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FROM THE DESK OF ALFAAZ

"Year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instil in us." — Hal Borland

Just when we thought that we may have been on the final leg of our journey with the most challenging of the global chapters over the past two years, we're reminded that we're sadly far from getting out of the woods with it all. The new variant Omicron is threatening to extend the impact of the pandemic.

The Coronavirus pandemic has caused widespread economic disruption. The weakened economic conditions have affected the financial system, including banks and the banking industry. However, it has also changed consumer behavior and accelerated the demand for must-have innovations like seamless, hyper-personalized and cost-effective user experiences, creating a unique opportunity for banks to succeed in the long term. Banks thus, need to consider new tools and technologies and overhaul their business models to create digital ecosystems.

In this issue of Vista, team 'Alfaaz' has tried to ponder upon the utility and implementation of Artificial Intelligence(AI) and its role in shaping the future of the banking industry. Through Robotic Processing Automation, the readers can learn about a new financial services' innovation; And as usual, we also have in store, an engaging and amusing article about a stock market pattern called the Santa Clause followed by various events that took place in our beloved institution. Lastly, our fellow PGDM students can be seen showcasing their technical and creative talents through some breathtaking displays of aesthetic beauty.

So, we hope you are all set to take in this edition of 'Vista' with a ton of excitement!

Happy reading!



Artificial Intelligence and the Future of Banking

Financial institutions are among the most highly regulated sectors around the world and they are expected to keep up with regulatory changes and competition. However, contemporary developments are towards promoting open banking architecture with least possible intervention by traditional control systems. Drivers for such changes are proliferation of digital technologies, including Artificial Intelligence (AI) and Big Data Analytics (BDA), Smart Mobile Devices with speedier connectivity, emergence of FinTech startups, and changes in customers' attitudes and behaviors. With financial institutions continuing to evolve, discussions about future of work and how banks will engage with consumers are becoming more significant.

In order to take a closer look at the effect on processes due to AI technologies, a bank's operations can be sliced into four main functions:

- (1) Front-office including branches, call centers, and mobile channels;
- (2) back-office functions such as data entry and processing;
- (3) the financial core function such as Asset Liability Management (ALM);
- (4) Analytics functions that focus on risk management.

AI allows to use advanced analysis techniques, such as machine learning (ML) and apply it to huge amounts of data that was not previously possible. There are solutions which can analyse huge amounts of structured and unstructured data to give suggestions to advisors or traders. Bank of America processes and analyses data from its entire client base thanks to BDA. If a client starts an application online but doesn't finish, she/he may receive a follow-up offer through a message or email to schedule an appointment at a physical branch. They have geared up their financial forecasts by using BDA. Forecasting, which used to take months, can now be done in less than a day. These solutions empower banks to make vital decisions in real-time. For instance, they will support prompt credit decisions or cross-sell propositions. Smaller start-ups enable banks to turn intricate analytics into simple stories people can comprehend and act on. ML tools like R are enhancing the effectiveness of marketing related analytics by enabling strategies on "next product to buy", churn prevention, and micro-pricing. In real time, the Customer Engagement Engine of Commonwealth Bank of Australia runs 400 ML models and ingests 157 billion data points. The Engine delivers around

35 million decisions per day on a real time basis in less than 300 milliseconds for each.

In the front-office, cognitive agents automate a growing amount of customer contact. These agents provide a far richer, faster and resourceful experience. Cognitive agents make it easier for customers to access their bank as they are "always-on" and never stray from compliance regulations or have a "bad day". For example, a customer who has just lost his debit card can immediately start a chat with the cognitive agent to explain briefly what has happened and have the issue resolved without delay. EVA (Electronic Virtual Assistant) was introduced by HDFC bank, India's first and largest AI-powered banking chatbot in 2017 to better serve consumers. EVA has answered 5 million inquiries from over a million customers with an accuracy rate of over 85%. Instead of searching, browsing, or waiting for a call, customers instantly obtain desired information by chatting with EVA. EVA has successfully been linked with Amazon's Alexa, making it the first bank to provide voice banking through Alexa.

In the back office, robotic process automation (RPA) is already being used to boost data entry and increasing processing speeds for all elements containing structured data. This will lead to a thinning down of back-office establishments. Business Process Management platforms can automate processes up to micro-session level whereas banking platforms are becoming full straight through processing (STP). Automated algorithms will more and more be used in ALM. In the aftermath of the Covid-19 pandemic, Westpac



Banking Corporation has increased usage of both attended and unattended software 'robots' to automate management of process-intensive jobs. These perform large-scale processing activities, including qualification and approval of financial assistance packages.

India's banking institutions are experiencing major disruptions and investing heavily in digital technologies to catch up with leading domestic and global competitors. Indian economy is now a hotbed of financial services innovation. Prominent FinTech startups have established themselves as near indispensable aids for daily life. The Covid-19 Pandemic has pushed banks back to the drawing board to reframe digital strategies and be ready for the future transformation landscape. Banking is at the tipping point towards the orbital change from partly digital to fully digital in conformity with global standards and in compliance with legal and regulatory pronouncements.



Dr. Deepankar Roy

Assistant Professor, NIBM



Banking After Independence

I remember myself as a kid walking in the premises of a Public Sector Bank holding the finger of my grandfather. What I saw there was multiple counters and long queues in front of each and as the joke would have it, no officer to attend to the customers in the majority of the counters. While my grandfather stood in the queue to withdraw some cash, I sat there sulking and waiting. I remember hating banks that day. Cut to 2021, I don't remember the last time I carried any cash while I went shopping or the last time I went to a bank to do some banking. The reason is as simple as having banking at my fingertip.

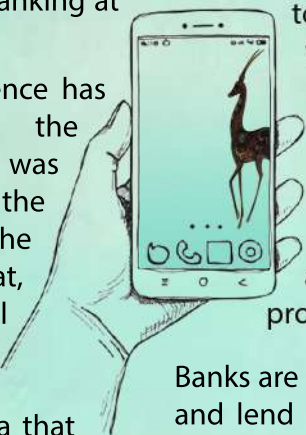
Indian banking eco-system post independence has seen many critical events. During the Pre-liberalization era (1947-1991), RBI was nationalized in the year 1949, followed by the nationalization of 14 commercial banks in the year 1969 and of 6 more in 1980. On top of that, RRBs were set up to promote financial inclusion and different apex banks catering to different sectors like NABARD, NHB, SIDBI and EXIM were set up. Post-liberalization era that started in 1991 saw the entry of new players in the banking industry. These new players may collectively be referred as new generation Private sector banks and they have undeniably changed the way banking is done in India.

Entering a conservative market with established competitors backed by the government was certainly not easy for the new generation private sector banks, but not only did these banks acquire the market share but also they did transform the approach of how Indians bank. And to achieve this, their most important strategies were their customer centric approach, innovative products paired up with technology. Be it establishing a robust network of ATMs, Introducing Phone banking, Internet banking, mobile banking and very recently the Watch banking, these banks have been pioneers in everything digital. The public sector banks

have also followed suit and with the introduction of apps like SBI-YONO launched by India's largest bank to provide a one stop solution for all banking needs, they are catching up with the pace of the new age banking.

While the banking in India has now moved from Ledgers to Core banking solutions and the digital platform has brought in security to the database, it has also exposed the banking environment to different risks and frauds. Also with the liberalization, the banking system was introduced to Forex risk along with the other risks. In order to protect the Indian banking system from various risks, RBI introduced different guidelines as per the BASEL norms which are to be followed by all the Public and Private sector banks to control and mitigate the risks. The Indian regulators are definitely ensuring that the banking system in India remains robust and can compete globally in terms of systems, processes and technology.

Banks are now no longer institutions that accept deposits and lend money. They are now one stop solution for a plethora of financial products. From Loans and deposits to Insurance and Mutual funds, all one needs is to contact (and not walk in) their bank. To pay your electricity bills or your house tax, all you need is a bank account and a mobile phone. Be it providing wealth management services to individuals or cash management services to businesses, they are doing it all. Introduction of Artificial Intelligence and Advanced analytics has certainly leveled up their game. They are coming up with products and services to cater the needs of old and young customers alike and while the Indian banks still have to cover some distance to compete with the best global banks, they are certainly headed in the right direction.



Shriya Mishra
Risk Manager, Axis Bank

ROBOTIC PROCESSING AUTOMATION IN BANKING

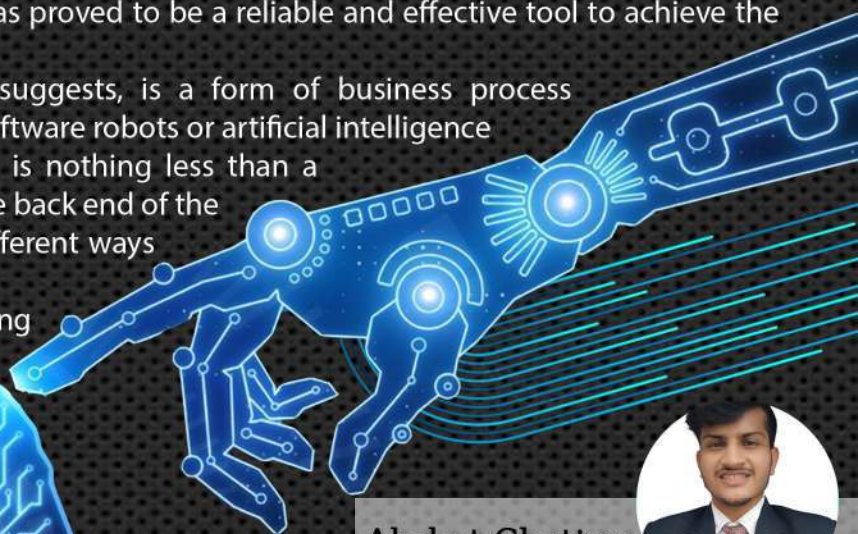
Technology is changing, so are we, and so are our needs!

The introduction of robots was no less than a miracle! Who would have thought of a machine outperforming almost everything a human can do some centuries ago? And who would have thought of a robot being everything but a banker! Just some decades ago?

Banking and Financial Services, as we know, have been growing at an exponential rate over a few years. The introduction of technologies hasn't just made it faster but even more secure and reliable. According to a report by one of the Big 4, almost 81% of the bank CEOs are concerned about the pace of technological change. The main challenge is to maximize efficiency by keeping the cost as low as possible while maintaining maximum security. The Robotic Process Automation (RPA) has proved to be a reliable and effective tool to achieve the same.

Robotic Processing Automation, as the name suggests, is a form of business process automation technology based on metaphorical software robots or artificial intelligence /digital workers. Robotic Processing Automation is nothing less than a boon for the Banking industry. It has re-shaped the back end of the banking process. The banks are also exploring different ways of expanding their operations.

RPA has a plethora of services to offer for Banking and Financial Services, freeing up the workforce to work on more critical and complicated tasks. Some of the services provided include Customer Service, Mortgage Processing, KYC, Fraud Detection, Account Closure Process, etc.



Akshat Chattar
PGDM 2021-23



Customer Service: Banks deal with several queries each day, which is a cumbersome task. With the help of RPA, banks can automate the process of responding and decision making and ultimately freeing the human resources for more critical tasks.

Mortgage Processing: It is one of the most time-consuming processes in the banking industry. It generally takes a month to two for mortgage processing, and minor errors can further lengthen the process. With the help of RPA, the process can be accelerated, clearing the bottlenecks and reducing the processing time from days to minutes.

KYC: KYC (Know Your Customer) is a mandatory process undertaken by the banks, and they spend a heavy amount over the same (approx. \$384 Million per year) on it. With the help of RPA, banks can automate this process with increased accuracy and lesser human intervention.

Fraud Detection: Digitization has invited some unwanted guests. One of the major concerns for the banks is fraud. With the help of RPA, the transactions can be traced and red flags can be raised on suspicion. It can prevent fraud by blocking accounts and transactions.

Banks must consider the RPA given the number of advantages. RPA can provide an edge over the competition with improved efficiency, reduced cost, and significant growth. The main drawback of RPA is the investment it requires and the uncertainty in the returns, but it's the right time to switch over to smarter and efficient banking operations.

SNEAK PEEK INTO HISTORY



The Santa Claus Rally

Stock market perceptions and trajectories have a life of their own. Fraught with uncertainty, one can never really precisely unravel the intricacies of it all. However, history does reveal some rather amusing stock market patterns. One such mythical phenomenon is the Santa Claus rally.

A Santa Claus rally describes a sustained increase in the stock market that occurs in the last week of December through the first two trading days in January. Historically, more than two-thirds of Decembers dating back to the 1960s have resulted in positive gains for shareholders. The rallies failed to visit Wall Street only 5 times in the last 20 years, thereby presenting a profitable opportunity to investors to buy shares just before the rally starts and sell just before it ends. The absence of such a rally has also been associated with a weaker January, rendering it an important indicator.

The term Santa Claus rally was coined in the early 1970s by a stock market analyst who noticed such a pattern of higher market returns. Though past results can never guarantee future performance, more often than not, data seems to support evidence of rallies during these time periods.

It is difficult to pinpoint the exact reason behind such a trend, despite which analysts have attempted to make some educated guesses. Some believe that as the US tax year draws to a close, professional investors adjust their portfolios for tax purposes by selling stocks at a loss. This temporarily pushes down stock prices, but the trend is soon reversed as investors begin buying stocks again, pushing prices higher.



Another argument is that this is the time big institutional investors go on holiday, leaving the stock market in the hands of retail investors who take advantage of lighter volumes and move the market higher. Retail sales for the holidays are more robust and that leads investors to believe the economy is doing well. This, coupled with year-end bonuses, and the general atmosphere of optimism as the world steps into a new year stimulates overall stock market activity.

Interestingly enough, some investors use the event as an indicator to set the tone for the upcoming year. If the rally does make an appearance, the next year is expected to be good and on the contrary, if it fails to appear, the year is expected to be disappointing. For example, it was observed that when the S&P 500 dropped in the rally period in 1999 and subsequently in 2007-08, these were followed respectively by the dot-com bubble burst and the global financial crisis.

With all this said and done, it needs to be seen if the Santa Claus rally will make an appearance this year as global markets are attempting to bounce back from pandemic-induced lockdowns. Although the average investor is slightly older than the eight-year-old awaiting the arrival of Santa Claus come Christmas, the apprehension levels are much the same as they eagerly wait to see if a rally is on the cards!

Gayathri Ajayan

PGDM 2021-23



ALUM MELANGE 2021

#RitualButVirtual

The glorious annual reunion, Alum Melange, was held on December 19th, with distinguished alumni from all around the country joining us virtually. It was truly heart-warming to see the NIBM fraternity come together — the direction of our superiors, as well as the blessings and connections with our mentors, are what we need the most, now more than ever. As our Associate Dean (Education), Dr M Manickaraj, rightly stated in his welcome address, their contribution to the nation's growth is remarkable and makes us all very proud.



Furthermore, our esteemed Director, Dr Partha Ray, delivered a felicitation address to the guests in attendance. He made an interesting observation on the meaning of the word 'Melange,' which is the French word for 'mix,' highlighting the hidden opportunity the pandemic offered us to blend with people from all over the world. Dr Ray went on to say that an institute is only as good as its students, and seeing our alumni grow all over the world in diverse fields is a matter of immense pride to us. He went on to encourage us to maintain our relationships stronger, and he concluded with a beautiful remark by Nazim Hikmet – "To live! To live, like a tree alone and free! "Like a forest in brotherhood/sisterhood" - a reminder to nurture the bonds from our humble beginnings.

Chief Guest Address

Our distinguished chief guest was Mr Nilesch Shah - Group President & Managing Director, Kotak Mahindra AMC. Mr Shah, an eminent figure in the industry, is well known for not only having an impeccable academic record but also for his notable contributions to firms such as Franklin Templeton and Axis Securities, as well as for authoring the book titled 'A Direct Take'; based on financial health and investments.

Mr Shah discussed the various aspects of India's progress from the post-independence era to the present in his talk themed "India 2030 – A Growth Story." He explained how, despite the devastation of colonialism, the economy has been one of the strongest performers on the continent. He highlighted the meticulous development of our physical infrastructure over the decades and how the expanding digital infrastructure has revolutionized every industry. Mr Shah further elaborated how a change away from crony capitalism in the system toward transparency and meritocracy had benefited the society. The number of unicorns emerging in the country is an astonishing feat - a product of sheer determination, business-friendly initiatives, and financial adequacy.

In conclusion, he remarked that India, the world's sixth-largest economy, is prepared to leap forward. Bridging the gaps within the country and on a global front would require two approaches. First, to promote and respect entrepreneurship, and second, to respect and abide by all the fundamental laws of the constitution. To secure a decent quality of life for all, the foundation for the future growth would be 'Grow the pie, rather than dividing it.'

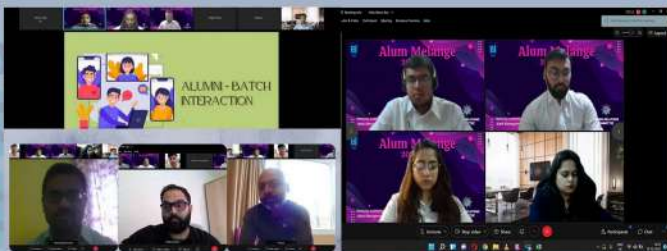


ALUM MELANGE 2021

Alumni – Batch Interaction

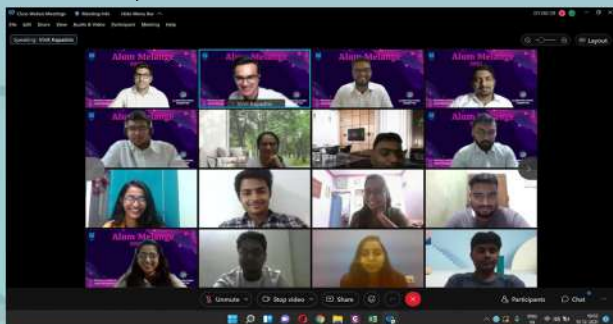
A lively and interactive conversation between current batches and alumni began with hopeful questions about the corporate world, recommendations on improving one's profile, and life perspectives. The seniors advised the students to be open to new experiences, to form meaningful friendships and inculcate team skills. They highlighted the importance of conceptual clarity and keeping one abreast of real-world advancements.

They further stressed that the incredibly vast financial world opens doors to a wealth of knowledge and opportunities and reassured the students not to worry but to enjoy the journey while doing their best.



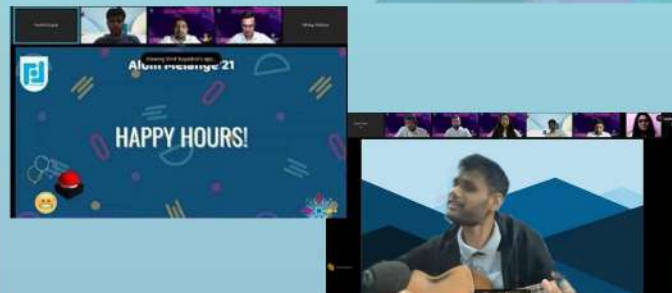
The Fun Venue

A series of exciting games and activities followed in the Fun Venue section. The alumni got the opportunity to recall treasured stories from their time at NIBM – from enlightening lecture memories to humorous incidents on campus, nerve-racking placement interview days, and much more. They had a pleasant time playing the unique games organized, and the session brought a smile to everyone's faces.



Open Stage

The joyous affair continued as three students from the current batches entertained the audience with song performances. Their lovely vocals and musical talent were a delight to hear and were well received by those in attendance.



Tea Time with Teachers

The alumni-faculty interaction commenced, with former classmates and faculty members catching up on their professional journeys, discussing the ins and outs of the financial and academic worlds, and enjoying a hearty stroll down the memory lane.



Happy Hour

The last leg of Alum Melange 2021 featured the "Happy Hour" event for the current batches, with a thrilling quiz game and participants vying for victory in their prompt and excited responses. The reunion event wrapped on a fantastic note and was a memorable day for the NIBM family.



EVENTS at NIBM



OCTOBER

NIBM DREAM 11

Udaan- The Sports Committee of NIBM organized a "NIBM Dream 11" tournament from 4th October to 8th October, 2021. The Competition required participants to form teams for the ongoing IPL Matches on Dream 11 application. This exciting event saw the participation in overwhelming numbers, and winners were declared based on the cumulative scores of 5 days.

GRAND NAVRATRI COMPETITION

Goonj- The Cultural Committee of NIBM organized a Grand Navratri Competition during the Navratri Festival. Here Students were required share any activities relevant to Navratri in the form of Singing, Dancing, Cooking, Photography, Poster Designing etc. The event saw an impressive response from both the batches of PGDM. The event ended with a fun Quiz night on October 17th, with the questions on the trivia based on Movies, TV series, songs and Characters etc. The quiz was held on Kahoot platform and winners were declared based on highest scores.

VISHLESHAN

The Corporate Relations and Placements Cell of NIBM, in the months of October-December, successfully conducted two episodes of its Leadership talk Series- "Vishleshan". The topic of the sessions and respective Speakers are as follows –

- World of Innovation Consulting in Banking by Mr. Amit Mitra, Director Consulting at CGI.
- Risk and Regulatory Reporting by Mr. Balaji Vankayala, Data Management Manager at Wells Fargo.

NOVEMBER

DILWALO-KI-DIWALI

On the Occasion of Diwali, Goonj- the Cultural Committee again came up with a bunch of exciting activities where students were required to send their entries in the following competitions-

- Diwali Home Chef Competition
- "Mask-a-Thon", Mask Designing Competition
- "Yeh Diwali Smile Wali"- a DIY Artifact competition
- "Ek Selfie Rango Wali"- a Rangoli Making Competition
- "Rangmanch"- an Ethnic Wear Competition

The event was a huge success with many creative entries from the participants.

CONFERENCE ON DIGITAL FINANCIAL INCLUSION

On November 26, 2021, a Live Online Conference on "Digital Financial Inclusion: Regulation, Emerging Business Models and Challenges" was successfully conducted by the Institute. Welcome Address was delivered by Honorable Professor Partha Ray, Director-NIBM followed by the Inaugural Address of Shri T Rabi Sankar, Deputy Governor- RBI.

A research Paper on "DFI Policy and Business Models: Implications for India" was presented by the esteemed faculties of NIBM-Dr. Deepankar Roy and Dr. Naveen Kumar. Afterwards, there were two panel discussions with the topics discussed as follows-

- Panel 1- Emerging Business Models of DFI- Industry Experiences.
- Panel 2- Evolving DFI Ecosystem and Regulatory Policies.

EVENTS at NIBM



NOVEMBER

VOCAL FOR LOCAL

To spread the awareness about the small local businesses that have been highly impacted by foreign competition and Pandemic, the newly-formed Utthan, the CSR Club of NIBM, launched an interview series called 'Vocal for Local'.

For this, members conducted short interviews of local vendors dealing in Diyas, Rangoli colors, Flowers etc. for various cities of India. The interviews focused on their lives and impact of pandemic on their businesses, with an aim to persuade people to purchase from these local vendors.

AWCN INITIATIVES

Animal Welfare Committee of NIBM (AWCN) took several initiatives for well-being of the flora & Fauna on the campus.

- Water bowls and Feeding pots were installed for birds and animals on the campus.
- Arranging for treatment and vaccination of Dogs and cats found on the campus.



DECEMBER

CHRISTMAS CELEBRATIONS

To celebrate the Christmas festivities while being at home, Goonj- the Cultural Committee of NIBM organized various events for the students.

- Secret Santa- Participants sent each-other Christmas gifts through online means.
- Greeting Card Making Competition.
- Jingle Writing Competition- a short poem/song dedicated to Christmas or New Year.
- Winter Wonderland- an Evening full of fun and joy with the celebration of Christmas and New Year was conducted for students staying at campus as well as Home.



STUDENT CLUBS

VITTNIVESH



Stockgro Aspire

NIBM was invited to “Stockgro Aspire”, an inter-institute stock market simulation competition. The competition saw overwhelming participation from both batches.

Paytm Money:

The club got chosen for Paytm Money’s affiliate program in October 2021. It was an incentive-based collaboration where Paytm money provided many benefits to club members on using their platform for investing.

Collaborations:

Frontpage: Vittnivesh entered its first-ever paid collaboration with frontpage which is an investor-centric platform focused on sharing market conditions and strategies. The club’s account has amassed a subscriber base of 317 and 3785 reputation points in the short span of 3 months.

Guest session:

- Vittnivesh organized a guest session on 4th of October wherein Mr. Gautam Shah, founder and chief strategist of Goldilocks premium research, shared his insights on market with the members.
- The club hosted yet another session on 24th December sponsored by BSE. The guest speakers Mrs. Namita Patel and Mr. Amit Saha talked about Investments and Financial planning in a highly interactive set-up.

Net Asset Value (NAV):

The NAV of the club’s portfolio fell 5.8% from the previous month to end up at Rs. 13.81 in November due to the bull run of the stock market coming to a halt. The portfolio still gave a 38% return since its inception.

Stock suggestions and their performance:

The trading tech vertical of Vittnivesh suggests one stock every month for the investors. The stocks suggested in this quarter were Amara Raja Batteries, RBL bank, and Bharti Airtel Ltd. All the three stocks gave satisfactory results in the short run.

KONSULT



This quarter Konsult released 9 episodes of Konkast where the topics of discussion varied from consulting career in financial risk management (featuring Miss Adity Bhattacharya, a consultant at KPMG) to strategic and corporate restructuring (Featuring Mr. Piyush Agarwal, assistant manager at Deloitte). Two of the episodes focused on mergers & acquisitions wherein Mrs. Neha Gupta, Director, Mergers & acquisitions, Deloitte and Mr. Karan Dharamsey, Finance associate, BCG respectively discussed the current trends, and the importance of financial due diligence in the M&A procedure. Mr. Arnav Mehta, who is an associate vice-president at Ernst & Young, joined the series for an episode on the key insights for investment banking in India.

The podcast series leaned heavily towards innovation and new trends in the financial world with three episodes focusing on such topics. These included “new ways of banking and the rise of fintech in India” -talked upon by Mr. Harsh Gandhi, Associate, McKinsey & Company, “What is Customer Strategy and how are organizations becoming more customer-centric” on which Mr. Anamitro Pathak, senior consultant, Deloitte told us his views and “Innovation and how consultants enable it within their client’s organization”- discussed by Mr. Akhilesh Oberoi, senior associate, PWC. A management consultant at PWC, Mr. Satyaki Dutta featured in an episode on “Upskilling in the consulting environment”.

Case study interview

On 18th December, Konsult organized an interview session wherein the senior students walked their juniors through a case study in limited time and a pre-decided framework. The session was extremely insightful for aspiring consultants.

VITTARTH

VittArth, the finance club of NIBM, is a student-driven club formed by PGDM students to present and share well-researched insights and informed views on the economy, banking industry, industry analysis, and financial markets in India and the world in general. There are, in total, five verticals of Vittarth consisting of industry analysis vertical, banking vertical, stock-pick vertical, arthanomics vertical and weekly wrap up.

INDUSTRY ANALYSIS VERTICAL

Industry analysis is a market assessment tool that businesses and analysts use to understand an industry's competitive dynamics. It assists them in gaining an understanding of what is happening in an industry, such as demand-supply statistics, the degree of competition within the industry, the state of competition of the industry with other emerging industries, future prospects of the industry taking into account technological changes, the credit system within the industry, and the impact of external factors on the industry. Students in the industry analysis vertical must research their selected industry (no two same industries should be studied within six months). Each group must present their analysis before all NIBM students on Wednesdays, followed by a brief Q&A session. The next day, their analyses are published on the official website of Vittarth and LinkedIn.

BANKING VERTICAL

The banking vertical is a part of Vittarth, where students work on topics related to banking and finance. Students do research and present a detailed analysis on that topic. Issues can be related to current events in the world of banking and finance like RBI policies, banking innovation and government initiatives for the finance industry. It can be connected to any changes or new implementation. It should be in 2 or 3 slides. Post related to banking, finance, Basel accords, topics even remotely associated with finance are made. Presentation one day prior, i.e., Tuesday, is conducted where Q&A is done. The post goes live every Wednesday.

STOCK PICK VERTICAL

Stock pick is a vertical where analysis of a particular stock takes place. Every week two students get the task to overview the selected company's stock and the industry in which the company lies. Past 5 years data of the company has to be analyzed along with the analysis of the company's fundamentals like businesses, management, growth in earnings, the longevity of quality, growth and price. Students make industry comparisons based on ratios such as ROE, ROCE. Analysis of the company's revenue, PAT and margin comparison also takes place.

ARTHANOMICS VERTICAL

Arthanomics is vertical, which basically focuses on the economic aspect of the country. It mostly covers the recent economic news, schemes by the government, quarterly GDP releases, etc. We try and create a post cum an information source for some recent and trendy topics regarding economics and its possible impact on the Indian economy, as the name suggests arthanomics, artha means arthashastra (economics in Hindi) and economics; hence we create information over the same in very readable, and easily understandable format for our wide viewers inclusive of bankers, students etc.

WEEKLY WRAP UP

The weekly wrap up is vertical in which students have to do research and write on the current week's news topic. It gives insight to NIBM students to get updated about recent happenings in our economy. Weekly wrap up is itself subdivided into five heads consisting of Economic news, Banking News, Market News, Other information and Special issue head. Under special issues, students are required to select a current burning topic and share details about that topic. Weekly wrap up gets published on the official website of Vittarth and LinkedIn every Sunday. It gives insight to NIBM students to get updated about current happenings in our economy.





ACHIEVEMENTS

Arjun Singh Tomar, a student of the PGDM Batch of 2023 secured **First Position in the Lucknow Run 2021** organised by Sarvesh Goel (The Centrum, Lucknow).



Ashutosh Kashyap, Shivam Tiwari, Antarip Chatterjee and Abhijeet Kumar, students of the PGDM Batch of 2022 won the **Most Innovative Solution Award at Climathon 2021**, organised by the Atal Incubation Centre at the Goa Institute of Management, Panaji.

Binit Kumar Singh, a student of the PGDM Batch of 2023 secured numerous accolades including:

- 1. First Position in Fynergy Trading Simulation Competition** organised by DoMS, Indian Institute of Technology, Madras.
- 2. First Position in ViBe 1.0 Trading Simulation Competition** organised by Symbiosis Centre for Management Studies, Nagpur.
- 3. Second Position in IndyComps** organised by IndyWise Private Ltd



Creative Corner



ROHITH CHATRATHI
PGDM 2020-22



PRASHIK LOKHANDE
PGDM 2021-23

If I Had Freedom

Seem to be living in 'independence'
despite many being imprisoned,
Care to look at your neighbour
under the shadow of the AK47?

It is maybe none of our faults
but is it theirs?
to get locked away with invisible shackles,
to burn their degrees and pride for recourse of
survival.

If I had freedom,
I would alter their story,
for them to find wins
in their every losing battle.



I would paint magic mountains
for them to perfectly land,
when they hung from helicopters
hoping to reach any damn land but their own.

TAMANNA RANGNANI
PGDM 2020-22

I would build a parallel universe
for them a place to be,
where bullets won't puncture an innocent,
and they could breathe in their beautiful hijabs.

I would build a tunnel 1850 km long
for them to find us at the end of it,
so they know when their brave bearing rests
there's a world out here rooting for them.

I would set a reminder
in all of our hearts,
that we keep them in our prayers
and not in headlines with which our day starts
...if I had freedom.



ROHINI GAIKWAD
PGDM 2021-23

PLACEMENT HIGHLIGHTS



Students Placed
100%



Highest Package
INR 15.78 LPA



Average Package
INR 11.41 LPA



PPOs Offered
8



Median Package
INR 10.50 LPA



Top 10% Average
INR 15.40 LPA



Top 25% Average
INR 14.62 LPA



Top 50% Average
INR 13.33 LPA



Top 75% Average
INR 12.19 LPA



Lowest Package
INR 7.75 LPA

OUR RECRUITERS

accenture

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