



VUCA: the new paradigm

You have to be more informative, engaging, entertaining: Chaudhari



SIU Vice Chancellor Dr SB Majumdar (C) releases the inaugural issue of The SCMC Chronicle magazine, in the presence of Dr Parimal Chaudhary (L) and Symbiosis Principal Director Dr Vidya Yeravdekar. PIC BY NISHITA JAIN

Rhema Hans

Today's communicators have to be more informative, more engaging and more entertaining than ever before, observed Dr Parimal Chaudhari, Director, Praj Industries.

She was speaking as the chief guest at the Induction '19 programme, held for new students admitted to SCMC, SCMS and SID, at the Symbiosis Viman Nagar campus auditorium. Communication managers now have to keep track of what is happening on new platforms mushrooming across social media, if they want to stay relevant, she said.

"Today, bloggers have become more powerful than critics. They tell people

which products are good, and which ones are rubbish," she said.

"In the corporate world, there is now an acronym for this complex situation. It's called VUCA. It stands for volatile, uncertain, complex and ambiguous," she



Yen (L) and Euro, the girls hostel's Labradors were also present for the Induction.

informed. To be able to communicate effectively in this scenario, one has to be multi-skilled, multi-dimensional and well informed, she advised. And Symbiosis with its plethora of courses is the perfect place to get prepared, she added. Earlier, speaking on the occasion, SIU Chancellor Dr S B Mujumdar advised the new students to enjoy their new-found freedom, but with a sense of responsibility. "I wouldn't mind if you missed a few lectures, but don't miss the gym. Take care of your health. Without good health, you will not be able to enjoy anything," he said.

GURU MANTRA

Can you handle success? Can you handle failure? Can you delegate work? Can you work with others? Can you work for yourself? And, can you help the person behind you to win the game like you do?

Dr Parimal Chaudhari

Principal Director Dr Vidya Yeravdekar welcomed the new students and wished them well. She expected them to cherish the years of their stay in Symbiosis. In the post-lunch session, the head of the Symbiosis Centre for International Education, Swati Sahasrabudhe, spoke about the opportunities that the University provides

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Mehak makes it to IIM-B's Vista 2019

Audita Bhattacharya



One of the most prestigious MBA institutions of the country, Indian Institute of Management (IIM) Bangalore is all set to host Vista 2019, IIM Bangalore's International Business Summit from July 26th to July 28th, 2019. The theme for Vista 2019 is Command Conquer Captivate.

Mehak Rajput a 3rd year Advertising student of Symbiosis Centre for Media and Communication has been selected out of 1400+ registrations from across the country to be a part of the Young Leader's Summit (YLS), IIM Bangalore's flagship event. After a rigorous selection procedure of three rounds consisting of, writing an expansion plan for a

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VNWC connects people to nature

Mitali Dhar



Col (Retd) GS Radkar (L) with Col (Retd) CV Mohan clean up a tree trunk

As an initiative to create consciousness about global environmental issues, Viman Nagar Women's Club (VNWC) in collaboration with Pune Municipal Corporation organized a cleanliness and plantation drive from Neco Garden to Datta Mandir on 14th July 2019.

The organizing committee and the members of the organization along with 120 volunteers and the Symbiosis family assembled together with grit and enthusiasm to induce a green wave at Neco Garden.

The Adar Poonawalla Trust also actively participated in the drive by cleaning up the area. Guided with precise instructions and assistance to fulfill the target of planting around 100 trees, the plantation drive began in full swing.

With young students split into groups, they experimented with digging tools, plants and bamboo stakes. It was an experience and a skill

for every person to develop.

Talking to the Chronicle, Jagdish Tukaram Muluk, MLA Viman Nagar said that PMC has come up with a novel idea to increase the city's green cover and encourage people to take up tree plantation. He also added saying if a citizen wishes to plant trees, PMC will provide them the space as well as saplings. However, the condition would be that the person planting the trees will look at their maintenance and nurture them.

The VNWC has prepared a list of roads, footpaths, plots where these trees will be planted. They aim to not only clean and plant the area, but also to raise awareness among people and make them contribute towards Swachhta in every possible way. With the aim of spreading the message of clean living to every Viman Nagar resident, the team also encourages people to use cloth bags for their daily shopping.



Jagdish Muluk seen with VNWC members



TOP PICKS



All The Lives We Ever Lived

— Passang Lhamo —

Katharine Smyth uses Virginia Woolf's "To the Lighthouse" to explore her own grief in this memoir about literature and loss. Smyth's connection to the novel revolves around her father, whose death was both inevitable and unexpected. Memories of her parents come to surface as she learns more about Virginia Woolf and her book, showcasing the capacity of fiction to make sense of life's biggest questions.



Super 30

— Tshewang Choden —

Starring Hritik Roshan as Anand Kumar, Super 30 is a biographical film directed by Vikas Bahl based on the life of mathematician Anand Kumar and his educational program. It is a story of a teacher who triumphs over many challenges and sets an example for the world to see. The film is loaded with drama while beautifully weaving caste prejudice in the narrative with moments that will tug your heartstrings.



Kargo

— Roop Sawhney —

Kargo, Koreagaon Park, offers an eclectic mix of Asian, Continental and North Indian cuisines. The cosy atmosphere of Kargo makes for an excellent choice of place for a family dinner or a college reunion. The Chicken Roulade is a common favourite and the dabba chicken comes highly recommended. The Kargo style chicken curry and parmesan crusted fish are amongst the chef specials.

India can lead the world: Dr. Forbes

— Anushka Mukherjee —

Symbiosis Centre for Management Studies (SCMS) organized its annual International Conclave on July 19. This year, the students were addressed by Dr. Naushad Forbes, co-chairman of Forbes Marshall, India's leading Steam Engineering and Control Instrumentation Firm.

Dr. Forbes' vast knowledge of market leadership in the industry as well as his experience in teaching set the pace for the conclave. With the theme, 'India's World: Can We Make the 21st Century Ours?', Dr. Forbes led the conclave into an inspired discussion.

"Can India lead the world? Indeed I believe, India can uniquely lead the world," Dr. Forbes assured in his keynote address. He reminded the students of the economic history that gave the world its leaders – how Britain, the United States and China rose to power with their policies of trade and technology.

It is important to recognize how these world powers work and assimilate it into the Indian way. "We take the best that the world has to offer," Dr. Forbes emphasizes, "and seamlessly integrate it into something Indian." India must do the



Photograph by Raghendra Chouhan

“The more we can do to include the entire population, the more wealth we can create in the long run for the industry.”

same with world politics.

However, for all of the 'noisy democracy' that India has to offer, Dr. Forbes believes that it has miles to go in ways of inclusion before it can become a world power. The inclusion and prosperity

of all communities and ethnicities, as Dr. Forbes pointed out, is the key to becoming a world power in the 21st century.

Students of SCMS then picked Dr. Forbes' brain about the startup culture of India, the water crisis in cities like Chennai and Bangalore as well as investment in agriculture. Dr. Forbes concluded his address with an emphasis on building a foundation of liberal tolerance, open markets and inclusion. By being more ethical, collaborative and technology oriented, the Indian industry can certainly make India a world power in the 21st century.

Dancing the blues away

— Vikram Varma —

Dance has been rooted in our culture for centuries, both as a means of expression and in modern times, as a way to stay fit. However, it also has the potential to play a therapeutic role, as Pragyana Behera, a dance therapist made the students of SCMC realize during a lecture demonstration held on June 20.

What a lot of people thought would be the same, rather mundane event as



lecture demonstrations tend to be, soon turned out to be completely different. Ms. Behera started by stating that her being on stage didn't mean what it usually does; it would be a free space for people to dance their hearts out and also be able to realize what it made them feel.

There was no performance, no lecturing, just the freedom to be yourself for the duration of the event.

Starting off, she put on a playlist of upbeat music to get the crowd moving. While it did take some prodding, the auditorium was soon a space full of carefree individuals, dancing away to the beats, without worrying about getting judged. And despite a lot of skepticism, dance, as a means of therapy, was actually helping.

Several individuals from the audience garnered the courage, and felt it safe to be able to speak about what they were thinking, and how they were coping, given that most of them were away from

home for the first time.

Ms. Pragyana said, "It's important to be aware about what you're feeling and be okay with it." It certainly has the power to get people talking and exposing their vulnerabilities in front of a group of strangers and make you feel better at the end of it. **Dance therapy** should ideally be incorporated in educational and professional spaces to help individuals stay mentally healthy.



A citizen journalism app launched in Pune

— Kavisha Manwani —

Three friends from Pune, Akshay Narkhade, Pratik Masulkar and Rohit Gite recently created an android mobile application to promote citizen journalism in the city.

The Newslook app was launched with the idea to promote citizens in and across Pune to report hyperlocal civic problems faced by them.

Despite being just two weeks old, it has gained immense popularity among all age groups.

The app allows users to post a picture of an area with a caption

explaining the issue.

So far, there have been posts related to potholes, inconvenience caused due to encroachments, etc.

When asked about the effectiveness



of the entire process, Narkhade told us that soon they are coming up with a feature for better communication between citizens and the authorities.

"Every citizen can report," he said. With no action being taken about the problems, this application has become a platform for the users to express their opinions and agony regarding certain issues that they might be facing.

There might be some loopholes in the workings of the app, but with the kind of attention that it's getting they aim to fix these problems and take the initiative forward.

THE ENCHANTED JUNA BAZAR



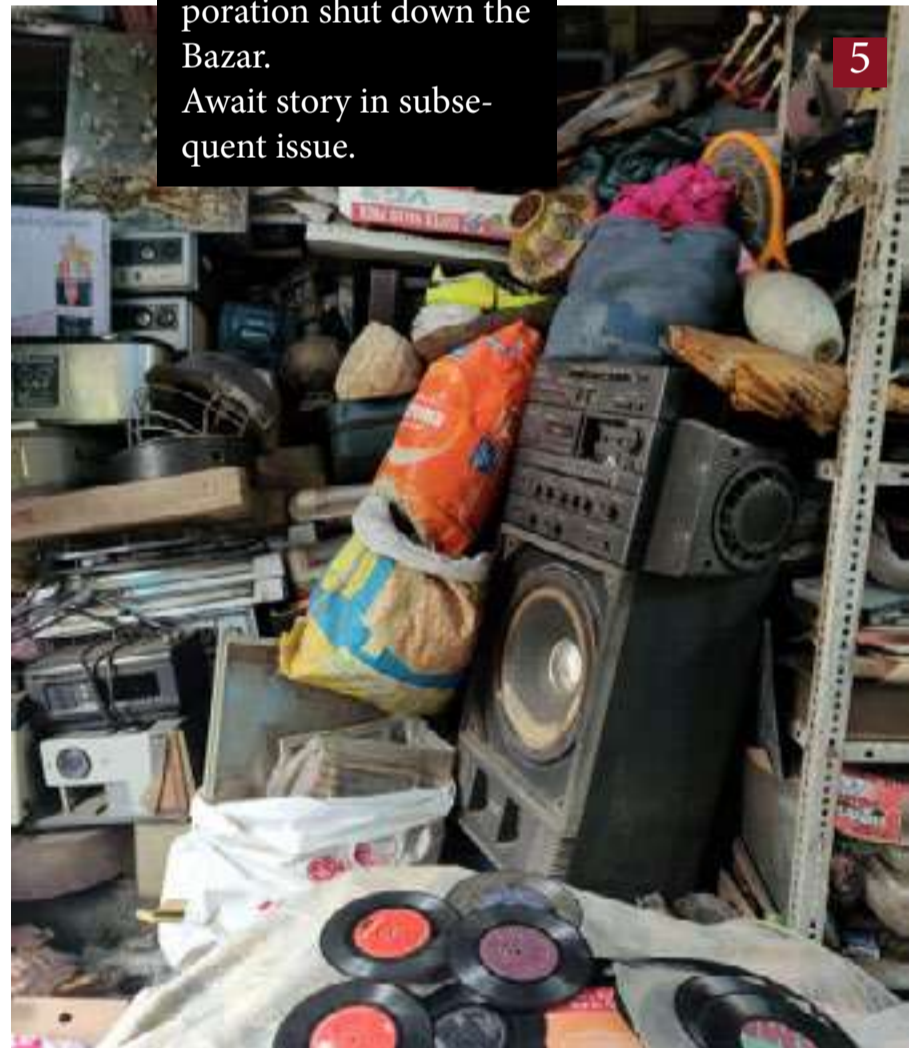
Sprawled across the bank of the Mutha river at Kasba Peth, is Pune's oldest 'market' – the Juna Bazar – a veritable wonderland of ancient, old second-hand and used goods, restored throwaways, including some quirky and some exotic stuff.

Our Reporter **MADHAVI JAIN** captured the essence of this enchanting place. No one knows how the goods landed up here, and the sellers won't tell. They could well have been stolen. Which is why the Juna Bazar has also earned the name of "Chor Bazar".

The market is believed to be more than 200 years old and is said to have been functional since Peshwe times. Among the stuff you can buy here are antique coins, postage stamps, clocks and watches, classic typewriters, old film cameras, wooden gramophones and vinyl records, radios, binoculars, projectors, sculptures of ancient Chinese deities, and currency notes, coins from around the world.

- 1) An East India Company era coin (we can't vouch for its genuineness!)
- 2) Wrist watches of all makes
- 3) An antique gramophone with vinyl records in original covers for Rs 4000
- 4) Brass and copper utensils
- 5) Old electronic items, some still working.
- 6) Cameras, binoculars and old currency notes
- 7) Colourful statues of 'Chinese' deities

Days after The SCMC Chronicle did this feature, in July 2019, the Pune Municipal Corporation shut down the Bazar. Await story in subsequent issue.



SIU promotes sports to boost health

Mitali Dhar

Department of Sports Recreation and Wellness (DSRW) conducted its Sports Council Meeting on 18th July 2019 in SIU, Lavale. SIU Sports Coordinator (faculty) and the Senior Sports Representatives of the multiple institutes of Symbiosis International University were invited to discuss the plan of action for the academic year 2019-2020. The main theme of the meeting was “Boost your health with sports and fitness”.

DSRW this year planned and organized the ‘Sports Freshmen Welcome Program’ to provide valuable opportunity for building the SIU sports community.

The Sports Freshmen Welcome Program included interactive sessions conducted by Mr. Nirmal Salvi to enhance the student’s connectivity with DSRW. Mr. Wasim Khan informed the students about the Sports Scholarship Scheme that could be availed by students.

The program was intended to identify sports talent who have played at State, National and International levels, encourage student involvement, boost sportsman’s spirit and at the same time, connect and make new friends from the multiple SIU institutes.

Dr. Nayana Nimkar (Advisor USB; Director SSSS) and Mr. Siddharth Deshmukh, (Founder, Arimaya Management Ventures) were the guest speakers.



Members of DSRW, SIU Sports Coordinators (faculty), and Senior Sports Representatives at the SIU Sports board meeting held at Lavale

SIU SPORTS SCHEDULED FOR THE ACADEMIC YEAR 2019-2020

S.NO	SPORT	DATES	VENUE	COLLEGE
1	BADMINTON	30th July- 2nd Aug 2019	Lavale Hill Top	SIIB
2	CHESS	1st Aug-2nd Aug 2019	Kirkee Campus	SIG
3	SWIMMING	6th Aug- 7th Aug 2019	Kirkee Campus	SSBF
4	TABLE TENNIS	7th Aug- 9th Aug 2019	Lavale Hill Top	SIMS
5	SQUASH	8th Aug- 9th Aug 2019	Lavale Hill Top	SITM
6	FITNESS FOR FREE-DOM RUN	15th Aug 2019	Lavale Hill Top	SSSS

Dates of further events will be announced in subsequent issues

VN Rotaractors, Symbi students raise funds for a special school

Adrija Saha

The Mahatma Gandhi School (MGS) in Sanjay Park provides free education to the children of alcoholics, the criminally accused and widows.

The school recently ran into financial troubles, but the Rotaract Club of Viman Nagar (RCVN) organised a fundraising event with the help of various students of Symbiosis Centre for Media and Communication on the 13th of July. The funds collected from the event organised by RCVN were used by the school authorities to buy books for the children.

Among several SCMC students present on the occasion, Dharshanya Venkatraman was selling her art work to help raise funds. There were various other stalls and games put up for the children to



MGS students put up a song and dance performance during the event

enjoy the day. In return the children also put up a wonderful show, showcasing their talent through dance and theatre. Ten council members from the Rotaract district were also present at the event.

Various games like balancing the book, etc. was organised where everyone enjoyed themselves, along with the kids of the school.

Every person had a smile on their face while leaving the campus. The authorities of the school thanked the Rotaract Club of Viman Nagar for helping them raise funds for the children of the school.

Thanks to the RCVN, the children in Mahatma Gandhi School can now continue studying without any interruption.

VUCA: the new paradigm

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Director of Symbiosis Centre for Health Science, Dr Alaka Chandak, informed about the healthcare and medical insurance facilities. This was followed by an interactive session by the Head of the Symbiosis Centre of Emotional Wellbeing, Girija Mahale.

Students were also apprised of the rules and regulations to be followed on the campus by the Campus Administrator Col (retd) CV Mohan.

The programme ended with the surprise appearance on-stage of Yen and Euro, the two pet Labradors of the Symbiosis girls hostel.

Pro-tennis coaching in VN now

Aditi Parida

Viman Nagar now has a professional tennis coaching academy. The Elite Tennis Academy, which opened in April this year, aims to help existing players hone their skills while also encouraging newbies to give the sport a shot.

Within a span of four months, 50 students have enrolled themselves at the academy. A joint venture by Ravi Kumar, Santosh Patil and Akash Bhosale - all Level-3 All India Tennis Association (AITA) and International Tennis Federation (ITF) players – they are also the coaches at the academy.

Ravi Kumar believes that there are several factors that inspire them to personally coach the players. He said, “Sharing our knowledge and skill sets with our students and in turn seeing our students advance is a unique motivating

factor. Through coaching, one not only stays connected to the game but also meets many people with similar interests.”

He added, “Being a mental supporter and helping students fulfil their potential is a great feeling. This is a challenge that I love.” While the academy provides tennis balls, the students need to carry their personal racquets and compulsorily wear non-marking shoes.

Children and adults alike come to train here. The academy has various batches ranging from beginners to advanced and anyone above the age of four and a half years can join.

With no other academy in this part of the city, Elite students are already competing at the national level with many participating at AITA and ITF tournaments.

Mehak at Vista 2019

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hypothetical computer manufacturer, an online quiz consisting of questions on finance, operations, logistics, marketing and HR and finally a questionnaire about self-awareness and personal insights, Mehak proved her metal by conquering these rounds and emerging among the top 300 candidates chosen, out of which only 12 students are undergraduates.

YLS is an excellent forum which brings together the corporate leaders and young minds who aspire to become future business leaders. The delegates will take part in a 3-day summit which provides them a peek into the corporate world, its challenges and makes them experience management tools and techniques.

The delegates get a chance to interact and learn from IIM Bangalore’s renowned faculty, take part in workshops and interact with corporate leaders and industry moguls like Mr. Kamlesh Kumar Sharma, VP & Chief Communication Officer, HCCB, Mr. Shridhar Venkat, CEO, The Akshaya Patra Foundation, Mr. Indrajeet Sengupta, Chief Human Resources Officer, HCCB, Mr. Nitin Bawankule, Country Director, Google Cloud India, Mr. Narayana Murthy, Co-Founder, Infosys and Mr. Suresh Narayanan, Chairman and MD – Nestlé India Limited. The forum also gives a glimpse into the life of an MBA graduate and will help students, like Mehak take an informed decision about their career.