





## Master Class

An extraordinary person, an extraordinary masterclass. Mr. Narayan Murthy, a man with many feathers on his cap. He is the co-founder of Infosys and has been the chairman, chief executive officer (CEO), president, and chief mentor of the company before retiring and taking the title chairman emeritus.

"Entrepreneurship is all about new problems, new constraints, new difficulties and therefore able to learn new concepts, new ideas to solve problems is very important." Mr. Murthy taught us a new meaning of the word entrepreneurship. This session was an eye-opener for all the aspiring entrepreneurs.

The byline of Infosys is 'Powered by intellect, driven by values'. He taught us that intellect is what helps us develop learning ability and competence. Our values are also equally important as they help us become trustworthy, team-oriented, courageous, open-minded, fair, and transparent.

When asked about his role models, he told us it was his parents, his siblings, his friends, his teachers, and his colleagues. He said, "What little I have achieved, I owe it to my role models." He believes in learning good qualities from the people around us. Observing will help us achieve more.

"Performance leads to recognition. Recognition brings respect. Respect enhances power. Humility and grace in one's moments of power enhance the dignity of an organization." These are the words to live by to achieve success. This class taught us many important life lessons. We were honored to have been given this great opportunity to interact with him by Soba.



Narayan Murthy

Professor Percy Vaid is a Leadership Coach and Management Consultant. Prof. Vaid has leadership and consulting experience in retail, human resources, financial services, education, recruitment, manufacturing and pharma sectors. He recently joined NMIMS SOBA as a mentor who is helping young minds achieve their true potential.

## What is that one thing that keeps you motivated to teach?

I love interacting with young minds. I think they keep me on my toes and give me a lot of energy too. Secondly, I believe it's a way for me to give back to society and hence teaching is very important for me.

## Why did you choose entrepreneurship as a career?

I had always wanted to do something on my own, even at the starting of my career. It took me some time to identify where my strengths lie and I realized only recently i.e. in 2018 that coaching young minds is something I'm very passionate about and that's how I began my consulting career in coaching and talent development.

## Can you tell us about your first customer challenge and how did you overcome it?

Well, the first customer challenge I clearly remember was to get a customer in the first place! For the first few months I was struggling to get a customer and then fortunately, through networking, I got my first customer. This customer was someone who knew me since my initial career days and that break was what kind of got me going in my career.

## Who has influenced or inspired you and pushed you to do better in your professional life?

My role model has always been Mr. A.P.J. Abdul Kalam and as to why I am inspired by him is because he is someone who has really contributed to building our nation and majorly, he was the one who single-handedly laid the foundation of the scientific and technological infrastructure we have today in India. So, that is why I am quite inspired by him.

## How did your firm manage to overcome the recent setbacks during these COVID times?

Adapting to change is very critical. It is important for entrepreneurs to be very agile-mentally and otherwise. So the moment things change, it is very important that you change with them otherwise you will get left out. Hence, we adapted and we changed as well. We went digital, started doing online programs and so on.

## According to you which entrepreneurial or leadership skill is the most difficult to develop?

Ok, so I feel that there are two things- firstly for an entrepreneur the most challenging thing is to be emotionally detached from their ideas, that's the most important and difficult part because many a times as entrepreneurs we fall in love with our own ideas and we get so obsessed about it that we are unable to see the practical side of things. So, it is very important to have a very healthy balance between being emotionally attached to our ventures and being objective in taking decisions, even the tough ones. Secondly, an entrepreneur should be able to adapt to the changing environment around them. So, these are the two most important and critical factors that today entrepreneurs have to deal with.

## What's the best way to keep your eye on your future goal?

I think when your entrepreneurial venture is in line with your life's purpose and calling then you will never lose sight of your goal because your goal will always be aligned to your life's purpose. So, I think if you are clear in what you want to do and where you want to go, you will always be focused on the goal so it will never be a challenge.

# MINDSET MENTORS

## What advice would you like to give the aspiring students of SoBa who would like to be entrepreneurs?

First, be very clear as to what drives you at a personal level. Your entrepreneurship venture should be in sync with what your purpose of life is because when that happens, you know that's your passion and you will always have the energy to face road blocks and will keep going on.

Secondly, be financially conservative. Don't be very lavish with expenses during the initial years of your career. Spend where you have to, especially if you are bootstrapping. Spend on expertise, don't compromise on areas which are critical to your business whether it is to take advice or having someone to mentor you, coach you or building a good team. So spend on aspects which you feel are necessary but don't spend on aspects which are not required.

Third, always focus on your customer. In whatever you do, your customer should be the center of your universe.



## According to you when is breaking rules okay?

So, this is a very tricky question, alright, and for me rules mean working within the parameters of the law of the land. So, my advice to the future entrepreneurs is that always be aware of the laws of the country you are operating in and never ever take the liberty of breaking the law of the market you are operating in. Secondly, even if the law doesn't clearly state something, you should know better, for in entrepreneurship there are certain gray areas where entrepreneurs have to take decisions which might not be completely black or white but instead there will be shades of gray and it is in those times that you are tested and I think it is very important to operate within the framework of law of the land and more than, one should operate within the ethical framework of business. So, I think you must always ensure that you don't fall prey to short-term temptations. Always, have a long-term perspective on business and build the business for the long term. Never take short cuts, never get tempted by short-term gains wherein you might have to compromise on your brand image or personal reputation or your ethical considerations. So, never compromise on these things



Mr. Percy Vaid



# CLUBS

## 4 AM FRENZY

On 26th January, we celebrated the 72nd republic day in all its solemnity and grandeur. The auspicious morning began with everybody singing the national anthem with a pledge to always uphold the honor, integrity, and diversity of this country. After this everybody was enlightened on the plethora of reasons as to why we must celebrate this day with uttermost fervor. Everybody echoed with patriotic ardor as the students of the dance club danced to the tunes of patriotism. A beautiful poem was recited on our motherland that stroked an emotional chord with everybody. In order to add a fun element to the entire event a patriotic quiz was organized that tested everybody's knowledge about their country. Next, was a brilliant skit put up by the drama club that highlighted the adversities that our country faces and that when the constitution was made it was made for the people and to ensure equality and justice. The event ended with a soulful performance by the music club, the tunes reverberated and ignited a sense of pride in everybody's heart for this country. May we continue glorifying and celebrating this day and this nation forever!





# CLUBS

## *What The Bleep*

The 1st year student's You Tube channel, WTB is back again in 2021 with yet another hard-hitting discussion. After our 1st episode about 'Sex and Relationships', we start this year by talking about body positivity and loving ourselves with the help of our new campaign, "Imperfectly Perfect" where we are trying to create awareness about embracing our true selves and accepting who we really are. 'Its important to be kind and empathetic to ourselves first like we are towards our loved ones' is the message that we want to convey out there. Also, this new year, we are trying to come up with a new format where instead of one episode per month, we would be coming out with a new episode for every week of the month- starting the 1st week, we would have a panel discussion related to that month's campaign which would be concluded by some famous personality ; 2nd week would have a "Review" episode; next in the 3rd week, we would have an episode dedicated to education, different and unconventional carrer paths, and inspirational stories of people from different walks of life; and finally, in the last and 4th week, we would have a fun "quiz/ challenge" episode.

So stay tuned to now more about our latest developments.



## *Questions Nobody Answers*

The QnA podcast had chosen an immensely significant topic for everyone to delve into, "Sexual Wellness". Sexual wellness is all about being comfortable with oneself, one's partner and the decision that ones make along the way. To throw light on this topic, they also launched their fourth campaign, "JabKoiBaatBigadJaye" which aims to augment the importance of sexual wellness in our lives and how it shouldn't be neglected. In their latest podcast, they were in conversation with Ms.Pooja Bedi ,an Indian actress, television talk show host and newspaper columnist. When in relationship, there a lot of unspoken and unwritten rules that come along with it which tend to confuse people. To this ma'am gave an extremely witty remark which said why pick from a small and polluted pond when you have oceans to choose from, implying if one can foresee some complication, it should be best to let it go and look for someone more suited for you. In a relationship one can often doubt themselves and question their worth on various instances. For this, she laid focus on how communication is key and thus one should also share their insecurities with their partner. The most vital takeaway after listening to was her answer to a very simple yet important question which was, "What is the key to a healthy relationship", because that is ultimately what everyone strives for. Her brilliant answer to this was that a good holistic balance of the different type of wellness i.e., emotional, physical, social, financial and sexual when integrated into your relationship, makes for a healthy and genuine relationship. Various other questions were also covered and the answers were full of insight that left people to introspect and ponder



## Learners Launchpad

# Work

We've done



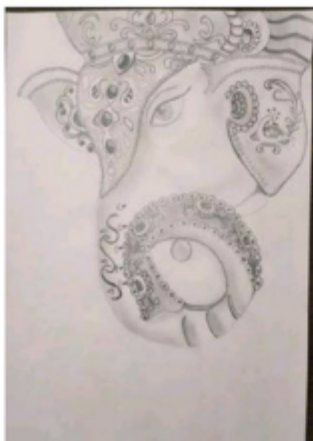
Saloni Acharya  
(Batch '23 Division B)



Shamit Trivedi  
(Batch '22)



Lavina Jain  
(Batch '22)



Unnati Kohli  
(Batch'23 Division B)



Saniya Mankani  
(Batch'23 Division B)



Diya Sharma  
(Batch'23 Division A)



## Learners Launchpad

# Work

We've done

### THE BUBBLE

The rustling of the green tree leaves in the whispers of the wind. The night sky filled with stars like a room full of fireflies. Reading a book under the tree with the music that is the hoot of an owl, in the bright white light in my bubble, that is the moon. Picking the grass that once looked green, but is now grey, I lay there. I lay there in the silence. In the silence under the tree. The bubble, for many may be their dreams, but for me, my bubble is an escape. An escape from the traffic, an escape from the sirens, an escape from reality. Like an owl, I lay there lone and unseen, but happy. In the library that is my mind, the old, smoky and woody aromas of an old book act like parts of my brain that I only use in this bubble of mine. These earthy scents, this mist, does not see the light of the sun, but glows in this silver celeste. In the shadow of the tree that I sit under, with my huge forward-facing eyes, I try to see the future. At 3am, when the tree's shadow faces east, I pray for the sun to come up, but the only book of mine that works in this place, (the book being the part of my mind that only works in the bubble), tears up the chapter of the sun, leaving me in darkness, as the owl that I am, leaving me in my thoughts while I write through my wisdom.

Ishika Chawla  
(Batch'23 Division A)

### THE STATUE

Today I feel nothing,  
Not a song that touches me,  
Not a voice that chills,  
No food that can fill me,  
It feels like even poison wouldn't kill.  
No person makes my heart skip,  
Nothing that'll do the trick.  
I'm scared, but don't feel it,  
I'm tired but can't show it,  
Nothing that I can emote.

It's like all my affections, perceptions, interests and fears have been dissolved or removed, leaving me empty and nothing I do seems to soothe.

Daksh Kumar  
(Batch'23 Division A)

### THE LAND OF BRAVERY

Our country is the land of Bravery  
Indian Army is known for its Victory  
Let's salute the national flag  
Let's remember the sacrifice  
of our freedom fighters  
Let's make their struggles a worth  
On Republic Day  
Let's live in the harmony with nature  
Let's take a pledge to save the women  
of the country and respect their dignity  
Let's honor the commitments  
Let's serve our nation  
Jai hind  
Jai Bharat

Vamika Agrawal  
(Batch'23 Division B)

# Gizmos And GUPSHUP



“

*Innovation* distinguishes between a *leader* and a *follower*

”

A former editor of HBR and one of the most incisive commentators on innovation to have appeared in our pages, takes dead aim at the assumption that creativity is superior to conformity. He argues that creativity as it's commonly defined—the ability to come up with brilliantly novel ideas can actually be destructive to businesses. By failing to take into account practical matters of implementation, big thinkers can inspire organizational cultures dedicated to abstract chatter rather than purposeful action. In such cultures, innovation never happens because people are always talking about it but never doing it.

Often, the worst thing a company can do, in Levitt's view, is put innovation into the hands of creative types those compulsive idea generators whose distaste for the mundane realities of organizational life renders them incapable of executing any real project. Organizations, by their very nature, are designed to promote order and routine; they are inhospitable environments for innovation. Those who don't understand organizational realities are doomed to see their ideas go unrealized. Only the organizational insider the apparent conformist—has the practical intelligence to overcome bureaucratic impediments and bring a good idea to a fruitful conclusion.

“Creativity” is not the miraculous road to business growth and affluence that is so abundantly claimed these days. And for the line manager, particularly, it may be more of a millstone than a milestone. Those who extol the liberating virtues of corporate creativity over the somnambulist vices of corporate conformity may actually be giving advice that in the end will reduce the creative animation of business. This is because they tend to confuse the getting of ideas with their implementation—that is, confuse creativity in the abstract with practical innovation; not understand the operating executive's day-to-day problems; and underestimate the intricate complexity of business organizations.

The trouble with much of the advice business is getting today about the need to be more vigorously creative is, essentially, that its advocates have generally failed to distinguish between the relatively easy process of being creative in the abstract and the infinitely more difficult process of being innovationist in the concrete. Indeed, they misdefine “creativity” itself. Too often, for them, “creativity” means having great, original ideas. Their emphasis is almost all on the thoughts themselves. Moreover, the ideas are often judged more by their novelty than by their potential usefulness, either to consumers or to the company. In this article, I shall show that in most cases, having a new idea can be “creative” in the abstract but destructive in actual operation, and that often instead of helping a company, it will even hinder it.



## Itch summit

Actress Neena Gupta's story is filled with ups and downs, twists and turns, highs and lows. She is an inspiration to many women today, not just because of her talent, but also because of her ability to be able to break out of the mold and weather the storms.

It's 2021 and even today if a woman chooses to have a child out of wedlock, it becomes the talk of the town. Neena made this bold decision in the '80s, when she decided to continue with her pregnancy and raise her daughter as a single mother. During this time, she admitted to have chosen small roles only to make money to raise her daughter.

Over time, Neena left the public eye and stayed away from it until 2017, which was when she decided to return back to the big screen and the way she decided to do this inspires many even today. The self-sufficient National award-winning actress, writer, and director took to Instagram to share a picture of hers, asking for work in the caption.

The money, the fame, the recognition... she has it all, and even with all this, she still has humility. There is a constant need to maintain one's image, especially in the entertainment industry, but Neena's itch to live life on her own terms has proved her to be bold and fearless, yet again.



# Neena Gupta

01 February 2021

## Ready, Set



Here is a brain teaser to stimulate your mental rotation cognitive skills.  
For each number in the matrix below, decide whether it is a normal or reversed number, as in this example:



## Games

Ready. Set. Go! (and please don't rotate your device, or your head...)



Row 3: normal, reversed, reversed

Row 2: normal, normal, reversed

Row 1: normal, reversed, reversed

ANSWERS :

SOLUTION: The top number minus the bottom left-hand number is multiplied by the bottom right-hand number to give the number inside the triangle.

## THE EMPTY TRIANGLE

Which figure should be placed in the empty triangle?

