of a theme, but by the free flow of emotions, and a deep passion for writing. An initiative by the Alcove Publishers, the book is among the



many works of the publishing house aimed at providing a platform for aspiring writers to present their work to a large base.

Amidst tales of sweet romantic love and melancholic memories, CBS alumnus Pancham Gupta (BMS'20) brings to light the tale of a father who, amidst the struggles of the household, sees his son growing up to be the man he was supposed to be. With the details painting an almost palpable picture, the emotions the book stirs are hopeful and gut wrenching all at the same time.

GRAB YOUR COPY [HERE](#).

BUSINESS SCHOOL ADMISSIONS FROM CBS BATCH OF 2020

Every year, students in the third-year struggle to figure out the next big leap for themselves and go the extra mile to achieve their dreams and ambitions. The journey of getting into the next orbit towards achieving their aspirations has just begun. It is a matter of pride and happiness for the teachers and CBS. Our inability to meet and see their smiling faces shouldn't interfere with this celebration of grand success. The beginning of the new phase is a testimony of their hard work and dedication. The CBS Post congratulates all the students for getting offers from the top business schools and raising the standards of our college.

Aakash Bhatnagar got a call from IIM-Kozhikode. He has joined IIFT-Delhi.

Aastha Mittal received offers from IIM-Rohtak and MDI Gurgaon. She has joined MDI Gurgaon.

Abhishek Sachdeva got offers from IIM-Indore, IIM-Shilong and other new IIMs. He will be going to IIM-Indore.

Advika Gupta got calls from IIM-Calcutta and IIM-Indore. She has joined IIM-Calcutta.

Akul Jindal got into Kellogg School of Management.

Aman Gupta got calls from Trinity College, Dublin and University College, Dublin. He has joined Trinity College.

Arshi Gupta has joined SPJIMR. She also got a call from XLRI Jamshedpur.

Bhoomika Rustagi got offers from IIM-Shillong and IIFT and she'll be joining IIM-Indore.

Chinmay Garg got into London Business School.

Disha Goel has got an offer from Indian School of Business, Hyderabad. She also got a call from IIM-Indore.

Divya Vaid received offers from IIM-Lucknow, MDI-Gurgaon and new IIMS. She has joined IIM-Ahmedabad.

Harsh Vardhan Goyal got into London School of Economics and Political Science.

Harshita Thapar got offers from MDI Gurgaon, IIM-Shilong, IMT Ghaziabad, IMI and all new IIMs and IITs. She has joined MDI, Gurgaon.

Kamya got calls from new IIMs. She has joined IIM-Kashipur.

Khyati Masaun received an offer from IIM, Indore and she has joined IIM, Lucknow.

Kshitij Bansal got offers from IIM-Lucknow, IIM-Indore, IIM-Shilong, IIM-Kozhikode, SPJIMR and other new IIMs. He has joined IIM-Ahmedabad.

Lakshya Kumar got calls from IIM-Lucknow, IIM-Indore, IIM-Kozhikode, FMS, SPJIMR and from all other new IIMs. He has joined IIM, Calcutta.

Madhav Malhotra will be going to IIM, Kozhikode.

Muskan Maheshwari got offers from MDI-Gurgaon, SPJIMR and she has joined IIM-Calcutta.

Nandan Goel received an offer from IIFT Delhi but he will be going for a job.

Neha Sood received an offer from IIM-Kozhikode but she will be going for a job at BCG.

Pancham Gupta received offers from IIM-Calcutta, IIM-Lucknow, IIM-Indore and IIM-Kozhikode. He has joined IIM-Ahmedabad.

Prabal Gupta will be going to IIM, Calcutta.

Prachi Singh received offers from IIFT-Delhi and MICA. She has joined IIM-Indore.

Prakriti Jain received offers from all new IIMs and she has joined IIM-Kashipur.

Raghav Agarwal plans to join London Business School, with offers from ISB, Duke University, Babson College and NorthEastern University.

Rishabh Goel got into SP Jain Institute of Management and Research and he plans to join MDI, Gurgaon.

Ria Gupta received offers from IIM-Kozhikode and other new IIMs. She has joined IIM-Lucknow.

Sakshi Kumari will be going to IIM, Ahmedabad.

Sanya Monga got calls from all new IIMs but she plans to go for a job.

Satviek Goel got calls from IIM-Kozhikode and MDI-Gurgaon. He has joined IIM, Lucknow.

Saumya Bhatia will be going to XLRI Jamshedpur.

Shivan Gulati will be going to IIM, Ahmedabad.

Shreya Ghogar will be going to XLRI Jamshedpur.

Sonal Gupta received offers from MDI-Gurgaon and other new IIMs. She'll be joining XLRI Jamshedpur.

Sudhanshu Jain has joined IIM-Indore.

Tanya Agarwal will be going to IIM-Calcutta. She got offers from XLRI-Jamshedpur, MDI-Gurgaon, IIM-Kozhikode, IIM-Indore and new IIMs.

Teestaa Saha got offers from Indian School of Business and Ashoka University. She will be going for a job at KPMG.

Uday Sharma will be going to IIM, Ahmedabad.

Upshant Saini got an offer from IIM-Indore, but he is still preparing for government exams.

Vidushi Verma received offers from all new IIMs and she has joined IIM-Udaipur.

Vishnu has joined Institute of Rural Management Anand, Gujarat. He also got a call from Institute of Management Technology, Hyderabad.

Yash Tiwari received offers from London Business School, Imperial College London, and Essec Business School and plans to join Cornell University.

On behalf of the college, The CBS Post wishes the batch of 2020 all the good luck as they embark on this journey.

ENACTUS SSCBS REACHES TOP 8 AT NATIONALS



Today, the Enactus mission is more crucial than ever: to engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world. Enactus national competitions come with positive energy while impacting the society and bringing prosperity to life.

Enactus India held the first virtual national competition from 1st-8th August, 2020. It witnessed participation from 86 Enactus teams from colleges all over India, making it the largest Enactus competition of all times.

Enactus SSCBS presented two of its projects: Project Avya and Project Pravaah. While the former aims at providing potable water solutions to urban slum communities by developing low cost customised household filtration systems through a community-based approach, the latter aims at providing holistic preventive and curative air purification solutions at affordable prices along with employment to the skilled underprivileged youth. After an intense competition in front of an esteemed panel of judges, we are proud to announce that Enactus SSCBS made it to the top 8 teams; along with SRCC, Hansraj, HR College of Commerce and Economics, CVS, SGGSCC, JMC and Ramjas. After the week long event, Hansraj College came out at the top and will proceed to the Enactus World Cup 2020.

CBS TEAM RUNNERS-UP AT WORLD ASIAN CASE COMPETITION



The results of the World Asian Case Competition were announced recently in which Team India represented by the four-member team from Delhi University, comprising of Madhav Chadha and Manpreet Malik from Shaheed Sukhdev College of Business Studies was placed 2nd globally, thereby lifting the Silver Cup, under the mentorship of College Principal, Dr. Poonam Verma, and Faculty teacher, Mrs. Madhu Totla, thus becoming the first Indian undergraduate college team to not only qualify for the International finals but also finish at the podium.

One of the proud winners, Madhav Chadha shared his entire experience from being an inquisitive first year, charmed by the case

competitions at Harvard and other colleges to winning one himself. As he said that this journey has been nothing but that of practice and the desire to get better and improvised everytime through self evaluation and guidance from seniors.

Just one month into the first semester he realized that these case competitions don't just cover the spectacles of Ivy leagues but are also very popular in the DU circuit and around. The idea of the kind of hands-on learning that he could potentially derive out of these motivated him to give them a try since they would also help him with his academics and would add to his resume in case he did well.

But as he said, it was not an easy ride because the preparation demands commitment and consistency. Beginnings can be uncertain, covered in layers of confusion, but again, one needs to give some time and you eventually fall in love with the process which at least he did. He had to miss 90% of the weekend outings his friends planned because of a case competition or a debate but he labels it as a tangible cost which comes attached.

Sharing his learnings he said that it's all about problem solving, as he believes he learned a lot, and still continues to learn that skill, whether

it is about skimming through the financials or analyzing which business decision went wrong.

Summing-up his entire experience he said it was fruitful and rewarding. Back in March, Ananya Gupta and Jahnvi Vig had asked him and Manpreet Malik to team up with them for this "Seoul based Case Comp". The timeline of the event was well spread. They worked hard and became the first UG team from India to qualify for the finals which previously saw participation from the likes of Wharton, Imperial College of London, NUS, IIMS, etc. On 8th August, they were awarded the silver cup after 10 presentations and a tricky Q&A.

This activity gave a lot to him. Not just the push to learn more and be consistent, but also the best of friends and a niche group of people with similar goals in life.

Utilizing the above rewards, in an attempt to make things simpler for others he and his friends came up with the Case Connect Club, a platform for learning and networking, which aims to eliminate information asymmetry. With Chief Mentors carrying remarkable case victories and well-positioned Industry Professionals, it aims to foster mutual-growth catalyzed by continually engaging with this activity through well-planned learning mechanisms. Readers can check it at caseconnectclub.com.

In the words of Madhav Chadha "Learning case solving and being reasonably good at it is a long journey, but it's totally worth the time spent, as you're rewarded proportionately." Happy learning!

EIA'20 & DISSENT

The Ministry of Environment, Forest and Climate Change's redraft of the Environment Impact Assessment norms, in order to make them "more transparent and expedient", on 12th March 2020 was met with great criticism from the public, experts and environmental activists alike.

They argued that some of the most significant changes to the draft, including the new provisions for project post-facto clearance, abandonment of the doctrine of public trust and allowing projects already working in violation of the EPA to seek clearance, resulted in the draft being anti-environment and in turn anti-people and rather than aligning itself to the cause of environmental protection it allowed industries to easily exploit natural resources without allowing necessary precaution and scope of scrutiny. The EIA is supposed to prevent or mitigate the damage from industrial disaster but repeated dilutions to the act and poor implementation of regulations make the job tough. The apprehensions to the draft were fortified in May 2020 by the gas leak at the LG Polymers chemical plant in Visakhapatnam.

While the changes to the draft are a cause for concern, what is equally disturbing is the government's reaction to the rising voices of environmental groups against the

draft and the steps taken to deal with them. One would expect the centre to take into account the problems raised by experts and environmentalists but the government decided to take a different path.

On July 13, the websites of three environmental advocacy groups, Let India Breathe, Fridays For Future and There Is No Earth B, which were opposing the draft notification and running an online campaign against it, were blocked. The move came after the aforementioned online campaign led to Environment Minister Prakash Javadekar's inbox being flooded with mass emails seeking wider consultations and scrapping of the proposed dilution to EIA and the Minister filed a complaint with the Delhi Police, post which the Cyber Crime Unit issued a notice on July 8 to Fridays For Future India, under the anti-terror law UAPA, reiterating its draconian nature and attracting even more public attention and backlash. Although, the police eventually claimed inadvertent error and withdrew the notice, with fresh ones being sent under the Information Technology Act, 2000, the case is just another addition to the long list of instances where environmental protection groups have been harassed by the BJP-government.

In June 2014, the Intelligence Bureau submitted a report to the PMO claiming that foreign-funded NGOs protesting coal and mining projects in the country were negatively

impacting the GDP. The report called Greenpeace a "threat to national economic security." Greenpeace in Australia has also campaigned against a multi-billion dollar coal mining project in Queensland, proposed by the Adani Group, a conglomerate headed by Gautam Adani, an Indian businessman who has continued to prosper since Modi's time as the chief minister of Gujarat.

In September 2015, the Ministry of Home Affairs cancelled Greenpeace's FCRA license claiming that the organisation had violated Foreign Contributions Regulation Act (FCRA) norms by not disclosing "the movement of money properly", eventually forcing the organisation to close two of its regional offices and "considerably" reduce its staff in India.

As of January 2019, the government has presided over a crackdown on civil society groups, cancelling the licenses, under the FCRA, of at least 20,000 NGOs.

The continued disregard to issues raised by and the harassment of environmental groups as well as stakeholders like tribal groups and labour unions in India poses serious questions on the government's priorities and whether it is willing to ignore the destruction of the country's environment in lieu of what seems to be dangerous and largely unsustainable industrial development.

SIBERIA: A HOT TAKE

Siberia is **BURNING**, figuratively and literally. The summer of 2020 witnessed a prolonged hotspell in Siberia, with the region's average temperature rising to the 2nd highest in record for the period of January to May. While the small town of Verkhoyansk in Russia saw record-breaking maximum daily temperature of 38 degree celsius, over 300 wildfires erupted across the country's vast landscapes. Though Siberian summer is historically associated with rise in temperatures, these anomalous records in the global climate trend are truly concerning.

In a report published by Copernicus Climate Change Services (C3S), the organisation noted that "the temperature averaged over all land in Arctic Siberia combined was more than 5 degrees above normal". This spike in average temperature has resulted in a feedback loop of devastating events like rapid wildfires, thawing permafrost and pest infestation.

Since the start of the year, Siberia has witnessed massive wildfires that affected an estimated 9.26 hectares of vegetation, according to Greenpeace Russia.

Experts also believe that Siberian heat waves

PERMAFROSTS are permanently frozen grounds that lock a huge portion of carbon-based compounds beneath its surfaces. Once exposed, these compounds decay by microbial decomposition releasing greenhouse gases, which trap heat radiation and consequently increase atmospheric temperature.

may have destabilized Arctic **PERMAFROST**.

Another concerning consequence of thawing permafrost is the collapse of man-made structures that are built upon it. In the oil spill incident at the Russian town of Norilsk, it is speculated that thawing permafrost is at least partly responsible for the collapse of an oil tank that flooded local rivers with about 20,000 tonnes of diesel.

These unsettling events have thrown scientists and climatologists around the globe in a state of panic. A study conducted by a group of scientists for World Weather Attribution, assessed the extent to which humans have impacted the occurrence of heatwaves in Siberia. Their findings concluded that the "January to June 2020 prolonged heat was made at least 600 times more likely as a result of human-induced climate change", strongly emphasizing on the impossibility of the situation without human influence.

Earlier this year, Gail Whiteman, director of the Pentland Centre for Sustainability Business delivered a sharp address at the World Economic Forum on the wide-scale impacts of Arctic heat waves on the global climate, stating that "what happens in the Arctic doesn't stay in the Arctic". In her address, Ms. Whiteman also showed a very concerning projection explaining that "if we get to a 2 degree warmer world, some of the major cities around the world including Tokyo and New York will indeed be flooded". When viewed along with the recent finding of "an estimated 5 degree celsius rise in temperature by 2050" in the report published on World Weather Attribution, this projection underscores the alarming climate crisis the Arctic Siberia is suffering from and its implications for the world at large.

The Siberian heat waves prompt us to ask if we, as humans, have finally decided to see climate change for what it is - a global concern with potentially catastrophic impact. Events like this are not localised or persist only for a particular period of time. With increase in the intensity of forest fires and anomalous weather patterns round the globe like the 2018 Siberian winter, it is evident that the mobilisation of resources and a global effort are an urgent need to prevent further damage to climate.

HUMANITARIAN CRISIS IN Yemen

A long drawn civil war, political instability, economic turbulence, flood, desert locusts, the biggest cholera outbreak in modern history and now the pandemic has rocked Yemen and accelerated what can easily be called as the biggest humanitarian crisis in the world.

More than 100,000 people have lost their lives in the civil war alone that has been ongoing for the past five years. The war broke out in 2015 between the Abdrabbuh Mansur Hadi led Yemeni government - backed by Saudi Arabia led coalition of nine countries from West Asia and North Africa and Shia Houthi rebels - supported by Iran, making Yemen the poster child for proxy warfare. Houthi insurgents were able to take advantage of a weak government at the center and captured major cities including the Yemeni capital of Sana'a. Saudi Arabia and the coalition has intervened on behalf of the Yemeni government, bombing Houthi settlements, creating naval blockades and deploying ground forces to take down the insurgents. With this as the premise, a humanitarian disaster was bound to follow.

According to UNICEF, more than 24 million people stand affected by the crisis. This is roughly equal to the entire population of Australia. The numbers are shattering: 20 million Yemenis are food insecure, 19 million do not have access to clean water and

A CHILD WALKING THROUGH THE RUBBLE OF A BUILDING HIT IN AN AIRSTRIKE IN TAIZ, YEMEN



sanitation. The healthcare system is depleted, to the extent that half of the hospitals are not fully functioning in the country and the other half lacks basic health equipment like masks and gloves. Around 20% of the country's 333 districts have no doctors at all, while the entire nation has just 500 ventilators and 700 intensive care unit beds to cater to the entire populous. Majority of the health workers and volunteers are not being paid.

Damage to school buildings and road networks due to bombardment and aerial strikes has disrupted access to education for some 7.8 million children and shattered the hopes for a normal childhood sans agony and violence. Health workers have identified 'acute malnutrition' as a potential threat for 2.4 million kids under the age group of five years.

"We are trying to prevent the health and water systems collapsing, and we are holding those pieces together. Now we are on the brink of collapse. COVID could be the tipping point."

- SARA BEYSOLOW NYANTI
UNICEF'S REPRESENTATIVE FOR YEMEN.

The pandemic has forced the country to identify its limitations and focus on the most optimal solution. Presently, there exists no central body to monitor COVID-19 cases on a national level in Yemen. Mass testing of suspected cases is not viewed as feasible in a war-torn country where conflict restricts movement of personnel. The approach adopted is 'block the virus at the entry points'. These identified entry points are two land ports and two major airports of the country. Yemen still acts as a stop for migrants from the horn of Africa - Ethiopia, Somalia and Kenya - on their way to the Middle East making the success of the approach highly unpredictable. Yemen's humanitarian crisis and it's impending after effects are posing big questions for not just the country but the world community at large, which demand justifiable answers.

You can extend your help
by donating through the links below:

[UNWFP](#)
[UNICEF](#)
[UNHCR](#)

SOCIAL MEDIA AND POLITICS

Social Media is programmed to catch you and not let go and has evidently turned into a mechanism for political indoctrination.

A report on Friday by The Wall Street Journal could help explain how the BJP has been so successful at its campaigns on social media. The newspaper alleged that Facebook, which also owns WhatsApp, had bent over backwards to favour the BJP - even going to the extent of ignoring hate speech by party leaders. It claimed that Facebook kept allowing hate speech by BJP politicians on its platform, wary that censoring members of the ruling party could hurt its business prospects in India.

This isn't the only example. In June, in a video call with 25,000 Facebook employees, CEO Mark Zuckerberg spoke about a case in India of a leader threatening to take the law into his own hands as a "clear precedent" of incitement of violence. His comment seemed to be directed at Kapil Mishra, a politician who posted an "ultimatum" and within hours deadly violence broke out. Facebook took down the video but

the politician was not banned and still operates a verified page on the platform.

In spite of the global scrutiny around hate speech on Facebook, it is not very difficult to understand why the social network would be wary of angering the Indian government and the party that controls it. India is, by far, Facebook's largest market in terms of users. With China walling off its own citizens from foreign social media networks, this situation will not change. In July, Facebook underlined the importance of India by investing Rs 43,574 crore in Reliance's telecommunications company Jio.

Social media's negative impact on the political process isn't just a matter of their content— which includes, for example, intentional misinformation and hate speech directed toward ethnic and religious groups. While propaganda through media is nothing new; but social media seems particularly susceptible to spreading disinformation. The problem is also built into the structure of these platforms.

That's because social media engages viewers in a way that designers call "flow," a psychological idea adopted as a digital-design strategy by video games. Flow focuses on keeping the user moving from one element to the next, repetitively, in search of gratification from the act of consuming media rather than from engaging with its content.

When programs such as Facebook, Twitter, and YouTube are used for political messaging, they bring flow along into the political process. That makes these media a threat to coherent political discourse from the age of print

The politics of flow likely will continue to redefine political discourse in our country. Flow makes video games and social media sites more engaging, but the phenomenon might already have refashioned political discourse and permanently changed the institutions that depend on reasoned debate. And yet, flow's engagement is so gratifying for so many, it's difficult to let it go. Even if the public decided that the civic costs of social media outweigh the private pleasures, it might be too late, and too hard, to turn back.

“ The human mind works in a pendulum, we always think in extremes. ”

RAHUL AGARWAL
CEO AND MD
LENOVO INDIA



The CBS alumnus leading the tech giant talks about the pandemic, college, work, and success.

How is Lenovo keeping up with the lockdown? How can companies and budding startups bolster their continuity during these trying times?

Lenovo is a technology company. And we're a large organization with employees all over the country. But the first thing to manage in the lockdown was how to continue the work because a lot of our work is not about today, but about planning for tomorrow.

First of all, there was a bit of a panic. So we maintained our calm. We improved our employee communication. I did a series of on-hand communication with the employees telling them to stay calm and not worry about things that are out of their control. Now, from a business point of view, we did several things. So first of all, we made sure to communicate the message that this is a time to not just think about our company's own customers but also about the industry. So we offered a free after sales service of any computer brand till the 31st of May. We wanted to give the message that we would be more than happy to help the customers with any problem.

And we know how important computers are during the lockdown and number two, many companies were actually not able to continue their after sales service. So while all our employees had laptops, our post sales contact centers were operating out of a large call center. So we, within a matter of one or two weeks, moved all of them. Many of our large customers, like the large software or consulting companies, wanted to move their employees to home and they certainly wanted a lot of laptops immediately so we tried to speed up our supply chain, got the laptops from the factories, got police permission in many places in the world because these companies work 24 by 7 as the clients are outside India and they have to continue working.

And then from an expense point of view, we knew that there will be an impact on the market, so we had to manage our P&L. We're trying to see what is it that we can save money on and at the same time keep an eye on the market.

We are trying to keep employees engaged in a lot of online activities. Tambola, gyming, working out online, online parties. We're also

doing our customer meetings and partner meetings online. I think it's working out quite well.

What was your college life like in college? And why CBS?

It was great. I think we were maybe the fourth batch to pass out from our new borrowed building in East Delhi in a place called Jhilmil Colony. In your first year you get a sort of mental freedom and for me it was more fun because I met my wife there. Manisha, who is my wife now, was also in her first year. While we studied, we also spent a lot of time together, I made some very good friends in the process and the college curriculum was quite good. We used to party a lot. We used to do annual trips and the culture of the college was very well balanced between academics and at the same time, a lot of fun. It was a good combination. Later on, I went on to do an MBA and the college made a very good foundation for that.

What should someone aspiring to "hit it big" be doing during their college years? What are the key skills they should focus on building?

Yeah, I don't know how to answer the first one because I never had any mega plans. You know, I just worry about today. Even now, I don't have any long term plans, but I will tell you what tell my son, who is getting into college.

I tell my son that you need four or five things to succeed in life. And these things keep changing because as you grow older, perspective changes. First is passion. Passion, which translates into trust, hard work, bundling hard work under passion. Number two is IQ as you need some basic intelligence. Third is EQ. To be able to know how to deal with your teacher, your parent, your sibling, your colleagues, your boss, & your subordinates is a very important skill. Fourth is luck. It's hard without luck, you know, and we're all lucky. If you've got into CBS, you're lucky. And fifth, which I personally value very dearly, is smart time management.

Smart time management means you work hard, but your focus is more on working smart. It's like 10 hours in a day. Many CEOs work 14 to 16 hours. I don't think they achieve more. So if you are very particular about how you're spending your time, then I think you can achieve a lot more. These are the five things that I think of trying to remember.

How do you think the pandemic would accelerate shift towards remote working and work from home culture?

I think that's a big question. Whenever I'm a part of any panel discussions and interviews with the media, this question is asked. The human mind works in a pendulum, we always think in extremes. Everyone is saying, 'Oh, it will be work from home only.' Now work from home will have two or three benefits.

First is definitely convenience for the employees. One of the biggest issues that Indian cities have is traffic. Work from home means you are giving yourself an additional two to three hours per day on an average, which is huge. It can make a huge impact on quality of life.

Second is about the flexibility. All my life I worked for 24 years, it's been boxed. But now I can balance. I can make up for the time I lost in the morning by working late in the evening.

But from a management point of view, it requires a cultural shift. We need to be able to trust people because the traditional Indian mindset is that I want my people to follow me. And I look over their shoulder to see whether

they're doing well. WFH is forcing people to trust. How do we evaluate the performance of people? It has to change from activity-based to output based. It doesn't matter what I'm doing. I could be working for four hours or six hours or eight hours. The result is what is important.

The last thing I would say is that it's a hybrid. So currently I am in Bangalore where things are fortunately alright. I go to office two days a week. I love it. But the three days that I'm home, I love that also. People would always have social need to meet and interact with others. At the same time, there is no need to see the same people every day of your life. So a balance is required. We can solve India's traffic problem, at least for Bangalore, because most people here are employed.

How has your 15 years long journey at LENOVO been?

It's actually now 19 because I was in IBM and Lenovo bought the IBM PC division. So actually I haven't changed my job in 19 years. I call IBM and Lenovo as a one long experience. So, it's been great. I was fortunate to get a good variety of roles. I've done sales, marketing, product management to name a few. I've done global roles sitting out of India. And now I'm doing kind of an overall business plus P&L role. I had a good workplace and I have enjoyed the culture of the company which is truly global. We are listed in the Hong Kong stock exchange, but we have huge development centers in Beijing. We have a huge secondhand head office in US in Eastern coast, North Carolina. In Japan, we have a lot of R&D that happened for our top products. So, the company's culture has been good. It empowers our local management. I have pretty much a free hand in how I want to work here. The company prioritizes people over other things. So, it's been good. I would say I was quite lucky to get all these opportunities.

If there's one lesson that you would like to teach the young generation, what would that be?

So it's very difficult to choose one lesson and secondly, I think people like me have no authority or right to preach. We can only share our experiences. Everyone needs to carve their own destiny.

I'm a balanced guy. I think extreme of anything is not good. So you should not stress too much about studies and at the same time you should not ignore it. We've got to have fun, I believe in work hard, party harder. You can't just say I'm brilliant so I will succeed. No, you have to think of people. I learned that the hard way. I actually thought that just doing the job would bring me success. No, you need to be sensitive. You need to make additional efforts to build a relationship whether at home or at office.

One other thing I've learned is keep taking feedback. Feedback from your colleagues, your boss, even your girlfriend or boyfriend. There's a thing called Johari Window. Open your Johari window. It's philosophically futile to worry about things that you can't control. Focus on what you can control which are your own emotions and your own happiness.

Seeing the current scenario and the situation that has arisen due to the COVID-19 pandemic what suggestions would you like to give to the students who are graduating this year regarding how to cope up with these tough times and be optimistic about future?

You know, I think that's a very important question. And I saw this in '99 and 2000 when the dot.com crash happened. And then 2008, when there was the financial meltdown globally. So people are passing through a tough phase again.

I hope that the companies honour their placement offers. At Lenovo, we made an offer to 16 people and while there's immense cost pressure, we will honor those offers. It might seem tough, but it gets easier if you're more mentally prepared for it. So people may not get a job this year. They may get a job being far lower than their expectations. This is life. My experience is that people who have a tough time in the initial part of their career, are more prepared for the future. I think learning is important. If you don't have a job go to Coursera or Unacademy because one year down the line, when you are being interviewed, people will ask you, 'What did you do?' And then you can't say, 'I watched Netflix and played video games.'

Despite not being from the tech background, you have been able to successfully lead Lenovo, one of the best tech companies and leading PC player in India. So did you face any challenges in doing so? And what advice would you like to give non-techies to enter the tech space?

See, my job has never been a tech job. PC is just like any consumer durable in the house, like a refrigerator or TV. When we talk to large organizations then there is a involvement of technology to an extent because we sell and manage services.. But I don't think my job has been to be an expert. We have technical experts for that part of the job where technical conversations are required but I have a sales and marketing role. I don't think in our industry one has to be a techie for sales and marketing role. So for me, it was never an issue.

GENOCIDE IN CHINA AS THE WORLD WATCHES

Riya Chopra
BMS'21

It's 2020, imagine you are living in a closely monitored Orwellian world where all your actions are being watched, except the tracking down is not being done by large televisions but a completely digitized surveillance system with AI-equipped cameras that can track your every movement. Your Government is against your whole race of people, but unlike Winston, you can not even buy a diary to write down your thoughts because every transaction you make or every breath you take is also observed by an evil hawk at all times.

The point here is that anyone who says that China's government is exactly like 1984's is wrong. It's far worse. This is what happens when an authoritarian society gets aid from high-tech science, something China is best at. But this becomes even worse when you are part of a minority ethnic group which is not welcomed by this so-called totalitarian government and that is the plight of Uyghurs in China today.

Uyghurs are ethnically Turkic Muslims who follow Islam. Their demand for Xinjiang to be an independent state from China on claims of it belonging to Turkmenistan has made them separatists in the eyes of the government who sees them as nothing more than terrorists.

So, Xinjiang has been turned into a surveillance state that relies on cutting-edge technology to monitor millions of people. It uses a grid system in which cities and villages are split into squares of about five hundred people. Each square has a police station that closely monitors inhabitants by regularly scanning their identification cards, taking their photographs and fingerprints, and searching their cell phones. Not to forget, the facial-recognition cameras are everywhere. But that's not even the worst part. The Chinese government also collects and

stores citizens' biometric data, DNA samples, and personal information to determine if they are 'safe', else they are conveniently locked up on suspicion of having criminal intentions.

In the words of a Chinese Administrative spokesperson, they have the "potential" to commit a crime so why wait for the crime to actually happen?

Since China was not getting enough blueprints from Fictional Books to base its administrative policies on, the next best thing was Anime. If you have seen Psycho-Pass that is its exact plotline. A utilitarian society is governed by the Sibyl system and people are arrested before they actually commit a crime using technology to determine their mental state and therefore their criminal intentions. The very notion of utilitarianism stands for actions based on the amount of good they cause in society overall at the cost of a few people, thus justifying such actions. And what about free will? Just because someone is likely to commit a crime does not mean that they will and that is where the importance of free will comes. Unfortunately, no one gave a memo to the Chinese government about it.

China is not even using some highly sophisticated system to determine criminal potential, instead, it decided that it would be fair enough to base this on their own whims and fancies. So, how does the Chinese government decide who is suspicious and has the potential to commit a crime? It's very simple. If you attend services at a mosque, you are a potential criminal. If you have more than 3 children, you are a potential criminal. And if you send a text containing Islamic verses to a friend, I'm sorry to inform you but you are worse than a criminal. To put in a nutshell, if you are a Muslim living in China you are nothing but a latent criminal in the eyes of the Government.

These 'potential threats to society' are sent to "re-education" camps which is China's euphemism for concentration camps. More than a million Muslims have been arbitrarily detained. Detainees are forced to pledge loyalty to the CCP and renounce Islam. They have to sing praises for communism and learn Mandarin with cameras and microphones monitoring their every move. Others said they were tortured and subjected to sleep deprivation during interrogations. There are reports of sexual abuse as well. Thousands of these Muslim Uyghurs are forced into cheap labor and work under coercive conditions for big brands such as Apple and Nike who, not surprisingly, blatantly deny any such claims. Next time you use your AirPods, remember that although you are enjoying high quality sound, somewhere someone's voice is not being heard.

There might not be clarity when it comes to what else is going on in these concentration camps but what one does know for sure is that the Uyghur population has fallen 84% between 2015- 2018 according to China's own reports and nobody dares to talk about it. There is no doubt that another genocide is happening, just that instead of mass killing like the Nazi-flagbearer-of-race-purity did, China is using a slow process of eradication of the Uyghur ethnicity through sterilization, abortion and encouraging inter-racial marriages among other things.

There's growing international criticism of China's treatment of Uyghur Muslims but beyond issuing critical statements no country has come forward to take any action against it. Is China really becoming the all-powerful terrifying world power who could violate the human rights of its own citizens and no one could do anything but watch as it does so?



SPORTS AND CAMARADERIE

*Aryaman Wadhwa
BBA(FIA)'21*

The best kind of competition is built not on hostility, but rivalries. Having that one person in your life pushes you to go further, to innovate in wilder ways than you ever could have gotten alone. They are the ones who motivate you to work harder, to test the limits of tradition, of safety, of sportsmanship. At its worst, it's no better than the parties involved thinking that the other is the antagonist in their story. But at its best, it's a meeting of minds that betters everyone who interacted with this phenomenon.

Bill Gates once said, "Some of the most exciting work that I've done in my career has been the work that I've done with Steve (Jobs) on the Macintosh." It was his rivalry with Steve Jobs that made Apple and Microsoft go from companies living under the shadow of IBM to being the top technology companies in the world. All because one did not want to lose to the other.

Sport is a medium through which this spirit shines. When you're in the middle of a match that's lasted a long time, and every point means more than the last, it's the rivalry that keeps you going. The excitement you feel while playing against someone of similar calibre in a match is something that you can not replicate. They are the ones who help you find that one moment that makes a sport go from a past-time or a hobby to a passion. Whether it is rivalry among opposing teams or teammates, the need you feel to continuously surpass them and score is what leads you to evolve.

The dynamic of friendly competition among people is never isolated. The drive to improve tends to influence others around us, pushing them to do the same. No one wants to be left behind. When faced with such determination, even from a third-person point of view, a rivalry urges everyone involved to work harder, to evolve. Contrary to a one-and-done competition, it isn't enough to surpass your limits against a long term competitor. You have to put in work and raise them higher.

The bonds and relationships that we create with others end up being the catalysts to our growth. When we have someone who consistently competes with us, it forces us to improve and evolve, never letting us be satisfied with just "good enough". Rivalries tend to be the relationships that we remember the most. The competition, camaraderie, compassion and force of will that makes up a rivalry ignites something in us. That special something that urges us to go beyond; that tells us that dedication, drive and a little talent is more than enough to reach our goals; that helps us see the view from the summit.

IP RIGHTS IN SPORTS

*Sakshi Rai
BMS'22*

A century ago, most of the sporting events were conducted at city or state level rather than international stage. Even the big sporting events that did occur at a trans-national level were often unpretentious and simplistic affairs. With the advent of commercialisation and the age of branding, things have changed in the sports industry. It started witnessing creation of sport administrative bodies like BCCI and NBA which had 'profit creation' as its main aim. These entities ensured that the game was modelled in an appealing way and the sportsperson was projected as a brand to entice a newer audience and retain existing one. This helped them to make sports all-pervasive and ignite the fascination of young minds, thus creating a scope for talent to be accentuated.

But more importantly, it helped the player to capitalise on their talent, in and out of the sporting arena by making them more visible to sports enthusiasts and facilitate successful collaborations with brands. Status quo is witnessing sports and branding go hand in hand and at the very heart of this relationship lies 'Intellectual Property Rights.' IPR is an umbrella term for a multiplicity of concepts like patents, trademarks, industrial design rights and creative works like sports podcasts and other sports related programmes. IPRs are created to preserve the rights of the owner from being plagiarised or copied without due credit for their hard work and ownership. They promote innovation by rewarding creators with a fair acknowledgement for their creation and an opportunity to capitalise upon it.

'Nairobi Treaty on the Protection of the Olympic Symbol' pens down that all states' parties are under the obligation to protect the Olympic symbol against commercial use without the authorisation of the International Olympic Committee. Chennai Super Kings has registered itself under the Trademarks Act, 1999 and sells merchandise holding its team name. Sport celebrities are allowed to register themselves as trademarks which includes their nicknames, poses, slogans, signatures or anything that they are well known for. Groundbreaking sports technologies also find a refuge under the IP rights, hence providing an incentive to innovate and encourage brands to invest in research and development for future technologies to come up. It also creates an accessibility for better quality sports gear and equipment for sports persons eventually resulting in better athletic performance. This also helps in grabbing eyeballs of sports enthusiasts, leading to more money flowing in and employment creation in the sports industry.

One of the most unusual patents these days are- sports moves. The NBA logo of a

basketball player dribbling a basketball, Usain Bolt's "lightning pose" and Kareem Abdul Jabbar's "Sky hook", are successfully registered and have asserted trademark rights.

The supporters of the patent say that athletes have shorter careers as compared to other professionals and the patent of their signature move helps them to capitalise on it and acts as a safety net to protect them from financial instability in post retirement life. They also extend the argument to say that it preserves creativity and innovation tendencies in players in the sports industry.

The critics point towards the restrictions it causes for the player as his movements are now monitored and best case, even if he is allowed to use the patented move, he has to acknowledge each time which leads to a lot of hassles. It's also counterproductive to the nature of sports in general. The sports are often played on impulse and reflexes. Your next move, as a player, is always undecided and depends upon the situation that might arise the next second. Players are always under scrutiny with hundreds of thousands of eyeballs glaring at them. At a crucial point like this, it's unfair to place an additional burden on the players to monitor their moves which could possibly hamper their ability to play well. Worst case scenario, fans might be dissatisfied because this could possibly alter the course of the game by muddling up the scope of moves that can be used to play the game.

The nature of sports moves is quite subjective and overlapping. Players don't exist in eco chambers and no player comes up with a distinctive move in isolation. Often, these moves are partially inspired or borrowed in some capacity from previous moves that existed in sports. Hence, exclusive ownership of the moves isn't principally coherent with the nature of the sports in general. This also makes it tough to monitor and resolve in case of infringement because the distinction between some sports moves is a fine blurry line.

Patents and trademarks aren't a guarantee of timeless control because they are issued with a specified lifetime. After the period ends, anyone is free to exploit the technology. Besides this, the owner is also obligated to disclose all details of the creation and provide a foundation for further development.

It is very difficult to pass a non negotiable judgment on the utility of IPR. They have helped players and other sporting entities to elevate themselves but at the same time pose a threat to the nature of sports as a whole. In other words, the utility changes with each stakeholder taken into question. The pros and cons both exist in the status quo and which one overweighs the other is an opinion that we leave on the wisdom of the readers.

A Brief History of LGBTQ+ in India

We all have taken immense pride in India's rich cultural history. The traditions have been modified without taking away their essence and we have welcomed these changes with changing times. The queer community has played a huge part in shaping India's culture and we as Indians should together celebrate this beautiful heritage, not because they were a part of it too but because they deserve as much love and respect as any other community.

The queer community forms 8% of our population, and we have slowly started opening ourselves to this "new" outlook of practice tolerance and treat other individuals with respect, irrespective of the differences. But if we look at our history, this idea is not as new as we think. Love has been celebrated in India in every form.

Ancient India was about acceptance and celebration of all forms of love. This can be seen in Indian religious books which contained homosexual characters and themes in their texts which were neutral to the idea of homosexuality.

The Rigveda contains the phrase *Vikriti Evam Prakriti* meaning what seems unnatural is also natural. *KamaSutra* mentions that lesbians were called "Swarinis", who often married each other and raised children together. Another very visual example is the Khajuraho temple of Madhya Pradesh, built in the 12th century, known for their overt erotic sculptures showcasing the existence of sexual fluidity between homosexuals.

During the medieval times, there was some disapproval for homosexuality but LGBT people were not ostracised. The society was tolerant towards them and nobody was hounded for having a different sexual preference.

Mubarak, son of Alauddin Khalji who ruled The Delhi Sultanate between 1296 and 1316, was known to be in a relationship with one of the noblemen in his court. Babur, who founded the Mughal Dynasty, wrote about his love for a boy named Baburi and his writing faced no disapproval during his time or after it. There were many such incidents in which noble class Mughals engaged in homosexuality.

In 1861, after the arrival of Britishers, sexual activities "against the order of nature" including all homosexual activities were criminalized under section 377 of the Indian Penal Code. This was majorly influenced by the Catholic Church's belief that a sexual act not related to procreation was sinful.

In 1977, Shakuntala Devi published the first study of homosexuality in India, called "The

World of Homosexuals". It called for "full and complete acceptance and not tolerance and sympathy".

Soon after in 1981, the first All-India Hijra Conference was called in Agra and 50,000 members from the community all over the country attended it.

In 1994, Hijras were legally granted voting rights as a third sex. The first petition challenging section 377 was filed by the AIDS Bhedbhav Virodhi Andolan in 1994, however, it was eventually dismissed.

In 2001, a PIL was filed by Naz Foundation to challenge section 377 in the Delhi High Court. In 2009, Delhi High Court found section 377 in direct violation of the fundamental rights of life, liberty, privacy, and equality provided by the Constitution of India. This meant that gay sex was not a crime anymore, but it was still not legal. However, the critics, including Suresh Kumar Koushal, a Delhi-based astrologer, challenged the Delhi high court's decision in the Supreme Court. This still was a huge landmark in the LGBTQ struggle for freedom.

In 2014, the Supreme Court dismissed the review petition filed by the Centre and several other organizations against its previous verdict on section 377, explaining that the LGBTQ community constituted a "miniscule fraction" of the country's population and it was unsustainable legally.

In April 2014, the Supreme Court of India ruled that transgender people should be treated as the third category of gender.

On 24th August 2017, the Supreme court gave the country's LGBTQ community the freedom to safely express their sexual orientation. An individual's sexual orientation was protected by the Right to Privacy law. By this time, the LGBTQ people had the right to express their sexual orientation, but homosexual acts still remained criminalized.

Finally, on 6 September 2018, the Supreme Court struck down the part of section 377 which criminalized consensual homosexual activities.

On November 26th 2019, the Parliament passed the Transgender Persons (Protection of Rights) Bill. This bill defined a transperson as someone whose gender doesn't match the one assigned at birth. It prohibited discrimination against them in employment, education, healthcare, and other services. However, it was rejected by the queer communities in India as it made mandatory for each person to be recognized as transgender on the basis of a certificate of identity issued by the district magistrate after a proof of sex reassignment surgery is provided. There was little emphasis on intersex, gender queer and transmen, and it majorly focused on hijras or transwomen. This year in July, the Ministry of Social Justice and Empowerment passed the revised Transgender Persons (Protection of Rights) Rules, 2020. Under this, the government will provide access to the costly sex reassignment surgeries free of cost at state run hospitals. Along with this, the government will also bear the cost of schooling and accommodation for the transgender community.

We have come a long way from where we started, but we need to know that no law can change our mindsets, and it can only come from the realisation that everyone is unique and it is not right to judge someone's worth on the basis of what we expect them to be.



THE UNABRIDGED LOVE FOR ANTAGONISTS IN ENTERTAINMENT

Anisha Gera
BBA(FIA)'22

Imagine the Professor is leading the grandest monetary reform instead of the greatest money heist. Walter White is going to stay the amicable Mr. Chips forever. Picture Ted Mosby instead of Joe Goldberg. Hannah Kahnwald is a loving mother to Jonas. The countless imaginations that could ruin the stories that people so dearly cherish. Welcome to the world of antagonists!

The onset of prime recognition for antagonists as the chief opposing force towards the protagonist was marked in the eighteenth century in Samuel Richardson's *Clarrisa*. An antagonist character, priorly believed to be the elevating and opposing character for the protagonist becomes the most center of the novel in the form of *Lovelace*, the seducer and rescuer of *Clarrisa*.

Since then, directors, writers, lyricists, and script writers have experimented with the notion of what characters can gain momentum in the success of a piece. It led to the journey of transformation of the conventional ideals of a hero into the concept of an anti-hero, a character with ideals contrary to the protagonist, but ultimately giving in to the goals and desires of the hero to the concept of an antagonist, a devilish and vindictive master of the story against the protagonist.

The classic characters *McMurphy*, *Michael*

Corleone, *Patrick Bateman*, and the modern characters of *Walter White*, *Lord Voldemort*, *Kylo Ren*, and *Amy Dunne*, all with titular characters with morality lying in a grey area. The master visionary of antagonist characters, *Stephen King*, has the highest number of books adapted to films. *Alfred Hitchcock*, popularly known as the Master of Suspense and ambassador of anti-heroes and antagonists in film and theatre, is recognized to be one of the best film directors ever.

What is the real obsession with such ideologies and characters? As *Maureen Ryan*, American chief television critic explains, "Lesser shows make you pump your fist and root for the lead characters, no matter what they've done. But first-rate shows never let you forget that the lead character is not someone you want to emulate, and at times, they make you question why you empathize with them at all." An online research paper published by the Penn State College of Medicine, *Hershey, USA* analyzed that protagonist characters performed significantly higher levels of violence than their antagonist counterparts. This contradicts the notion of the protagonist concept and equipped everyone highly desensitized to violence and malice.

The *Journal of Scandinavian Cinema* also published the search of the inner antagonist in

Joachim Trier's films. A common problem for many young characters in the films of *Joachim Trier* - the inner conflict as an antagonist as he tends to consider all sides of a matter rather than fleeting judgment. Thus, the high levels of presence and identification of antagonism are mostly induced because of the immense popularity and can be sensed through a strong insight and inclination.

The high levels of empathy towards them correlate to their instinctual and human nature that has a strong sense of pursuit of anything and everything through no moral sense of the route. Our favorite anti-heroes and antagonists become our heroes when they say "Keep your friends close, but your enemies closer" (*Love Michael Corleone*). They can reflect our alter ego and conscience. They stimulate a love which is unabridged and today, highly acceptable.

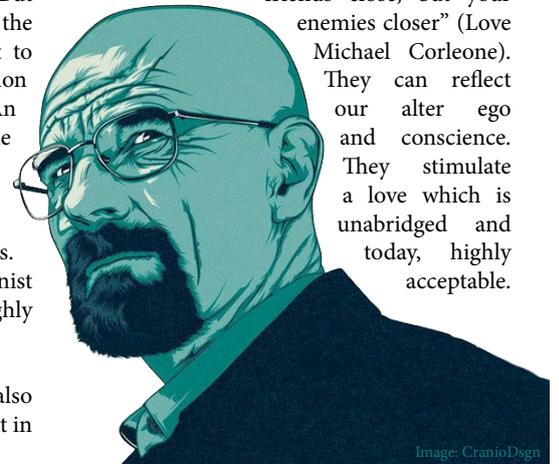


Image: CranioDsgn

Conformism: OUR WAY OR "NO WAY!"

Cheshta Vohra
BMS'21

As children, if we are privileged enough, we are introduced to the idea of dreaming big, to aspire for things which might not seem very mainstream.

Sadly, dreams in our societies are notional for fables and stories and only good to quench the heart's thirst but not our hunger.

Seeing how most of us went from "I'm going to be an astronaut" to being confined to the new-age slave trade of the corporate world this thought seems all too real.

We are taught from a very young age the difference between black and white by people circling the grey. Every problem in life has one right solution, and the path you must follow or the decision that you need to make has little to do with your own judgement. We are expected to conform, conform to the rules set by our parents, educators and peer group. And don't get me wrong, not all these norms are in place

to take away our 'freedom' or 'individuality' to put it, but the idea I am exploring is, how many of such norms is enough to do that?

Our decisions, inquisitiveness and curiosity are often faced with scepticism by our peers, the base need for adults to maintain order and judgement from both alike.

But what exactly is conformity, it is important to understand the different types or degrees of conformity that exist. The first level is 'Compliance'. At this level individuals start to change their actions or opinions publicly to appease members of a social group but do not agree with their ideas privately, the actions are dropped when the group pressure ceases to exist. The second level is 'Internalisation'. When individuals reach this stage of conformity, they start to imbibe the public opinion and soon the thought or action becomes deeply ingrained in their belief system.

Let's take an example of a group of friends, *Karen*, *Kathy* and *Katniss*. *Karen* possess homophobic beliefs and is expressing these in front of her friends, and to gain her approval her two friends 'comply' and add to her homophobic statements. *Kathy* and *Katniss* don't have such belief and may get internalized if they do not educate themselves and dwell on

Karen's ideas and notions.

Such blind and uninformed conformism starts a chain reaction which spreads hate and a depraved sense of morality among members of a society. When we refuse to conform to the norms, we are criticized, abused and thanks to the internet, trolled. In a world where information is so freely available we must educate ourselves and aim to understand the emotional impact meeting standards set by the society can have on individuals.

This brings me to an incident, when I was in 12th grade, I was facing several problems within my peer group which left my personal life open to public critique. What my mother said to me that day really changed my take on things; "If you want to live your life the way you want to, get ready to hear a lot worse."

But should hate really be the cost of individuality? Do we really need to break these shackles with rebellion? In a world where everyone is trying to mold us into their idea of 'ideal' and 'perfect', let's accept each other for our imperfection, flaws and the general lawlessness of our emotions. Nevertheless, accepting other people's idea of normal doesn't cost us anything but kindness and gives them nothing but hope.

MBA PROGRAM AT KELLOGG SCHOOL OF MANAGEMENT



Akul Jindal, a student of CBS batch of 2020, describes his experience after recently receiving his admit at the world prestigious Kellogg School of Management. Kellogg at Northwestern University in Illinois is one of the oldest business schools in the world and its MBA program is ranked No. 3 in the U.S. by U.S. News & World Report and Forbes.

“My interest in applying was simply kindred by the lifetime opportunities Kellogg offers for an aspiring entrepreneur. The culture of the campus evolves from a team-based perspective in and development of important soft skills to evolve as a global leader.

While the options of pursuing an MBA in India is highly subjective. Depends on the industry, the intended geography, and the school you graduate from. My friend Bhavesh tells me FMS is the best for ROI across the globe – and I won't dispute that.

Indian schools have a long way to go in building a cohort at par with international schools and that experience of learning from, and working with, a truly exceptional class is something you cannot price. My ambitions of pursuing a world-class education grew and I applied to Kellogg School of Management at Northwestern University, Booth School of Business at the University of Chicago and Columbia Business School. While all schools follow a similar format – Kellogg and Booth have smaller intakes, in line with their class sizes, compared with Columbia. All schools have a fit and hence picking the right one helps applicants – connect with the alumni, they are insanely helpful. The application to interview conversion should be factored in while making the story vs facts trade-off. The format differs from the typical interviews that are conducted for Indian B-Schools or campus placements etc. The admissions committee followed a conversational approach, drilling down for

evidence of high EQ. Thinking on my feet to answer some of the most intriguing questions about my decisions and life trajectory was stimulating – yet most certainly, challenging. Introspecting and articulating my career plans was the most challenging part of the application, and required utmost clarity. The rest of it followed from that. Interestingly – with the interviews being application blind – there is no connection. I believe that my work with, and passion for, entrepreneurship highlighted my core traits to the admissions committee.

Everything amazing that CBS offers reflected in my application. I think it all flows back to meeting some great individuals – for instance, my classmate Neha, an entrepreneur who had raised funds for her startup inspired me. Siddhant and Prakhar are two brilliant individuals who took the leap of faith with me on all our ventures. And lastly, the great support system and wise counsel I received from my friends Rudraksh, Sanya, Garima, Bhavesh, etc. I owe it to the college, to have connected me with these remarkable people.

My worthwhile journey at CBS can be savored by the ideology of treading the road less traveled by, which has made all the difference. I motivate all the students at CBS to live their dreams by making the best choice for themselves.”

~ Akul Jindal, BBA(FIA)'20

A REVIEW OF THE VIRTUAL LEARNING EXPERIENCE

As we are all familiar with, the spread of the contagious and deadly novel coronavirus has adversely affected the lives of people all over the world. In almost every area of work, tasks that were previously done on-ground and through personal interactions have now been restricted to virtual environments.

COVID - 19 has taken a large toll on the education sector by making it necessary to shift the learning processes of students completely online. Be it schools, colleges or post-graduate institutions, all teaching organizations have been forced to move forward with the virtual learning process.

Recently, the University of Delhi started its new academic session 2020 for students in the third, fifth and seventh (odd) semesters in their UG and third semester in their PG courses through online means. Teachers are trying their best to make this new method of online learning easy and accessible for all students. Video conferencing platforms like Google Meet, Zoom, Microsoft Teams etc along with online classroom applications such as Moodle, Acadly and Google Classroom are being used to make the process of teaching more smooth and accessible for students. All assignments

and other study material are shared by the professors on these platforms for easy access.

Yet the students are missing out on a lot of things like the unforgettable memories of college life that they would have made had there been no lockdown and classes were being held as usual. The interactive discussions that used to take place among students with each one of them giving their opinions, inputs and ideas are now unviable. Continuous online classes with short intervals for rest and hectic time-table add to the strain on students which often leads to problems like headache, backpain etc. This online mode of learning is a completely different experience for students as well as teachers. With the spread of the virus not showing any signs of slowing or ceasing in the near future, we must adapt to the new ways of teaching and utilise technology to the best.

But not every student in our country is privileged enough to continue with their learning through online modes. Kids living in villages and other remote areas of the country do not have access to stable high-speed Wi-Fi. They may not be able to afford multiple smart devices which are a necessity to continue with online learning.

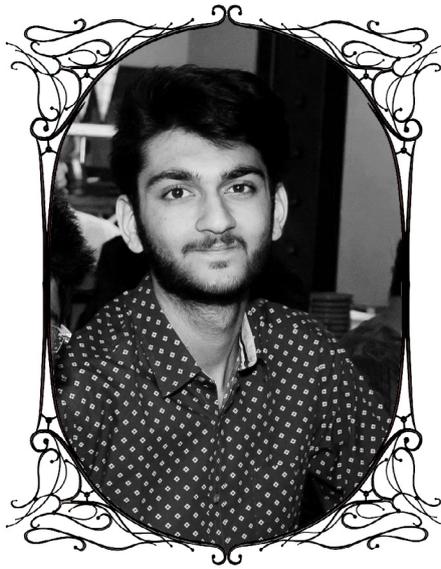
Many organizations, teachers have found alternate solutions for teaching these students like sending recorded lessons to the phones of their parents via which they can learn. Teachers have also come together and collected money for the data recharge of the phones of the parents so that the mobile data expenses doesn't discourage them from providing education to their children. But still it is much more difficult for these students to continue with their studies online. The quality of education was already much below the required standards in the rural and remote areas of the country but because of the pandemic it has deteriorated even more.

The government needs to take some immediate steps and address this major problem of the lack of digital infrastructure in the remote areas and less developed parts of the country. We need to come up with innovative solutions to keep them engaged and invest more in the digital infrastructure of the country so that no student is deprived of education cause we must remember that investment in youth today will directly affect the economy of our country tomorrow and therefore, will lead us toward a massive global change.

Bidding Adieu



Aastha Bisht
BBA(FIA)'20



Manan Narang
BBA(FIA)'20



Teestaa Saha
BBA(FIA)'20

Every beginning has an end, and every end leads to a new beginning.

With a heavy heart, we bid farewell to the founding team of The CBS Post, whose vision of a more cohesive CBS inspired all of us to take up this initiative. To document and spread the legacy of CBS beyond its current extent, making sure that we do not go unnoticed, even within our own college, is something that we do with pride.

From guiding us to improve our writing and designing abilities to helping us with administrative work, they have been mentors through and through. Staying up late with us to proofread articles and edit the final issues, the repeated reminders of why we started this paper, and our *intellectual* discussions will be sorely missed by us.

They might be departing from the college, but their legacy and the ideals that formed the basis for The CBS Post will forever be immortalised within the pages of this newsletter.

We thank you for all that you have given to us.

Sincerely,

Team CBS Post