

## BBT MD'S STORY OF PASSION TO PROFESSION

**BBT IS INDIA'S  
BEST USED CARS DEALER**

**WANT TO KNOW ABOUT THE  
STOCK MARKET  
INVESTMENT?**

**BI-CON. 2020  
CLIMATE CHANGE IN  
POST COVID ERA**



I lived in my  
**IMAGINATION** till it became reality !  
It just took me **35 years.**

*Jatin Ahuja*

ISSUE NO.01

# THE Spas-Scripted

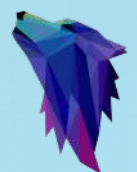
THE ANNUAL MAGAZINE BY-SPASMODIC

## ABOUT US

**Spasmodic LPU** is a Tier-3 Student Organization, Registered Under the Aegis of Division of Student Welfare, Lovely Professional University. Our Motto is **Nourishing Young Prodigies**. . It promotes and inherit the students of LPU with different innovation of events and to give them true corporate exposure with best learning opportunities. Spasmodic promotes events of diversified genre and provide proper skill enhancement techniques for the growth of individual and the whole organization.



**SPASMODIC**  
Nourishing Young Prodigies!



**SPASMODIC  
PRIVATE LIMITED**

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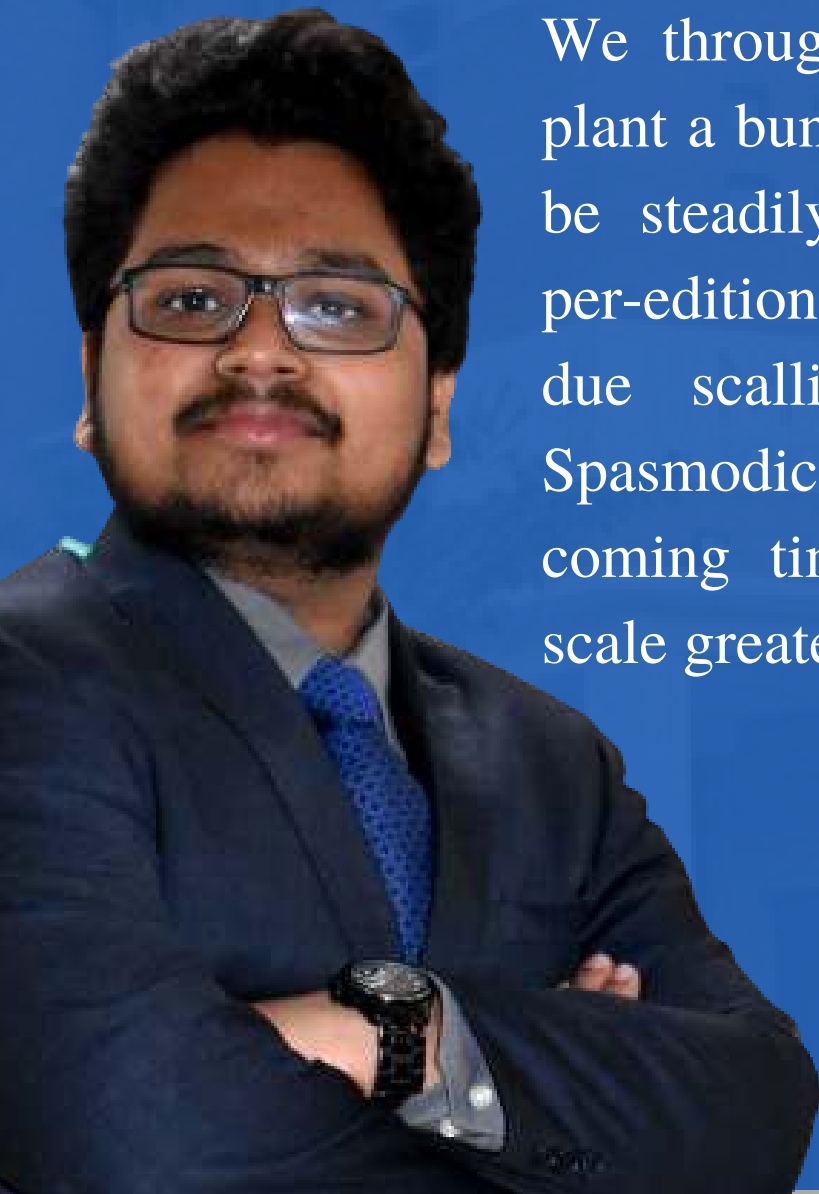
# FROM THE CEO AND EDITOR-IN-CHIEF

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At difficult times like the on-going one, everything around us is moulded as per suitability & so are the learning opportunities. A Foundation that was laid by our Faculty Facilitator Dr. Arpit is a reality now. We present before you "**The Spas-Scripted**", which is an outcome of dedication, teamwork, efforts, vision, skills

and a zeal to make the things happen.

We through this magazine wish to plant a bunch of thoughts which will be steadily unleashed, in editions-per-editions and Year On Year, with due scaling opportunities which Spasmodic LPU is going to build in coming times. May **Spas-Scripted** scale greater heights.



**MR BIVAS MISHRA**  
CHIEF EXECUTIVE OFFICER  
SPASMODIC LPU





# FROM THE DESK OF

Dr. Arpit Sidhu  
Faculty Facilitator  
SPASMODIC LPU



Spasmodic LPU is very proud to announce the first edition of our Annual Magazine "**The Spas-Scripted**". Spas-Scripted has been one of the most ambitious pilot project initiative taken by Spasmodic. It has truly been a very long time vision to see something like this happening. I wish everyone all success for this wonderful initiative & expecting to see such wonderful things coming in future as well.







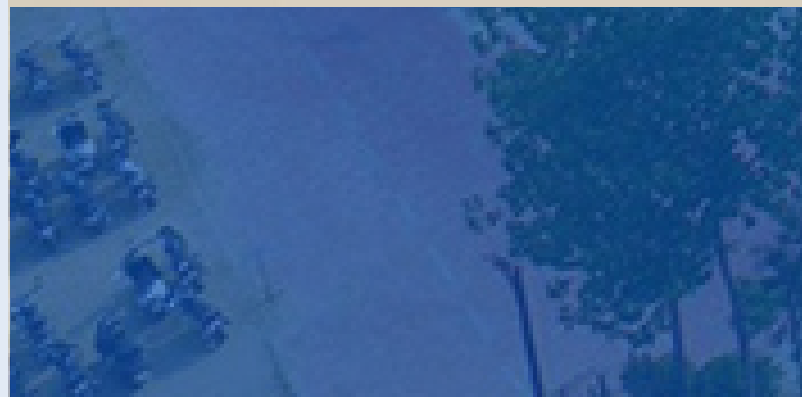
Adversities & Pandemics are difficult times, but the best times to sharpen your skills and improve your creativity as well. Yet with due efforts, help, guidance and support from all the people together the vision is a reality now.

Student Organization Cell is proud to share that one of our 264+ Student Organizations, Student Organization Spasmodic has come up with its own magazine called "The Spas-Scripted" or its called the Spasmodic-Unscripted. This Magazine aims to cater Spasmodic's Vision of Bridging the Gap between Industry Leaders and Aspiring Learners. It is a wonderful compilation of stories and learning from different dimensions for the students to learn from.

I wish a good luck to the Entire Spasmodic Team, and may Spas-Scripted touch greater heights and keep on catering to the larger aspiring learners mass.

# FROM THE DESK OF

Dr. Nitin Bhardwaj  
Head, Student  
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**MR. JATIN AHUJA**  
FOUNDER & MD, BIG BOY TOYZ

## HIS FIRST LOVE HAS BEEN CARS: SO HE TURNED HIS PASSION INTO PROFESSION

He is only in his mid-30s, but has already accomplished more than most will in their lifetime. His first love has always been cars. At the age of ten, Jatin Ahuja sold a pen for Rs 3 to a friend and made a small profit. Just six months after completing college he bought a pre-owned Fiat Palio for Rs 70,000 and spent Rs 1.30 lakh on refurbishing it - with money he got from his father, who was a successful chartered accountant. But the car did not get a good price in the market, he says. "The best offer I received was Rs 1.5 lakh, which meant I would lose Rs 1 lakh. I was disappointed and decided not to sell the car but to use it myself."

## WHY "BIG BOY TOYZ"? WHAT'S THE REASON BEHIND THIS NAME ?

**JA:** "It just took us a whole night to decide the name. Around midnight we finalized it." He added name has nothing to do with the business; it is the blood and sweat you deliver in building that name. Hard work is the key to success. There is no alternative to hard work.

**"FOR AN ENTREPRENEUR THE MOST IMPORTANT THING IS THE VISION."**



## HOW YOU ARE WILLING TO SPREAD THE BBT ALL OVER THE COUNTRY?

**JA:** When I got into the business there were 48,000 car dealers in the country, but it never demotivated me. I used to work 16 hours a day but it was never tedious for me because this was the only passion I had. He also added a small advice for all newbie choosing entrepreneurship as a career, "come over, learn from my mistakes, let's not repeat them. Marketing is a very tedious job, and has no end of it. This is an endless well which never gets filled. You first have to identify the gap between businesses, if you are able to solve that gap, then that's where you can start with. The size of the cake is very big and we are just taking a scoop from it, there is lot more to do in this business world.

**"A SMALL ADVICE... COME OVER, LEARN FROM MY MISTAKES, LET'S NOT REPEAT THEM. THIS IS AN ENDLESS WELL WHICH NEVER GETS FILLED."**

**OUT OF ALL BBT SHOWROOMS WHICH ONE IS YOUR FAVORITE AND CLOSE TO YOU?**

**JA:** Gurgaon, that's the headquarter and I took 29 months to build that showroom. But workshops fascinate me more than the showroom. I am more of a behind the wheel person. I enjoy repairing the car then selling the car. But to gain profitability you have to focus on sales, Jatin said, the man who conceived BBT and built it from scratch.

**"IF YOU ALWAYS HAVE A PLAN B THEN PLAN A IS DEFINITELY NOT GOING TO WORK."**





# BIG BOY TOYS



**THERE ARE MANY BUSINESSES WHICH ARE GOING DOWN BY NOW, MANY BIG COMPANIES ARE SHUTTING DOWN, HOW ARE YOU MOTIVATING YOUR EMPLOYEES DURING THIS HIGH TIME?**

**JA:** In BBT we don't call them employees we name them as family, we call them TEAM BBT. The strategy is very simple, People are firing and we are hiring. We believe in going against the current.

**There will be many changes in the economic value in the coming years after this lockdown; do you think economic disruption will hamper automobile industry as well?**

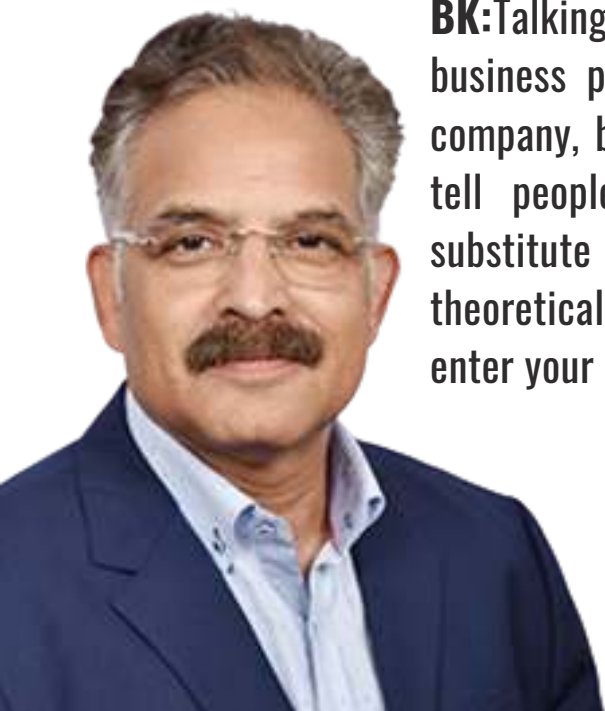
**JA:** we need to change the way we function, we are running asset heavy organization which needs to be changed to lighter mode only then can sustainable business can happen. We have to make costs range low and increase the volume of showroom. In this automobile industry what everybody is trying for customer gratification by cutting down the price. But if we keep doing this the automobile industry would not be able to sustain for a long time. As per me I am looking more towards the longevity and long term aspects of both organization and its employee as a whole.

## **THE PERSON WHO SPREAD HIS FRAGRANCE OF MANAGEMENT SKILLS & BECAME A GLOBAL INDUSTRY EXPERT.**

Limit is always a state of mind. There is no horizontal line in business, only a vertical line, either you go up or down. BK Mishra, The Global Industry Expert in the pipe industry covering OCTG, Line Pipe for Oil & Gas both Seamless and Welded with over 30 years of experience.

**We would like you to address everything you have in your mind because right now all we need is a knowledge exchange and you are the epitome of knowledge. We would like to hear your kind suggestions about the young generation and their perspective towards life?**

**BK:**Talking about his passion he says, more than being a business person I love to encourage people. Be it a specific company, business, or wherever I am invited to speak I always tell people to remember few things. Firstly, there is no substitute for knowledge. Studying management may be theoretical to you now. All skills will be of your use when you enter your professional field.



## **MR. BRAJA KISHORE MISHRA**

**Vice-Chairman, Jindal Tubular LLC, USA  
Non-Executive Chairman, UMSL Limited  
Chairman, Ferrotech Group**



The second thing I always say is that, upgrade yourself with time. You always need to be as much updated as you can. Do your SWOT analysis, individually all the time. It is always advisable to use your weakness for strength. That will help you figure out what points you want to enhance..

Thirdly, It's very easy for you to get distracted or demotivated but this is the time when you need to continue to pursue your dreams. Always dream big and never give up on your dreams. When you are rising, stepping on somebody and rising won't let you attain success at any cost. It is always a team that will take you up the ladder.

The most important thing I always emphasize is integrity. Integrity to your country, integrity to people around you, integrity to society, integrity to your customer. If the customer doesn't trust you, you will not stand in the market for long.

**What are the top three skills required to become a successful entrepreneur?**

**BK:** Dare to dream, dream big, and never stop dreaming.

**Reading your profile, described how you completed your formal education, but then there was a phase where you completed almost 20 exams in 15 days. How you managed everything your timings and challenges?**

**BK:** I had worked in different industries. I switched from science to commerce during my college. Due to some real problems, I got fewer marks at my graduation. So I went to Delhi and did my ICWA. He then described a famous dialogue of film Om Shanti Om. **"Kehte hain agar kisi cheez ko dil se chaho ...toh poori kainath usey tumse milane ki koshish mein lag jaati hai"**. In the history of Odisha, in 1983 the government decided to introduce an improved system. That improved my career as well.

**"Steering business growth & profitability;  
global expansion & consolidation and bold  
inspirational Leadership"**



## **Why angel investors don't invest without taking equity shares ?**

**BK-** Angel investors are the investors to your dream. You don't have a track record, you have an idea, the idea is not yet implemented, somebody is trusting your ability to work on that idea and it can become a successful business idea. Now if they don't take equity state and keep on investing money in you. Business isn't charity. Charity is a subset of business. The angel investors' only desire is to make you successful and till then they invest money.

## **What do you think is the reason for your success?**

**BK:** The people I worked with, the stakeholders I worked with are the sole reason for my success. My simple mantra is that let my people spoil their hands in new works. All good works you make are yours and all mistakes are mine.

## **How do you manage to reach the position that you are in right now through a place which is considered, backward?**

**BK:** Well the position was never my dream the success of the organization was my dream. The position came by itself. "If you have a small flower and you have a nice fragrance. The fragrance spreads. And the person who is in the essence of business, can smell the fragrance is useful or not.

**Commercial Growth &  
Increased Profitability**

**Expansion into New  
Markets Globally**

**Higher Levels of  
Quality & Innovation**

**Greatly Enhanced  
Efficiency & Profitability**



# 3

## **MR. SAMEEP SHASTRI**

**VICE-CHAIRMAN, BRICS CCI  
CHAIRMAN, IIGL**

### **HIS ACHIEVEMENTS, LEADERSHIP QUALITY & HUMBLENESS SPEAKS HIS LEGACY.**

His humble submissions over various platforms speak about his legacy itself. Grandson of the former prime minister of India Shri Lal Bahadur Shastri ventured into the world of politics by joining the Bhartiya Janta party, a columnist for several reputed journals, dailies, and magazines. He is none other than Sameep Shastri. Starting with a story being from a family legacy of Lal Bahadur Shastri it was always a lot of pressure for him to come, work and enter politics. A lot of people wanted him because of his values, ethics, and morals. His journey started with the position of president of the Indian association. As a youngster, you always figure out shortcuts to success which is a myth. Anything you want to achieve has a lot of hard work behind it.

**How do you come up with leadership skills? You belong to a family which is known for strong leadership skills. What challenges you had as a kid to present yourself as a young fierce politician?**

**SS:** For a leader challenges never get over. Whether you are from a legacy or a political background. The key point to leadership is to be a good listener, to emphasize the person giving advice, and to understand the current scenario of the requirement of the leadership. It is very important to be a part of the problem, solve it and come out of it.



As I come from a background where we are very politically sound. People always say it must have been easy for you. So I must correct this notion that entering a field your precedes were good at is easy. But it is you who is going to continue that position. Nepotism plays an important role by boosting you up for the first level but does it make you the man you are? you have to work and keep yourself grounded. That's when you grow!

**"A leader is a good listener, speaker, and one who understands the scenario deeply"**

**You are also the president of the BRICS Young Leaders program. Can you please elaborate on this program?**

**SS:** I am the vice-chairman of the BRICS CHAMBER OF COMMERCE & INDUSTRY. More than one-third of the nation is associated with BRICS nations i.e., Brazil, Russia, China, India, and South Africa. The main mission was to interact at an industry level where we were having multiple MOUs with these nations. This block is considered to be one of the strongest blocks because of developing economics. The whole idea was to create a platform where youth leadership, global research thought leadership can be connected with an institutional network.

Moreover, we can have a global platform where students and entrepreneurs from these nations can come, interact and develop sharing their technological knowledge. This came out to be of great success. Young leaders can now be developed, emphasized, and trained to lead their nation.

**We live in a country where we have 65% of the young population residing. But do you think there is a lack of young leaders in our country? What can be done to enhance this number to a huge mass?**

**SS:** Two aspects of this. Firstly, the political stigma that politics is dirty. This has to be changed. Till the time the educated youth doesn't enter the politics and be a part of policymaking. We cannot sit back over a cup of tea and keep criticizing it.

So it is time for the 65% to get involved in the policymaking either through bureaucracy, politics or through NGO or any policy-making source. A generation thought process shift is highly required that we as an individual have to take baby steps towards changing nation for a cause of betterment. That's when you grow!

**"We cannot sit back over a cup of tea and keep criticizing it...baby steps has to be taken"**

**When we are talking about leadership, we should look up to the skills required. How can we ensure that young minds have more skill or have the capability to attain skills?**

**SS:-** Initiatives are taken by the current govt. lead by Narendra Modi is important. For the first time in India's history- Startup India, make in India, skill in India, Digital India, all these initiatives are of great use. All we need to know is that how these policies are being implemented. There should always be a single-window platform for any new organization so that maximum paperwork is finished then and there only.

**Leaders play a vital role in the present scenario. As a leader what suggestions do you want to deliver to the young minds who are willing to enter the political or global world?**

**SS:** For every startup to innovate, there is a lot of need that has been created because of pandemics whether it is service industry or product. Every disaster or pandemic creates an opportunity of need. This is the time you can seize it. I would advise all the youth to look into the needs, make them your soul opportunity. The first and foremost fact for any successful business is to realize the need for the product and the market then work on it. Three things I would advise the young minds are honesty, securing funds, and teamwork.

**"3 Important Things for business- Honesty, Securing Funds, and Teamwork."**



A portrait of Mr. Nikhil Arora, a man with a beard and glasses, wearing a blue shirt. The background is dark. The text is overlaid on the right side of the image.

**MR. NIKHIL ARORA**  
**MANAGING DIRECTOR & VP**  
**GoDaddy INDIA**

**TOUGH TIMES DON'T LAST IN FRONT OF TOUGH PEOPLE: THIS MAN PREVAILED OVER HIS ADVERSITIES**

He belonged to a middle-class family and had great aspirations to complete his higher studies in America. The sponsor arranged by his father in New York could no longer support him financially. Mr. Nikhil Arora was just of 18 years then and had a total amount of 200 dollars in his hands. Being in an unexplored land, surrounded by unknown people bewildered him. He never gave up, decided to fight with his odds and to find a way out of this unpleasant situation. He did a job of distributing newspapers every morning at 4am so that he could attend his day classes at the college and worked at a petrol station in the evening. He had no day off till 4 years. His mission made him persistent. He thrived against his ordeals and his journeys enlighten the youngsters.

Mr. Nikhil Arora is the Managing Director and Vice President of GoDaddy in India. He is leading the corporate strategy, business development and customer experience. He believes that we should always have a mission in mind before thinking about making money because mission and purpose can hold you forever in your life and the money-making part will come following you later.

**“Be a Missionary First, and Mercenary Next.”**

**What should be done to decrease cyber frauds and what steps is GoDaddy following in order to tackle the cyber fraud?**

**NA:** The concern of data privacy is worldwide. We have processes to take action against websites conducting illegal activities and are in regular contact with law enforcement authority to take action against the fraud cases. We also sell products that helps to get rid of malwares and minimize the cyber-attacks. Our business is to protect customer’s data.

**“Just keep finding ways to connect with people.”**  
**“Persistence is good, if it is in a constructive way.”**

**Who where the people who inspired you the most in your journey ?**

**NA:** I think we are the biproduct of the environment or surrounding we grew in and that starts with your parents. There is nobody in the world who influences you more than your parents and you always work with their guiding principles. Whenever I have a doubt in my mind about something, I think about what would my parents do in that situation and what would be their recommendations. He said “My teachers and faculties for both school and college are the second source of inspiration and I am in touch in with them even now”. I like sports and has always been a big fan of M.S. Dhoni. I find his life journey very inspirational.

**“Parents are your first force of inspiration.”**



## **Share your one moment where you felt like stepping down and how did you manage to come out of it?**

**NA:** At first, you have to take care of your physical and mental health all the time. In this fast pace world, everyone is trying to be the fastest, every one wants to be the Usain Bolt in the world in business and entrepreneurship and we start ignoring to invest in ourselves. We are a human body and not machines, we have limitations contradictory to what people think that we can work continuously without sleep or rest. He added “jobs and entrepreneurship ventures will come and go, your health is the only thing that will help you sustain and survive longer.” That helps me a lot no matter how many down times I have seen.

Back in 2017, we wanted people to come online and we embarked the strategy of educating people through free educational campaigns. We decided to build this educational avenue to talk to our customer. The customer’s empathy gives us the right trust. So being from a commodity brand to a highly respected trustworthy brand is an evolution. Fall in love with problems of your customer and not with your own solutions. Spend much time with your customer.

**“Jobs and entrepreneurship ventures will come and go, your health is the only thing that will help you sustain and survive longer.”**

## **Can you describe an experience in which you have to manage a certain crisis?**

**NA:** When I was running an automotive company in U.S. The union of the employees went on a strike due to some wage issues. Me and my team were in charge to negotiate with union in strike. We had to get into their shoes to manage the crisis. To develop trust, we had to show up in the environment they were and understand the challenges they were going through. We needed a third objective party for discussion. We opened their eyes using the industrial data as data is something which cannot be debated upon.

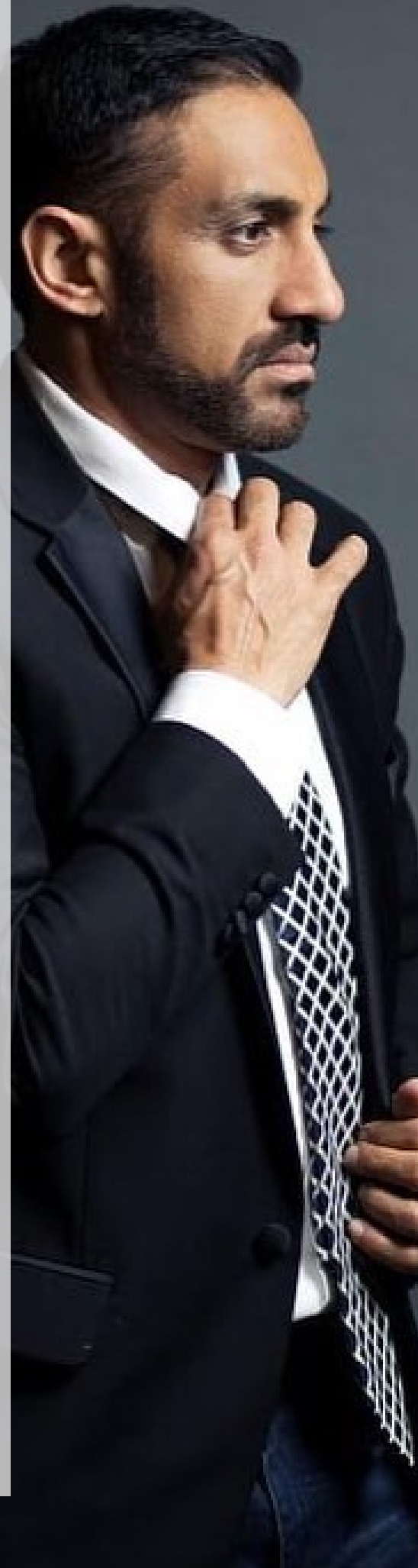
## **What according to you is the USP of GoDaddy which is helping the company to read profits and earn millions?**

**NA:** Anything starts with its brand and its representatives. It's a collection of attributes that the company stands for. First it is important to establish a good brand credibility.

The problem statement for was to reach out people to educate them. We came up with characters to connect with people because characters help in better understanding. There is no substitute to good products and the products should be affordable too as we know the market is price sensitive. One of the problems we identified is that many people do not activate their websites, thinking that it might be expensive and they need to hire a web developer. We solved this problem by building a one-page website for the customer who purchased a domain name. We have one of the best customer care service. I proudly say that we only sat for two days during the COVID lockdown and all our employees worked 24x7 from their homes.

## **What are the changes brought forth by your company?**

**NA:** We realized that the customers and entrepreneurs were hunting for information. We created a common page called Open we stand where we consolidated all the resources, here every body can get all the information they need. We were very sensitive to pricing because we could realize the hardships of our customers. We extended the renewal period for the products.





**What are the opportunities for the students who are willing to start their startups at this point of time, what do you think they need to follow and what are your suggestions to come up with something unique?**

**NA:** When you are coming up as a start up, you need to identify the problem, then find out if someone is solving that problem and think whether you can solve that problem better than anyone else. You need to find out whether the product is getting enough consideration to be purchased.

**What are the plans you and your team planning in order to enhance experience GoDaddy India?**

**NA:** Our mission is to empower entrepreneurs; we want to give all the tools. Very people understand about the online presence. We want to multiply the number of domains and websites in the country.

**IS There any Message That You Want To Communicate to the Students and Youth Community ?**

**NA:** Be authentic and unique, never pretend to be anyone else. Take time to find yourself. Invest time in nurturing your relationships with people. Don't compete with people, learn from them and keep reinventing yourself. He added you are as great as someone else, only you need to find your greatness.

**“You are as great as some one else, only you need to find your greatness.”**



Read "The Subtle Shifts of Radical Change" to help you through mid week blues.

**AN EX-ISRO EMPLOYEE, TED-X SPEAKER, HE HAD DUAL DEGREE FROM IIT KHARAGPUR. HE HAS NOW IT'S OWN AEROSPACE COMPANY KNOW AS SKYROOT AEROSPACE.**

**What are the plans with the prototypes VIKRAM-1,2,3 ?**

**PC:** We all know about PSLV, GSLV, & various types of rockets are developed by ISRO. What we are building at Skyroot are completely private. The Vikram series have the capability to launch 300-700kg to space. The small rockets whose weight is under 500kg and is ready to launch in 2 years. Then successfully we've launched Vikram-1,2 then, Vikram-3, which increases the Capacity of rocket cost, also keeps decreasing to the customer per kg. So, that is how these are designed.

**Sir do you I want to share something about the investment because in in India it is not possible to have Aerospace private companies and when Elon Musk start its private e-funding Aerospace he almost broke so how did you assume this time with so much of focus and Team Spirit as it really inspired that India has its own Aerospace private company so how did your reach by?**

**PC:** I have been a part of ISRO for 8 years. I use to follow the international clients all over the world and I know whatever is happening in other countries, like which space is going to provide sector and is definitely coming to India and once it comes to India and its pole policy opens up, it is going to provide a lot of business sense, business opportunity can be done in India.



**MR. PAWAN KUMAR CHANDANA  
CEO, SKYROOT AEROSPACE**



**Are all the investors are from India, is it funded by Indians?**

**PC:** Yes it is 100% Indian investing company and also 100% India built vehicle so everything is manufactured in India and it's absolutely fit for vocal for local story.

**As in general people use the sayings "it's not Rocket Science" when the task is simple and if simple bit is messed huge loss can happen, so as of now we are talking about Rocket Science how did you get into it that is rocket science?**

**PC:** Actually I was always excited with challenges. So when I was doing my mechanical engineering at IIT Kharagpur at the time I was actually looking for rocket launches in newspaper, etc. I used to imagine them as the next generation technology, & is really something out of the world. The fascination for rocket started building so I thought to work on Rockets. For me Rockets are the epitome of highest level of Engineering.

**Did you first leave ISRO or did you first start SKYROOT AEROSPACE?**

**PC:** I first left is row then started Skyroot. As per the official rule, Government employees cannot start a company by themselves. So I give up on ISRO and started a new company.

**Did you think there are some inherent risk of starting and Aerospace company in India?**

**PC:** I think every startup is shaky in the beginning, but when it comes to address face I was confident that we can make it a big company like this as we all are a part of this industry for a time being it depends on how well you can build the company how well you can go through the UPS and come back down anything can be made successful just the matter how you deal with it that is the challenge.



## **SRIMATHI SHIVASHANKAR**

**CORPORATE VICE PRESIDENT &  
HEAD NEW VISTAS, HCL INDIA**

### **SRIMATHI SHIVASHAKAR: A LEARNER, A GROUNDED PERSON, NATURE ADMIRER AND AN IDEAL FOR YOUNG MINDS**

She is an Ideator, motivator, a biker, a traveller and always a learner. She is a distinguished alumni awardee from NIT Trichy. She is the corporate vice president of HCL technologies heading the New Vistas business. She is none other than Srimathi Shivashakar, a biker, traveler and modern-art enthusiast. Srimathi Shivashakar interests lie more with the young minds. According to her, the worst thing a leader can give is a prescription. A crisis is an opportunity to get better. People grow when they understand the depth of crisis and adversity. Covid has done a lot of drastic changes. “For the first time, I saw so many birds outside my house. In short, nature is enjoying in the meantime we are locked down inside our houses.” She says

**As an Indian, we inherit more inclination towards nature, its goodness. What are your opinions about this context?**

**SS-** I grew up in a very small village. I still believe that our ethics, beauty of simplicity lies in the village itself. You learn to cope with adversities, managing large gatherings and minimalizing your usage in small-town life only.



## **Yin-Yang, the Chinese philosophy**

In the Indian context if we take lord shiva and other goddesses. They are superior examples of masculine and feminine energy. A balanced leader knows where the energy is coming from. A feminine aspect of a company or organization says that you need a plan and then apply it to people. Whereas the masculine energy is all about compliances, standardization and rule-books. (she then explains the masculine and feminine energy go hand in hand and the symbol of yin yang). Stereotypes break when you embrace dual energies be it masculine or feminine, light or dark, ups and downs through a balanced approach.

**"Stereotypes break...embracing dual energies... masculine or feminine, light or dark, ups and downs through a balanced approach."**

### **The masculine and feminine energies:**

The divine masculine energy is all about giving whereas feminine energy knows receiving. Feminine energy is powerful. It knows to float in the direction wherever possible. It is dynamic, intuitive, nurturing and creative towards masculine energy. It shapes your life. All these are helping you simultaneously to take huge decisions and firm steps. There are people in the work field who give you orders to work before testing your potential. We too have people who see the forest before counting trees. This is the feminine energy. The masculine energy knows clarity, focus, stability, protecting, analytical and logical approach. Both energies are extremely needed in coping with adversities.

### **Anthropology- let's go beyond the genders:**

Traditionally men have always been the hunters and gatherers. They started making tools for hunting purposes. Women were traditional nurturers. Even in the workplace, we can be stereotyped. Like, all the salesman has to be men. All the front end works and customer dealing works has to be done by women.

## **Balanced leadership:**

When adversity calls a balanced leader can only perform these characteristics.

- 1.Courage- the ability to show strength during pain or grief.
- 2.Agility- ability to think quickly and easily.
- 3.Empathy- the ability to understand and share the feelings of others.
- 4.Resilience- the ability to spring back from difficulty.

Am I courageous to ensure that I don't exclude any of the beyond business topics? Do I empathise with the security? Do I bring in a system within the company which brings agility and therefore I am building resilience towards the company? These questions with yourself will make you a perfect leader.

**Tell us some of the mantras of life that we as youngsters have now forgotten but you must have had to say us ?**

**SS:** I have three mantras and I am happy to share those with you.

Firstly, running faster and how much faster has to be decided by you. The focus should be the finishing line only. You don't need to compete with your competitors. It may give you an essence of perceptions of losing. The second thing, when you fall don't wait for someone to lend their hand and pick you up. It's always advisable to get up on your own, wipe your face off and walk straight. Thirdly, I take little affirmations. One of them is going back home after work makes me feel good. I sit. I think all positive things occurred on the same day.

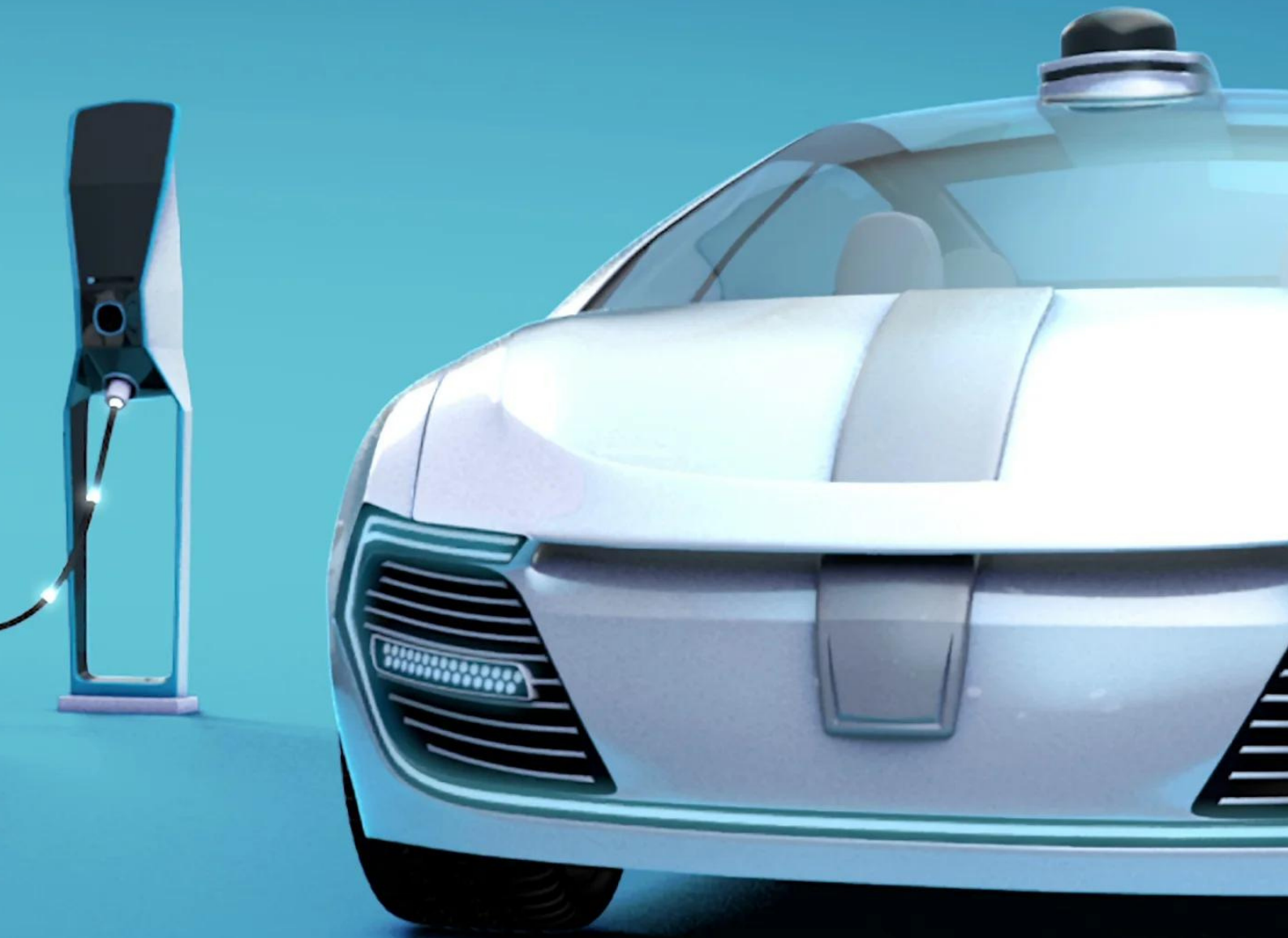
**"You have to be softer, milder and have a letting go attitude...leadership quality"**

**We are at a tender age. We don't know to distinguish the profitability mentality from health concerns. Whether it be the health of yours, your colleague or any other associations. It is more important than any other profit. What are your thoughts in this context?**

**SS-** Some companies only look for profitability, compliances. They have nothing to do with the people nor their health. Some companies also exist that look at health and profitability hand in hand. Such companies have balanced leadership. They are bound to prosper more



# WHO WILL BREAK THE **EV** JINX ? CARMAKERS OR THE BUYERS



**Globally Carmakers are driving into an electric age. In India, companies are waiting for customers to buy & customers are waiting for value for money.**



## **MR HARSHIT VYAS**

**CHIEF BUSINESS OFFICER  
OYO HOTELS**

### **FOR LONG YEARS OYO ROOMS HAVE BEEN AVAILING MILLIONS OF CUSTOMERS ROOMS FILLED WITH HAPPINESS, LED BY THE YOUNGEST CXO: HARSHIT VYAS**

For eight years OYO rooms are offering standardized stay experience at an unmatched price across the country and many other cities of the world. “College days are the best moments of life. You meet new opportunities, people, and directions. But the toughest part is which path to ride on.” Says Harshit Vyas.

**"If you are early in your life, you take wrong decisions early, you correct them early and you grow early.**

**What are the roles of a balanced leader? You are in a position where you have to manage multiple technicalities and various company issues? what is your opinion about this?**

**HV:** The need for diversity is essential in the present scenario. Our company should be diverse and equal. We should make sure that everyone gets equal opportunity.



**OYO is something that caught public eyes in a very short period. Tell us the one thing that went right with the organization and it was able to achieve such a huge response from the public, peers as a whole?**

**HV:** The biggest value that we were able to create was an entrepreneurial environment and a group of super-talented people. Equal ownership and working as problem solvers without any hierarchy helps people to do their best.

**We are now in a post COVID era, How is OYO coping up with the current situation, How it is operating in the lockdown and post-lockdown?**

**HV:** Two big segments we have seen going well. Both the small enterprises and customers are being provided with utmost facilities. Also from the last three months, we have provided 100,000 room nights, for self-isolation and quarantine purposes. We are working currently with 50 embassy where there is a direct call line system for the customers. We are also working with around 50+ hospitals.

**Currently, the travel industry is slow! The hotel industry depends completely on travelers. What are the travel trends OYO is witnessing currently?**

**HV:** Travelling is slowed down, but not completely shut down. There are still some big significant cities where traveling is still on. People are now opting for personal transport rather than public transport. It is thereby helping the traveling. People are taking more precautions while choosing a traveling medium which is helping us very much.

**You are in the hotel industry. People are locked up in their houses. What is the one thing you learned during this lockdown?**

**HV:** I am happy that we are getting the number of plants increased day by day. Climate is so soothing these days.



**You mentioned the collaborations your company is currently working on. Due to lockdown they too must be facing many challenges. Can you please share some of them?**

**HV:** We have worked with almost 19,000 hotels across the country. But the biggest problem is finding staff. Labors have to travel to their home states. Skilled people don't want to travel to big cities. But we have decided to help everyone. Firstly, 24 crores of discount have been given in the commission which was payable to us. Secondly, we are continuing our weekly reconciliation so that weekly whatever payment is there we will sort it out. In this way, working capital won't be hampered. Thirdly, there is a scheme called OYO secure, it's an online wallet for our partners. We will be giving a 30% top-up to all our partners for recharging etc, for this carrying relevant information to your partner.

**The founder of OYO rooms mentioned in one article, “ I trust this friendship that I have built with Harshit “ . having the kind of support from your team, having such a position in your company what are some of the initiatives you want OYO to take in the coming years?**

**HV:** Two big segments we have seen going well. Both the small enterprises and customers are being provided with utmost facilities. Also from the last three months, we have provided 100,000 room nights, for self-isolation and quarantine purposes. We are working currently with 50 embassy where there is a direct call line system for the customers. We are also working with around 50+ hospitals.

**OYO has witnessed a large number of lay off in the past few months. So how do you see the comeback and the new employ people?**

**HV:** Look whatever articles, newsletters, and journals published about lay off of OYO is not correct news. People were partially paid. They were actively involved in the company work too.



**The hospitality/hotel industry has been impacted by COVID, with OYO being the biggest hotel chain in India, how have you managed to stay afloat? Did you plan for this in terms of your runway?**

**HV:** I don't think any one of us has planned it. If we would have seen this tragedy coming we would have planned for it earlier.

**"The reality of life is everything happens with Uncertainty. It's just how we react and tackle the situation. It's just how we react and tackle the situation."**

**How does a business prepare itself and become more resilient?**

**HV:** I always believe in this principle that, if you have a resilient team and a resilient product that automatically takes the marketing level up. But the main focus can be on efficiency.

**New startups are facing problems due to pandemics. What are the suggestions you want to give these budding entrepreneurs?**

**HV:** Tough times only teach us to cope up with adversities. Almost 50% of the companies started like this situation only. If your start-up is good, products released are good then you will surely succeed. You should be fair and not emotional. You should keep the customers, stakeholders, and team members in your eyes. In these tough times, you should surround yourself with your loving ones. Read as much as possible. You gain experience and inspiration by reading. Whenever you are facing any adversity always put yourself in another person's place and then decide for your betterment.

## **MANVENDRA SINGH: AN UNAPOLOGETICALLY AWESOME PERSONALITY WITH PRECISION, PERFECTION WITH AN ESSENCE OF PITCH-PERFECT MARKETING SKILLS**

There is precision, perfection, and purity in the words of Manvendra Singh. That's why he is always chosen for the best. He is versatile. He is professional. He is unapologetically energetic. Sales and marketing are his interests. He has not only created businesses but also led many world-class organizations. Mr. Manvendra Singh has been a driving change and growth across various industries. He has helped in the establishment of the company and its vision.

**“What is the thing which matters a lot?  
Your perspective towards life.  
Think big and you get big.”**

This should be your mantra during the learning stage. The fundamental aspect which remains the same is your passion, your drive, your learning curiosity. Take your time and understand yourself. To connect with your inner flame, you must work on igniting it every single day” says Manvendra Singh, CEO, Davidoff India.

**MR MANVENDRA SINGH**  
**CHIEF EXECUTIVE OFFICER, DAVIDOFF INDIA**





first lab experiment in life was when I was a junior in school was the paper and magnifying glass experiment. You take a magnifying glass. Focus it on the sun during the afternoon. Put a paper below it. You will notice the paper starts burning in a short time. I want you to emphasize this experiment as the art of focus. Some of the aspects you should keep in mind are:

1. Self-awareness: Ability to understand someone's moods, motivations, and abilities.
2. Self-regulation: Ability to control one's impulses.
3. Motivation: Ability to learn and self-improve.
4. Empathy: Ability to understand other people's reactions and emotions.
5. Social skills: Ability to pick up jokes, touches of sarcasm, customer service.

You are unique and you should take pride in being unique! You should hop out of your comfort zone whenever you feel that you are excelling in something for a long go. You must explore.

**"If you want something in your life you never had, you'll have to do something, you've never done."**

**Do you ever think about the people who judge you because of the career choices you made?**

**MS-** It doesn't matter to me at all how people judge me, I am in my orbit, I am enjoying my journey. The fundamental remains the same, your discipline, your managing capability, your process orientation will help you to come to the board room. I have been very lucky because the minute they start talking with me, they start falling in love with my industries, envying me that how swiftly I am exposed to a varied range of expertise To live in the moment, be realistic to yourself. I started my career back in 1998. I was given a very frontline role. But I left that job and started searching where my interests lie actually See nothing in life happens out of coincidence, everything happening has a sole purpose behind it.

**How do you deal with the stereotypes that have been put forward in front of you in the field of hotel management?**

**MS-** Back in 1998, during my school days hotel management was a career opted by all good students. Hotel management is a beautiful industry. It caters to hospitality. It is service-oriented. People just get stuck. People don't follow the lead.

**What are all challenges you have faced when you are working with the company Diageo?**

**MS-** Diageo is the world's biggest liquor company. As our industry was a stationary industry we had two ranges settled here. One is the red range which is for kids, artists, common people. The other range is the green range for corporate clients, highlighters, and technical engineering staff. Diageo was unable to catch the eye of the state, Uttar Pradesh. I decided to enter the market along with the company and establish the brand, its registration. This type of greenfield starting from scratch gives me more happiness than anything.

**Do you think these theoretical mantras are going to help us in our real life as well because the practicality of life is very different than it seems?**

**MS-** As an individual before hotel management, before every degree, we have a name. We have our values. We have our mantras to live life. In my childhood days, I used to be a very pessimistic person. But as now I am learning, growing, and exploring new things that pessimistic me has become optimistic to a great extent. You just have to invest in yourself continuously, you have to be different, you have to think out of the box to be in the position where all big personalities stand.

**How did u manage to establish a brand long back in 2003, when the already sector is held up to 70 to 80 percent by a giant Indian company?**

**MS-** As an individual, I always compared myself with my performance mine only. How I was yesterday and how am I today is the only thing I preach. We decided with a handful of super-talented youngsters that Let's go into clusters and create a critical mass.



# DECATHLON

The image shows the interior of a Decathlon store. The large, illuminated 'DECATHLON' logo is at the top. Below it, the store is filled with various sports equipment, including bicycles, running gear, and outdoor gear. Several people are visible, including a woman with a stroller in the foreground and a man in a blue shirt in the middle ground. The store has a modern, industrial feel with a dark ceiling and bright lighting.

**A French Brand that won over the Indian heart, even got it it to scale mountains, literally**

*Decathlon* has created a category in India the long, hard way and not by resorting to discounts



## **Ease of being truly Indian with Mr. Murli Krishnan.**

Mr. Murli Krishnan- CBO Chief Branding Officer, One of the leading names in the food industry, of Wow! Momo foods Pvt. Ltd. He has also worked with MullenLowe Lintas Group, beginning from being the Brand Services Directors to the Vice President, Leading the company towards success. He is an amazing and one of the coolest entrepreneurs.

**How has your lockdown been precisely productive or non-productive?**

**MK:** Lockdown is the best blessing for me. We have opened 31 New points of sales in the past 3 months. We collaborated with Cafe Coffee Day, rationally to open 100 shopping shops. Now we can say Wow! Momo and Cafe Coffee Day so-called the rivals have come together. We started a new Vertical in the span of four days called Wow momos essentials.

Where we convert, 350 outlets to sell groceries, through Swiggy and Zomato, then we tied up with P&G, ITC, Nestle, Haldirams, Bikaram and Emami.

**MR MURALI KRISHNAN**  
**CHIEF BRANDING OFFICER**  
**WOW! MOMOS**





We converted our outlets into grocery pickup Centre over the period of May and June. We crossed more than 10 to 12 Crores, turnover. We have 3200 employee and we have been paying them throughout the lockdown phase.

### **What is the impact of the corona crisis on the startup community and how are you managing?**

**MK:** Startups need to focus on the birth of their crash. As the next 6 month will be a little tough for all of us. I believe that India will recover faster as we are a very hopeful generation. There will be an impact on startups but they will recover with time all the startups need to adapt to the new names which are gonna stay such as social distancing. for example. in our sector take aways will be the new norms and we need to adapt to it technologically coronavirus utterly impacted the topline and it's up to the startup that they are not burning much. We are also being very much causes our way stages and our production both are in complete control. We are not buying anything unnecessary if the office is not needed, we don't use it. We have switched off our all signatures across our outlets. Conserve what you have and use it efficiently we have not cut any salaries and have not done any layoffs due to covid-19. All the brands with psychology will survive.

### **What is the importance of a branding guy in any start up?**

**MK:** In any board meeting the Chief Branding Officer or the Chief marketing officer are the one who brings the customer's voice to the table. The CEO will talk about the business, the CFO will talk about the finances, the CPO will talk about the the Products and it's the marketing guy who talks about what customer wants and how to work during this pandemic the most important thing is to stay relevant.

### **Content plays a very special role in marketing, so how has content evolved with Digital Media?**

**MK:** In our content we always try to keep it very purposeful, We wanted to give our customers only WoW moments, by keeping it simple. I hope our Content is spreading culture and tradition among the diverse World.

**How can you say that you are performing really well,as compare to other countries in the market, so What is the secret behind it?**

**MK:** The secret behind it is us. We feel like none of us get Cheetos and hand dirty in the countdown.I think that is one thing which made us nimble footed and made us grounded.In March,we had 40 outlets sold fit out.We conserve cash.Their are two things that stands apart.One is We feel that adversity is equal to diversity. If situation is adverse than you have to be diverse.The second one is very close watch on customer because I think the game today is gonna be off relevance.Relevance quotient in their life is far superior we kept customers at a very close watch through our social media activities,that always help us much.

**How did you introduce the "Butter Masala Momos"at South India?**

**MK:** It took 3-4 years to build the category.We try to keep our marketing efforts very plural.We go to a specific place and try to make that a part of our brand,which means we do a lots of local efforts.We have been extremely mindful in growing their and part of their locality In India,to win people's heart is to be in their part of sadness and happiness.You have a chance to make history with your every single bite,therefore, it is the most easiest and the hardest industries to conquer.

**Which one is your favourite brand or Company, when it comes to being the most Indianised brand?**

**MK:** Only very few brands actually walks the talk. When it comes to do so then TATA-TEA, Is the brand whose journey have been amazing from starting it self.

**What do you think your customers should be feeling about Wow Momos?**

**MK:** We try to make every moment special of our customers. We spread purposeful messages during New Year, Christmas, and all other eve's by keeping special offers for them.We believe that you don't need extraordinary things to be Wow,the real Wow is within you. At last I think people must be enjoying our services.



**MR VARUN SRIDHAR**  
CHIEF EXECUTIVE OFFICER  
PAYTM MONEY

## **IT'S NOT IN THE STARS TO HOLD OUR DESTINY BUT IN OURSELVES: HE PAVED HIS OWN PATH**

Mr. Varun Shridhar is the CEO of Paytm Financial Services arm, Paytm Money, and has been a driving force behind the equity platform launch. He believes in building client centric product that will serve every Indian and Bharat to invest in stocks, Mutual funds and NPS. Varun has led the distinct transformation journey of some of the top retail banks in India and abroad. Most recently he served as CEO of FinShell India where he launched Realme, PaySa- a fintech platform on mobile. Prior to this role he worked with BNP Paribas for close to 8 years with amongst other assignments, he supported other acquisition of Share Khan. As a broad member of executive committee, he supported the scale up digital equity brokerage on Mutual fund business. He did his MBA from the prestigious SDA Bocconi of Management, Italy and graduated from the University of Delhi.

**“Our aim is to be India’s first digital wealth manager.”**

## **What is the difference between Paytm and Paytm money at large ?**

**VS:** Paytm is our main brand or the group company which is also called One97 communications. Paytm is the app that we all use. About 400 million Indians operate it today and we have around 150-250 million monthly active users on the Paytm platform. Paytm has over 50 plus business lines, so we have about multiple products. The first business that we do is payments, we have a massive wallet business, in which we are the first in India and we have the UPI business where payments can be done. Then we have the payment gateway business, where basically the payments are done through QR codes. Followed by other businesses like Paytm bill payments, Paytm FASTag business, Paytm games etc... which are very beneficial for the users.

He added, “In financial services we possess lending, insurance and Paytm money. I run a limited company, in which we have 4 departments of a product like equity financing, mutual funds, future planning and gold. Our aim is to be India’s first digital wealth manager”.

## **What was the first Paytm transaction that ever happened?**

**VS:** I don’t know about the first transaction that took place. Paytm was initiated 20 years ago and its actual transaction began with value added services. At that time people used very old phones and they used to SMS to get some astrology codes. So Paytm at one time was attuned to run a call center with a bunch of astrologers advising people and it also handled the SMS services. He said, “I know about the first wallet transaction or the first QR code, that was from a departmental store.”

## **What were the principles on which Paytm was built?**

**VS:** Paytm as a company has been built around very simple and honest principles. The first principle was “to be good”, when Paytm launched the wallet business and it was a big take off after the demonetization. India shifted to digital payments and we thought about helping people go digital and tried to aid them in fundamentally removing cash from the economy. The second principle hint at “go big, or go home”, a mini app store was introduced by us and we are very sincere to our goal.



## **What do you think is the major factor that has led the trust among the citizens of our country?**

**VS:** Any business today, works on trust. I have observed a lot of changes taking place in the world in terms of trust. The trust 25 years back was so different than trust in the present times. In business, you have to work extra hard to earn that small thing from the customer called trust. One of the best things that Paytm has done is great technology because if you don't have technology involved in your product, your product will not be stable as with out technology failure rate is high and trust is gone. The technology orientation of the company has helped. The second which is important is being genuine. The next principle for gaining trust is by taking care of your employees, your investors and your customers. I directly talk to my customers even through calls, I have been doing this because this helps me in knowing what's wrong with my product and I m serious fixing it.

## **In the post-truth era, people trust more on emotions than information so how do you maintain honesty and credibility with your audience or the customers you have and how do you nullify these challenges you face?**

**VS:** I am some times worried on how youngsters and the world has become sensitive, not willing to take small criticisms or not willing to criticize others badly, in both ways. People have lost the ability to be sensitive to each other. I feel a bit sad because the trends of our society specially among the youngsters is changing, youngsters not by age but anybody using social media including me. This trend worries me, and I have message for everyone to be kind to each other, as life is so simple don't make it very complex. I think there is one way out and that is to do the right things consistently and being transparent about what you are doing. At the end of the day, I feel like Indian people are intelligent and I have a lot of faith on young people like you.

**“I think there is one way out and that is to do the right things consistently and being transparent about what you are doing.”**

**In case mutual funds, some times people are not satisfied with the amount of returns they get, what message do you want to send your viewers about the things you are going to do in the coming years?**

**VS:** The unfortunate reality of Indian education system is that we teach people everything, we make the best engineers, doctors, management students, etc.... but we don't teach people how to manage wealth. We all at the end of the day work for material gains. In the matter of investing money, we all get scared. Capital markets having ups and downs are like traffics. I think you have to learn how to manage risks. Take products that are safe, the problem is that people want safety along with very high returns and that doesn't work.

**How are planning to generate more and more customers for your business and whom are you targeting in the 1st round?**

**VS:** In India there are half a billion people who use digital payments in their mobile phones and about 400 million people have some sorts of savings but only 40-50 million people have a mutual fund account and only 12million people actively invest in stocks and the definition of active is only one trade in the last one year. Our dream is to bring 300 million Indian to save their wealth meaningfully. Everybody who doesn't have a mutual fund today or digital gold or stocks, we are going to put everything altogether in an app, make it super simple and easy for our users. Our target is the digital DIY customer and they extend across all age groups, across all amounts from about 100 rupees to an amount of 10 crores on my arm. We are the largest mutual fund in India.

**In this CORONA outbreak, where everything has been shut down How do you manage this transition, what do you do to pre-hand in order to tackle situation like this?**

**VS:** In a company you can only do limited things in order to tackle the crisis, so everyone should be ready to accept a change. Having crisis is great because crisis gives birth to new things and I think the world is changing so fast that it is most likely to have a crisis. At this kind of situation being flexible and unbreakable like a rubber band helps. Be the first one to work in a crisis.



# upGrad<sup>11</sup>

## Online Power Learning

### **TAKING OPPORTUNITIES UPGRAD BECOMES MARKET LEADER.**

He is the Business turn around specialist.He is the investor at Style work, Vidgakul, Humus, YPay, Brewhouse Tea, Charge Zone, Blusmart, Hesa & quicorns.He is the Assistant Vice-president at BYJU'S.Graduate Engineer Trainee (Assistant Manager Sales) at Mahindra and Mahindra.He had done Bachelor of Engineering at Birla Institute of Technology, Mesra; Master of Business Administration at Indian School of Business, Hyderabad.

### **How has the lockdown precisely been for you has it been productive or non-productive?**

**DS:** It has been amazing,u are getting an Opportunity to work from home, Infact you are getting an higher efficiency of doing work just sitting at home.Before the lockdown, you are feeling like you need to solve this problem and you have to go to the other places to get the work done but now the work we are doing the same work,just sitting at home.



**MR DEEPAK HIMMAT SINGHKA**  
**VICE PRESIDENT- BUSINESS**  
**UPGRAD**

**What do you think is the direction for E-Commerce is going right now and where will it reach in future only and only because of the pandemic?**

**DS:** What's happening now is people are using online apps for buying clothes, groceries and many more. That is where we are moving ahead and it seems like people will stop going to market and shop online. They start believing that buying online is far effective than just going to shop and buy stuffs.

**Do you think that due to this pandemic make the recruiters are giving less jobs as compared to the time that they are giving more jobs. Do you think that there is a shortage of jobs right now, there will be a shortage of job as well in future or will the situation improves ?**

**DS:** If you see, the initial phase of lockdown has impacted the lives of people because people were still not clear how the world will move, how things will happen, but I think as we are moving with time, the situation is getting normal, Everything is opening back and going back to normal. Efficiency wise it has improved a lot.

**Would you like to share something about the company and its vision as well ?**

**DS:** The idea is out of the people who complete their undergraduate. Around 20% of people who go for higher education. How people see education as one time thing but they don't see it as a lifetime learning, is important. You should learn everyday and this is what is missing in the education system. From this is where the idea comes, We want people to learn more and more. We want to move the ratio to 50% of postgraduate in around 2 to 3 years. At upGrade, we offer courses for data science, Machine learning, MBA. When you gain more knowledge, you start learning more that is why we are helping people to learn the concept right. We have a strong mentor and support system which ensures 90% of people to complete their course as well that is the goal we have.



## What according to you companies precisely want from fresh MBA ?

**DS:** The only thing we look when we hire people is that, they have the right attitude to learn or not. If you have that thing in place, then you don't need anything. Basically, there are two things that we need in our life to succeed. One is discipline and another is, attitude to learn. If you have these two things nothing can stop you to succeed in life. That is what we look at while having a good discussion with anyone. That may be someone at senior profession or at entry level, so that is what we need.

## What are your secret behind having a successful professional ?

**DS:** Along with discipline and attitude to learn, you should be passionate about learning. If you are not passionate, then the work become a task for you, which you might face difficulties in doing. But when you are passionate about doing something, you will succeed in that work. when you have these three things. Discipline, Attitude towards learning and Passion with you are going to succeed in your life.

## What is your biggest fear in your Professional carrier ?

**DS:** The moment when I go beyond my disciplinary boundary that is something I fear. When you have the discipline enact for yourself and team nothing else can take you apart, from doing something, So you have to maintain that discipline in your life's pace.



The image is a promotional banner for upGrad. It features a woman in a red shirt sitting at a desk with a laptop, working in a modern office setting. The background is a warm orange color. In the top left corner, the upGrad logo is displayed with the text 'Free Courses' below it. A central white box contains the text 'Experience zero cost learning in Management'. Below this box, it lists 'Courses to choose from: Digital Marketing | Social Media Marketing | Management'.



STUDENT ORGANIZATION  
**SPASMODIC**

Under the Aegis of Division of Student Welfare, Lovely Professional University

Inked **MoU** with

**BRICS CHAMBER OF COMMERCE & INDUSTRY**  
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*Spasmodic will act as "Consultant & Strategic Partner" for the Annual Young Leaders Program of BRICS-CCI.*

**BUILDING YOUNG LEADERS**

**SPASMODIC LPU BECOMES 1ST STUDENT ORGANIZATION TO SIGN MoU WITH BRICS CCI FOR ANNUAL EDITION OF YOUNG LEADERS.**

BRICS CCI Young Leaders will hold numerous activities each year under the pillars of Youth Leadership, Nation Building and Thought Leadership, and connects with students through its institutional network.

Both the organizations will associate intensely towards the fulfillment of common goals of bridging the gap between the youth and Industry along with promoting leadership.



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WELSPUN GROUP  
FOR INTEGRITY MANAGEMENT  
& GAS PIPELINES™  
CE - DELHI, 23<sup>rd</sup> AUGUST 2018



**MR T.S. KATHAYAT**

**PRESIDENT & CHIEF TECHNICAL OFFICER  
WELSPUN CORP. LTD.**

**A TRUE LEADER, WHO IS LEADING THE UPCOMING GENERATION BY HIS EXAMPLES: HE IS INSPIRING THE GENERATIONS: A TRUE LEADER, WHO IS LEADING THE UPCOMING GENERATION BY HIS EXAMPLES: HE IS INSPIRING THE YOUTH.**

He is one of the well-recognized faces in the corporate world and has represented India in numerous international conventions. He is the awardee of various prestigious awards such as: Quality Leadership award, Outstanding Leader of the Year-Quality Segment, Corporate Excellence Leader of the Year, etc. Under his leadership Welspun Corporation has achieved great heights and has received many national and international awards globally.

Tribhuwan Singh Kathayat, President and Chief of Corporate Quality and Technical Services at Welspun Corporation Limited is an alumnus of IIM Bangalore and S P Jain Mumbai. He is also the prevailing President of International Tube and Pipe Association -India Chapter (ITA).

He is actively involved in industry interactions and knowledge sharing sessions with students of technical and management institutes. He has been enlightening students for years and has been guiding them in intensifying their steps towards their vocation.

## **Nothing takes precedence over safety...**

**TS:** Most of our employees in the corporate are working from home and only 10% of employees are allowed to come to the office due to rapid spread of the life-threatening virus as Mumbai is one of the hotspots of COVID pandemic. So, it is very important for us to keep all the employees and their family members safe from this catastrophe. We have reported all the covid cases and luckily all of them have recovered well.

## **A journey of thousand miles begins with a single step...**

**TS:** I am one of the chief technical officers of the Welspun group. In general, I travel globally and have come across more than 50 countries. I joined this company in 1996 and its almost 25years now. I started working in this company as a young assistant manager but today I am one of the global leaders handling the quality and technical service for Line Pipes for Oil and Gas Industries across the globe.

## **Augmentation and inclusion of the business**

**TS:** Above Welspun group we are in various business verticals. The main vertical of our business portfolio is line pipes for Oil and gas which is Welspun Corp, followed by textile vertical and the third one is our infrastructure and oil and gas. I am responsible for line pipes for oil and gas and we have our facilities in India at four locations. Two locations in Gujrat, one close to Gandhinagar at Bhuj and the second one in Dahej near Vadodara, the third one in Bangalore and in the fourth one we are coming up with a green field project in Madhya Pradesh very close to Bhopal. Half of the plant is commissioned and the only last part of the plant will be commissioning in 3-4 months delayed due to the present COVID situation. In Saudi Arabia we have almost 1000 employees and in U.S. we have around 1020 employees. The capacity of manufacturing line pipes is around 2.5 million tons, and 50% of this capacity is manufactured in India and 30% and 20% is being manufactured in U.S. and Saudi Arabia respectively.



The manufactured gas pipe lines are delivered to key customers in Saudi Arabia and various other top oil and gas companies across the globe. Our group turn over is about 3 billion dollars and after COVID we will enter into the hygiene sector and now we are giving complete solutions for flooring situated in Hyderabad and have invested 2000 crores there. Taking into consideration the current situation of the nation our textile section started making PPE kits in accordance to the new initiative of PM Modi. We are focusing more on the maintenance Capex in the present scenario.

ASIA

### **Looking forward to the good opportunities in India**

**TS:** We are taking part in the Nal se Jal program of the government of India and we are having good visibilities now for India as well. The company has achieved many awards and certificates in this global year. We are trying to focus on digital technologies rather than physical technologies. We have developed a C to C formula that stands for connect to customers formula, in which we reach the customer digitally as we are unable to join them physically in the present condition. I contacted with the Indian Oil corporation and other gas line distributor in the cities.

### **Humanity is always the first priority...**

**TS:** So, it is very important for all of us to have a great sense of belongingness towards humanity. Now we are giving importance to human health as it is very important for all of us to have sustainable growth because if you cannot have a good balance in the health of your country and your people you cannot become a good leader.

**“First a person needs to be a good human leader and then he will be able to run a business worldwide.”**

### **When we focus on getting rid of problems. Possibilities are endless**

**TS:** We are having many great young leaders in the average age group of 26-27 years in the country and they should be getting ample opportunities.



This is the best platform to communicate with the group of upcoming young leaders that how we should maintain our focus in this situation. Having resilience is very important. It is maintaining high level of refractive and well being while dealing with high level of disruption. It teaches us to overcome fear and face our challenges and can test ourselves how creative we are. It is beneficial to maintain a positive energy whether it is for a student, family or organization. This is how can be more creative in this disruption phase and can calibrate and align their mission and visions on the basis of their future requirement. Nobody ever thought of the occurrence of lockdown for a prolonged period of 6months. This is the peak time, when an organization should worry about its employees.

### **Interaction makes it better...**

**TS:** We have a wide gap between industries and institutions, this is where we need to work. We are not able to pass on our knowledge and experience to the students. The requirements of the industries should be taken care of by the institutions and there should be a better cooperation between them so that students can acquire all the required skills.

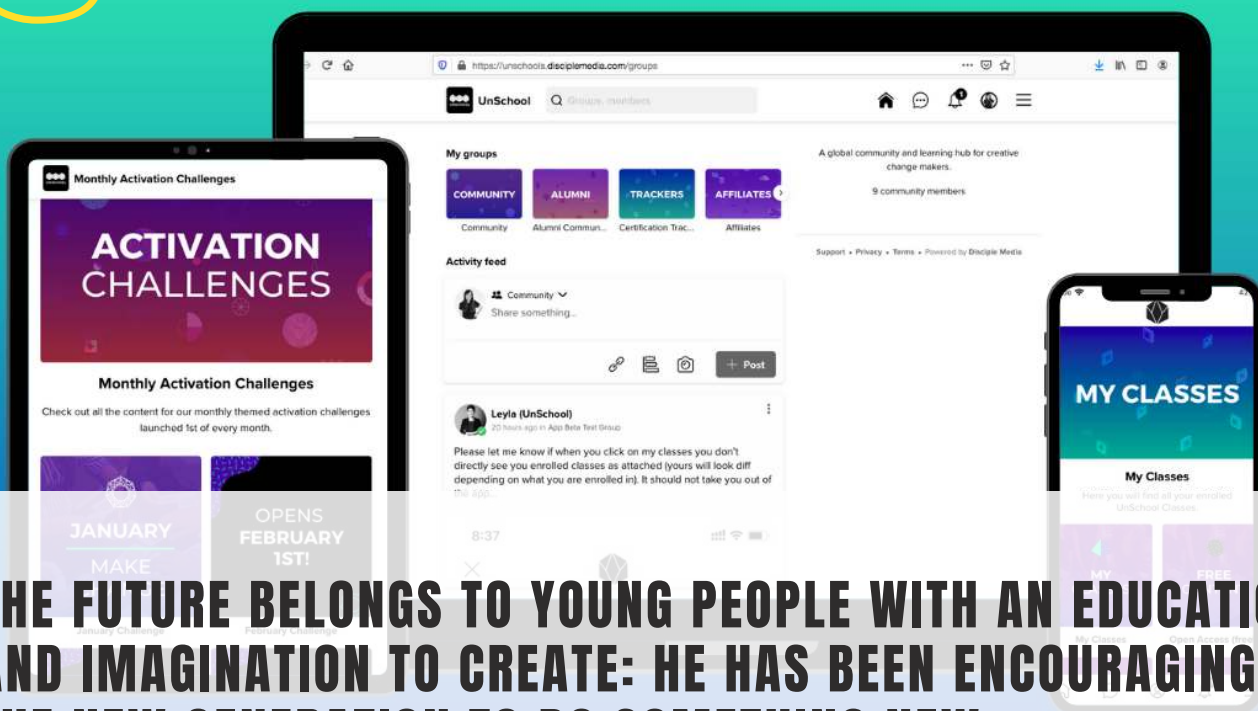
### **Key ways for the sustainability of an organization...**

**TS:** We are trying to get closer to the customers and are striving to position ourselves in the customer's circuit, so that you can become a good sustainable organization. Our strategy is to strengthen and diversify our business. Liberating fresh opportunities in India is one of our main focuses. We are capitalizing and changing marketing dynamics. We are a part of Make in India, Atmanirbhar Bharat and emphasizing on how we can be self-reliant.

### **Message for all the Readers**

**TS:** let us focus on positivity at this moment. Be connected to your loved ones and have that positive energy with in you. In spite of thinking that COVID has brought all sorts of disruption to us, we should think that it has opened up a new path for the all the new leaders in the future. Let us play our part in making our country self-reliant.





**THE FUTURE BELONGS TO YOUNG PEOPLE WITH AN EDUCATION AND IMAGINATION TO CREATE: HE HAS BEEN ENCOURAGING THE NEW GENERATION TO DO SOMETHING NEW**

ON TABLETS!

ON LAPTOPS!

ON MOBILES!

He is just of 27 years and has led the foundation of the well-recognized company called Unschool which is ranked among the top three startups in LinkedIn India. Unschool is an e-mentorship platform that creates an online learning ecosystem for students and professionals, where learned individuals guide the young minds in their own fields and equip them with skills and competencies. He has set a blazing precedence for the youth and the budding entrepreneurs to come up with fresh visions and creations that benefits the society and the country and has challenged age and experience over capabilities. Rahul Verma, CEO and co-founder of Unschool completed his B. tech in computer science from SRM University in Chennai. His vision is to enable youth towards employability.

**MR RAHUL VARMA**  
**CO-FOUNDER & CHIEF EXECUTIVE**  
**OFFICER, UNSCHOOL**



## **What are the problems that you focus on and what are things you really want to change in the education sector?**

**RV:** The problem I faced was lack of information and lack of awareness with respect to the field and being a south Indian kid, I knew that I could get into either engineering or medical sector and nothing other than that. We see a large number of engineering students doing MBA presently, which are totally two different sectors and are not inter-related. The real complication is that students' competencies are not matching to the standard of what they are studying. So, with changing standards in the industry the expectations of what a person needs to have has changed. Being a "Jack of all trades and a master of non" is not applicable any more. Along with the changes in the requirements of the industries, behaviors, beliefs and the construct of the working of the society is also changing.

He said, "Unfortunately, the problem in the Indian education system has not been updated for long years. It is really important for the education standards to stick to what the industries requires. I believe that education is the most important virtue of an individual but if it is not delivered to the base of how the industries are growing, the industries will be always 10 steps ahead and this will lead to the increase in unemployment. The gap between what the industries need and what you are being taught in college will always keep on increasing and therefore the unemployment rates keep increasing. Lack of awareness of the different kinds of streams and trying to connect with the competency we have as a person. Every one has their own competency and they have to choose what suits them the best. The deficit of practical exposure and outcome-based learning is one of the leading problems. The skills and knowledge acquired in the college and the areas of there implementation is very important to know.

**" Along with the changes in the requirements of the industries, behaviors, beliefs and the construct of the working of the society is also changing."**



**How do you think that you will be benefiting from the new education policy that has been introduced recently and where do you think you can make a big impact?**

**RV:** In Unschool the two biggest thing we solved was the outcome-based learning and second was the mentorship aspect that also provides motivation to the students who actually want to complete their course. Online education is not new, it has been there since the last few decades, and there is a virtue that it has only 3-4% completion rates. The whole integrity of education is based on certain expectations, stigmas and every thing around. We formed a market place where we try to democratize the idea of teaching and we try to challenge the idea that only having experienced teachers in institutions can impart information and the irony is that they are imparting information from a text book that has not been updated for very long. But a person who is working in industries knows how to develop a product and is having an idea of what all things are happening and where the industry is growing. Therefore, we call industry experts to share their knowledge with the young learners. We provide online classes for the learners, give them assignments and projects after the completion of course and furnish them with guaranteed internships.

**Do you think people will prefer online learning over real time coaching experience for their children? How do you think of managing this kind of mind set right now?**

**RV:** At this stage where we are standing, there are certain things called hybrid learning in which you can have online learning and experience gaining at the same time. We are in the under grad and post grad sector. So, I am seeing the online education, apps, platforms and products being complementary and not supplementary to the kind of education provided in school. In the future virtual reality and augmented reality will be playing their parts in education.

**“It is really important for the education standards to stick to what the industries requires.”**

**How do you think that what you have learned in the past years would be completely transformed in the coming years and where do you think you are facing the difference ?**

**RV:** Human beings are a species driven by behaviors that are contagious. When we were children, we were taught not to accept anything from strangers, but presently the businesses that are run fundamentally break that thought. Humans as a whole catch on to things that keep changing and change is inevitable. Every decade a set of big inventions take place and that recast the way we are living and that's what we call generation gap. Especially in the pandemic people have realized that online learning can be as effective as educational institutions.

**No one was prepared for demonetization and covid time, how prepared do you think that the sector was for grabbing this opportunity that the covid brought ?**

**RV:** The real startups that came out well are the ones that handle that transition of work from office to work from home really well. It was comparatively easier for ed-tech companies like us because we had the challenges of people going to school and offices every day and now our business hours have expanded comparatively. The product development was boosted and it was more of a blessing in disguise for our company.

**Do think that the ethics, space or education provided online is more likely to induce cheating at this time ?**

**RV:** I would like to challenge the idea of getting the best grades and running behind degrees which is merely a piece of paper. Today's world and industries don't look at the amount of CGPA or scores bagged by someone, all they judge from the presence of mind of a person. Cheating is a behavioral aspect and not a technical aspect, people are encouraged to cheat because they have to get more than the other. Online education it's not about competing with other people but to compete with yourself. It's not that always the first ranker gets a better salary than others.

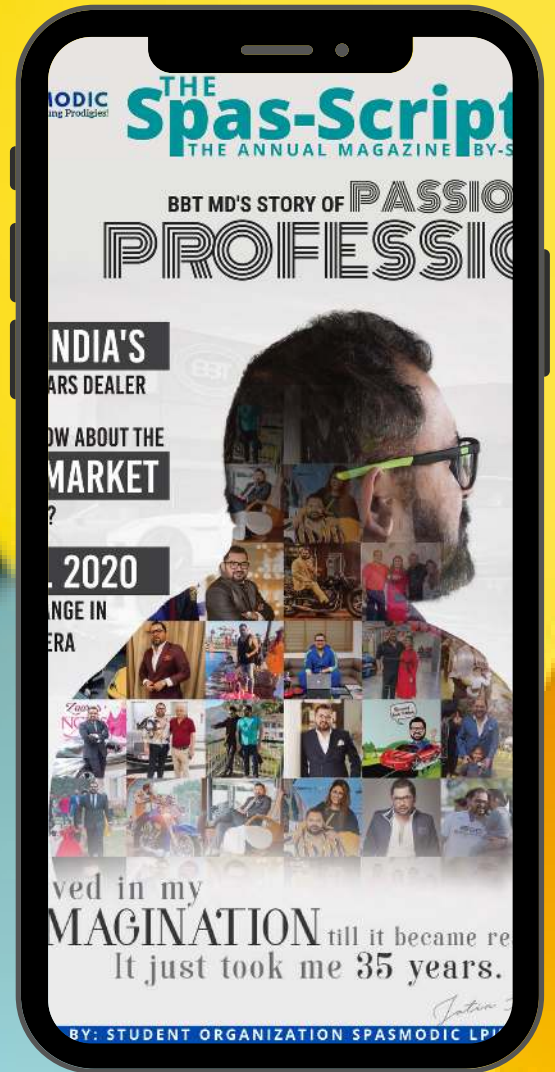




# THE Spas-Scripted

THE ANNUAL MAGAZINE BY-SPASMODIC

**SPASMODIC LPU EXTENDS SPECIAL THANKS AND GRATITUDE TOWARDS BIG BOY TOYZ FOR THEIR SUPPORT IN DESIGNING THE EXCLUSIVE COVER OF SPAS-SCRIPTED ALONG WITH THE FEATURED STORY OF MR JATIN AHUJA, MD, BBT.**



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Spas-Scripted is the Annual Magazine of Student Organization-Spasmodic, Under the Aegis of Division of Student Welfare, Lovely Professional University. It was pioneered by Dr. Arpit Sidhu & will focus on dimensions like management, marketing, research & skills development. The Magazine is Out Now, Grab your Copy Today and get new tastes in each Edition.

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