News and Newsmakers:

Deepak Parekh   - By Tapaswini Reddy - PGDM I

Organizations consider a variety of strategies to stay strong and get a competitive advantage over their market competitors. However, the way of thinking is at the top of the list.

And this is greatly understood by Deepak Parekh, a Chairperson of HDFC. A way of thinking sets an institution apart from good corporate organizations.

He grasped the concept of development. Rather than running after the statistics, he believed real growth is achieved by working towards a dream, vision, or objective that is bigger than the organisation. Deepak Parekh and HDFC use their business as a vehicle to help not only their clients, but also their stakeholders and employees to grow simultaneously.

In India, the 1970s were a time of high tax rates, land sharks, and black money. Nobody, except one individual, was willing to bet on the repayment capabilities of the disregarded middle class when loans were a last measure designed for emergencies and owning a house was beyond aspiration. This unnoticed group grew to be the most important potential consumer base for housing development.

In order to grow an institution in its nascent years, Parekh demonstrated classic judgement and foresight.

HDFC is involved in a variety of businesses, including banking, life insurance, and real estate. During the 2008 economic slowdown when jobs were at crisis, HDFC had to twist and turn their policies to create win-win situations for both customers and its employees.

Deepak Parekh is a sharp observer who avoids the distractions that come in the way of judgement. He possesses a critical thinking quality that makes him the go-to person in any situation.

Sundar Pichai

- By Tapaswini Reddy - PGDM I

Sundar Pichai, the CEO of Google, has given an early peek into Project Starline, a project at the California-based tech firm that aims to add a new dimension to video conferencing.

The future proposal envisions virtual chat booths that allow users to transform into life-size 3d visual replicas of themselves, giving the impression that they are in the same room as you.

It scans your shape and appearance from several views using high-resolution cameras and custom-built depth sensors, then merges them together to generate a highly detailed, real-time 3D representation.

Google also intends to test the technology with business partners, such as those in the healthcare and media industries.

Cameras, sensors, and microphones are among the devices used in Project Starline. It is based on custom-built hardware and highly specialised technology. Google believes this is the future in which person-to-person communication technology should and can go, and their goal is to make it more affordable and accessible over time.

Google has also announced the development of LaMDA — Language Model for Dialogue Applications — a new artificial intelligence (AI) model. The system is intended to create artificial intelligence that can hold its own in natural conversations.

Language is incredibly versatile and complex. It might be straightforward, imaginative or informative. Language is one of humanity's greatest tools—and one of computer science's most difficult puzzles—due to its versatility.

LaMDA is the most recent conversational AI model, which includes OpenAI's Generative Pre-trained Transformer 3 (GPT-3) and Google's own Bidirectional Encoder Representations from Transformers (BERT). All of these are aimed towards improving the conversation quality of chatbots and other AI-based smart assistants.

Google has the ability to solve some of today's most difficult issues and are far faster than even the most powerful supercomputers. Google claims it plans to employ such technologies to generate more energy-efficient batteries and environmentally friendly manufacturing processes.

Google also introduced the Multitask Unified Model (MUM), a new search model that can handle complex queries. MUM will be able to produce and apply knowledge. It has been taught in more than 75 languages. The model will be able to comprehend information in both text and photos

Chandrasekhar Ghosh - The pioneer of microfinance in India

Chandrasekhar Ghosh - The pioneer of microfinance in India

- By Tapaswini Reddy - PGDM I

Chandra Shekhar Ghosh, was first confronted with dehumanizing hunger as a young NGO worker. During a door-to-door health campaign in West Bengal's Purulia district, Ghosh visited a young mother; explaining the benefits of health, hygiene and education, but she wasn't paying attention. When asked upon, she responded, her child has been crying for fish and rice, but she only had rice. This experience made him realize that social development will follow only when people have an opportunity to build a sustainable livelihood. Chandra Shekhar Ghosh, today, is the managing director and CEO of the organization (whose business runs to Rs 1,20,364 crore), which is a champion of financial inclusion with its microfinance arm, which aims to change millions of lives through income generation.

"Bandhan Financial Services": What started as a non-profit organization in the Indian state of West Bengal, to alleviate poverty and empower rural women, soon developed into a microfinance institution. Today, Bandhan serves over 6.5 million borrowers in the most under-banked parts of the country, mostly women, and operates from over 2000 branches in 22 Indian states. Last year, Bandhan obtained the RBI's approval to set up a bank, to the surprise of everyone. Bandhan Bank was launched on August 23, 2015, signalling a new era in Indian banking.

The microcredit model of providing small collateral free loans, to the 'bottom of pyramid' customers overlooked by the formal sector, has itself been an effective & sustainable model for financial inclusion. It helps to deliver financial services and products at the doorstep of these very customers in a very simple manner.

It now provides loans to people in rural and semi-urban India irrespective of gender, though women empowerment remains its primary goal. Bandhan offers development activities in crucial fields of education, health, unemployment, livelihood. The sector also generates significant employment opportunities not only by hiring but also enabling its customers to provide employment opportunities to others.

There were a lot of difficulties on the way, but the demand of the people looking for a hand to lift them and to shape their lives, made it stronger. It is important to note that micro financial services have been continuously improving and RBI has been reviewing the policies to align with the current realities.

Some important points to be considered to set up a microfinance institution:

Develop and strengthen people's groups called Self-help groups and facilitate development among them.

It needs to provide training and increase the literacy rate of disadvantaged populations.

It needs to promote activities which have community participation, increase the networking and sharing of responsibilities.

There should be a proper assessment of the borrower's ability to repay the dues.

The main focus shouldn't be on just collecting dues and lending new loans but to maintain long term relationships with customers since the name itself is a Bandhan which means Bond or togetherness.

It's a great feeling to see smiles on the people's faces to get access to organized sector finance. The journey has just started, it's a collective approach and there is a need for such a model in India where a large unserved population still needs to be brought onto the financial services.

** Source: Mint Newspaper

Yellow Journalism

- By Tapaswini Reddy - PGDM I

Before I start, I should let you know that this will be the best article you have ever read. Wait a second, you must be wondering how is that possible? I am sure many of us come across news on social media with headlines that make you click on them immediately.

Such is the power of yellow journalism- to grab people's attention with a lot of exaggeration and blowing things out of proportion! In other words, it just acts as the yellow–coloured helmet or school buses which catch our attention. If a competition was held on yellow journalism, some Indian news channels might receive many awards. Surely there's no one who can defeat them in the absurd news that they "break".

The term "Yellow Journalism" came from the American Gilded Age of the 1890s when new technology made newspapers cheaper. This caused a feud between two papers: the New York journal and New York world. Why yellow? Well it is believed that since both the papers had a comic strip that had a character that wore a bright yellow coloured shirt hence the name: yellow journalism.

Yellow Journalism helps to portray news in different ways. It can be a very biased story that only covers one side without pointing to the facts or it can be a story that has been published strictly in the news without any basis. In an attempt to increase sales, editors started experimenting with sensationalism and introduced big headlines, descriptive stories, images, and gossip. This is a way of publishing news in such a format that attracts a good number of readers with the aim to increase circulation of newspapers. Its main aim is to gather the attention of people. Human inborn tendency towards sensationalism, and our curiosity makes yellow journalism on top of the list.

So, what happens when you give entertainment (regardless of how dark and twisted it may be) priority over logical information and critical reasoning? You get yellow journalism.

We all know that we are trapped by yellow journalism in one or the other way. Arrangement of words is done in such a way that it misleads the audience.

Whether it is newspapers, TV reporters, news channels or social media, we all know how yellow journalism exists everywhere. Some of the adjectives used are words like outstanding, unbelievable or astounding. One of the major ways to mislead the audience is through the arrangement of words. So, the only reason is to increase the number of clicks by the people; this is known as clickbait which is actually considered to be the modern version of yellow journalism. But how to cope up with yellow journalism?

Cross verify each and every other piece of news that you consume by viewing the same piece of news through multiple channels, check for the sources which are giving out the information, and at last you can always consult an expert if required. Read the entire article and not just the headlines.

Never panic after consuming any piece of news. I'm pretty sure that reading news will be very much fun for you now onwards, now: whenever you read an article which you feel is an example of the same, you can flex around people saying you know this is yellow journalism and you need to unsubscribe from such sources and start supporting sources which are maintaining the essence of true journalism.

Rani Laxmibai

Remembering the Warrior Woman on her Death Anniversary - 17 June

Rani of Jhansi "Rani Laxmibai"

-   Samiksha Chavan – PGDM – I

The Queen of Jhansi, Rani Lakshmibai, was famously known as Rani of Jhansi. She was born into a Maratha Brahmin family and was named Manikarnika. Rani Lakshmibai was one of the leading figures of the Rebellion. She became an icon for the freedom struggle against the British Raj for India. She was more independent than other girls of her age and was raised in a manner more usually associated with sons at that time. Manikarnika lost her mother at the age of four and was raised in an unconventional way by her father who worked as an advisor in the court of the Peshwa. Her father supported her in learning horsemanship, archery, self-defence and shooting.

In 1842, Manikarnika got married to Gangadhar Rao Newalkar, the Maharaja of Jhansi and got the name of Rani Lakshmibai. Few years after marriage, in 1851, Manikarnika gave birth to a boy but he couldn't survive and died after four months. Soon after they adopted Anand, Maharaja died due to an illness in 1853. She became the ruler of Jhansi when she was only 18 years old.

The East India Company took advantage of the Maharaja's death and applied the Doctrine of Lapse - did not accept Damodar Rao as the legal heir. Displeased by the injustice, Rani Lakshmibai even appealed to a court in London which discarded her case.
Rani Lakshmibai was determined to not give up on the Dominion of Jhansi and hence started assembling an army for rebellion. She was supported by great warriors and to strengthen her defence, Rani also had an army of women.
After a fierce war, when the British army entered Jhansi, Rani Lakshmibai tied her son Damodar Rao to her back and fought bravely using two swords in both her hands.
She died on June 17, 1958, martyring her life for India's freedom.
She is a brave icon of woman power. I salute and respect her bravery. She taught us not to give up and keep fighting for our rights.

QUIZ Corner:

GUESS THE BOLLYWOOD ACTRESSES

- She is a Dot on your Forehead
- She is always new
- She ties this on her brother's wrist
- She is the Full Moon
- She applies this in her Eyes
- She is a garland
- She is on the Cheeks
- She is a Medicinal Plant
- She is the Seasons
- She is your Fortune
- She is a Miracle
- She is on your Palm
- She is what we call Shyness
- She is a Queen
- She is for your wrists
- Health, Wealth and Luck
- A Lamp
- A Holy Book
- A Hope
- Lord Kaamdev's Wife
- A Precious Stone
- Prayer
- Honey
- Knowledge
- Disciplined and Dedicated Practice
- ❖ **First 10 all correct entries will receive a cash prize of Rs.200 each**

IDENTIFY THE WORDS WITH (BRA)

- A poisonous Snake
- An important part of any Vehicle
- Connected to Marketing
- Room Full of Books
- Related to Angelina Jolie
- A type of Alcohol
- A Subject
- Sunshine
- Courageous
- Religious
- In your head
- On your Wrist
- Festivity
- Part of a Tree
- A Mode of a Cell phone
- Animal with Stripes
- Metal

❖ **First 10 all correct entries will receive a cash prize of Rs.200 each**

Winner of the Crossword quiz (Newsletter dated May 1, 2021)

➢ **Simran Ande - MMS Sem IV. Congratulations Simran. Well done.**

Winners of the Sudoku quiz (Newsletter dated May1, 2021)

➢ **Simran Ande**

➢ **Shubham Kawade**

➢ **Sangam Prajapati**

➢ **Priyesh Mohite**

➢ **Pawan Pandey**

➢ **Sanjota Shikar**

➢ **Vibhawari Kamble**

➢ **Rohit Patil**

➢ **Tapaswini Reddy**

(Winners 1&2 MMS-sem IV, Winners 3-8 MMS-sem II, Winner 9 PGDM -Sem II)

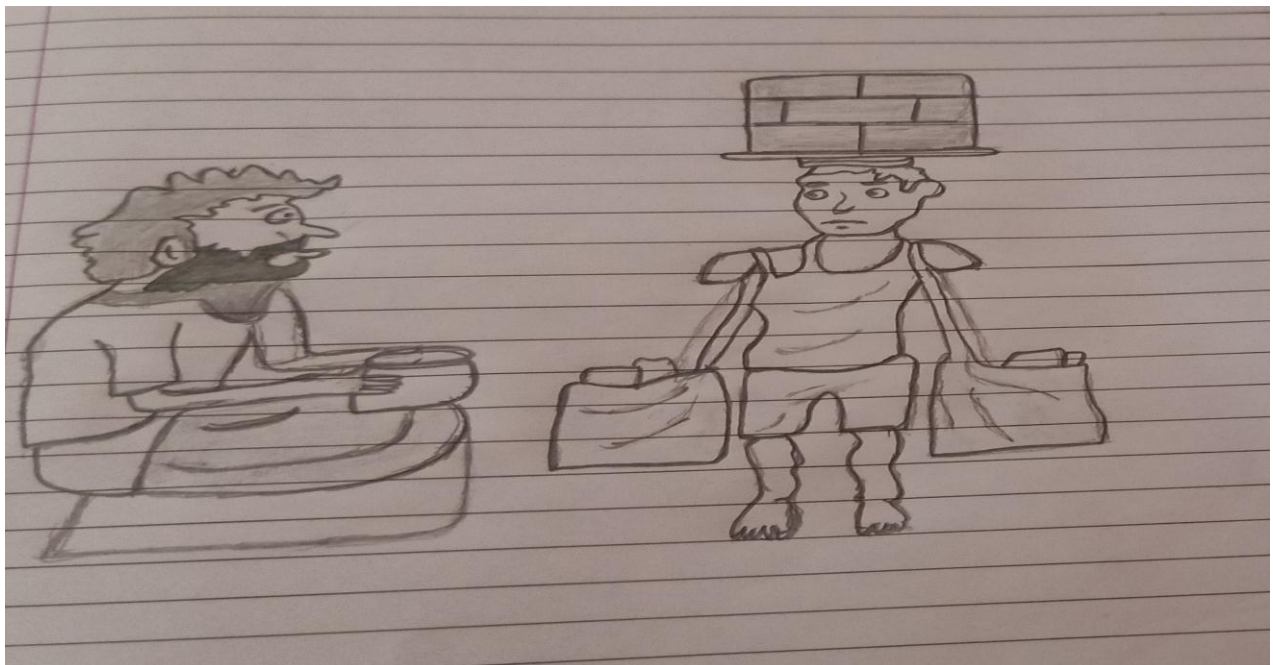## Art Gallery

Akshay Jagtap MMS I

Vijay Chiraboina MMS I

"Life throws a thousands of obstacles at us.. It's our choice whether we want to face them with courage or give up and cry.. Decision is yours...!"

Shrikant Sangle PGDM I

Mobasshir PGDM I

Shraddhanjali

 We lost a dear friend and colleague Mr. Nageshwar Satdive on 29th May 2021 in Aurangabad. He lost his battle against Covid 19 and passed away at the young age of 45 leaving behind his wife and two young children. He joined our institute on 1st December 2017 and was a key member of the admissions team. Nageshwar (or Nagesh Sir) was a cheerful, outgoing, warm and friendly person. He was ever helpful and smiling. He could have contributed tremendously to the Institute but fate willed otherwise. In the last two months his family suffered immensely as he lost both his parents to covid 19 related complications and eventually he himself became a victim. In this time of grief and mourning we pray to Lord Almighty to give his young family the courage and fortitude to bear this irreparable loss. We pay our humble homage to the departed soul. May his soul rest in peace. Om Shanti.