

A Newsletter by PGDM students



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From the desk of ALFAAZ

"Celebrating a New Decade"

"New year—a new ch<mark>apte</mark>r, new verse, or just the same old story? Ultimately we write it. The choice is ours."—Alex Morritt

We have witnessed an iconic decade like 2010s and it's so exciting to imagine what all the upcoming bunch of years has to offer. We can understand the radical changes the decade brought by taking simple example of the small gadget in our hands which didn't even exist for half of the world but has now become an integral part and brought revolution in the lives of millions, or take the example of us, who have become the generation of the decade, the 'Millennials' and has changed the way we work, the way we spend our money and even the way we relate to one another.

From financial crisis to fintech revolution, from cash to cashless economy and from environmental concerns to alarming situations; we have travelled through the decade. The upcoming decade is bringing in lots of disruptive technologies as well as challenges which we need to embrace.

In this edition of Vista, Team 'Alfaaz' has tried to cover such issues. In the newsletter you will be reading about the new marketing mantra, Incorporation of Climate risk in the credit risk assessment, views on telecom industry, would be looking back in the history and on the recent Citizenship Amendment Bill.

We hope you have your prism ready to view the latest edition of "NIBM VISTA".

Happy Reading!





Dr. Kaushik Mukherjee Associate Professor, NIBM

symbiotic evolution expectations is giving rise ers and the high potential of word-of-mouth on social media platforms are fuelling the rise of 'must-haveit-now' demands of customers. The banking and finance domain need to adopt the right approach to cash-in on this opportunity.

On-demand marketing can

(Do-it-yourself) An article published by the like CIBIL) creating their a desired item (e.g. a house, consulting firm McKinsey own products. These prod- car, consumer durables like & Co. points out that the ucts can have personalized white goods etc.) and send of features like a photograph it to the bank through their technology and consumer taken from the customer's smartphones. The bank can profile on social media create a loan proposal and to the emerging phenome- platforms like Facebook or send it to the customer non of 'on-demand' mar- Instagram. Based on the with an offer from a suitaketing. The combination of social media profiles of cus- ble vendor. In this way, the forever-connected custom- tomers suitable offers can customer gets the best be generated by the bank offers along with that customers can avail on approved loans from the -demand. This will go a bank. long way in reassuring customers on their bank's partnering approach.

> decision journeys whereby periences on the horizon. easy access to diverse prod- Consider one European

options app is a step in this direc- communication) technolowhereby customers can co-tion. Customers can shop, gy. A club patron contemcreate their desired prod- book movie tickets, book plating a new brew can tap ucts. Be it a personal loan air tickets and get access to a coaster with a cell phone or an exotic credit card, the bank's loans, cards etc. and get a history of the customers can be given the at the click of a button. option of logging into the The interactivity with the bank's portal and with the bank needs to increase. For help of pre-set credit scores example, a customer can (sourced through agencies simply click the picture of

The McKinsey article mentions: "Yet having an entire bank in your phone may be Banks can design customer only a baseline for the exucts can be offered. State beverage company's beta test of beer coasters embed-

help banks to offer DIY Bank of India's YONO ded with NFC (near-field beer, bars where it is served, upcoming promotions, and a list of friends who have given it a thumbs -up." Banks in India can integrate their offers with their customers' social media activities and ensure that on-demand marketing can get a fillip. Further, customers may give positive word-of-mouth thereby fuelling more demand for on-demand marketing activities by banks.





Mathew Joseph Market Risk Analyst **Credit Suisse** Batch 2012-14

Climate change and the risks associated with it have been a widely discussed topic by environmentalists and policymakers across the globe since the beginning of 21st century. Economists have also recognised the adverse impact that climate change can have on economies and global growth. However, banks and financial institutions are yet to incorporate climate risk into credit risk calculation. Since climate risk has significant impact on value of assets of households and firms, and in turn adversely impact their repaying capacity, it's important for banks and FIs to incorporate climate risk impacts into their credit risk calculations.

#### Costs of Climate Change

hurricanes. floods or decrease in value of assets, loss of firms and households. crops, loss of production in factories Translating financial impacts into etc. These physical costs are already credit risk measures: Post analysing affecting economies today and will financial impact of climate change, the increase with time.

to a low carbon economy. Adoption of needs to be estimated.

Defining climate scenarios: This involves definition of physical scenarios for climate change and for the transition. These scenarios define how climate change will impact the variables that are relevant for economic activi-

Estimating economic & financial impacts: The impact of climate scenarios on macro and microeconomic terms Physical costs: These are damages have to be estimated by simulations. caused by extreme weather events such. This assesses direct and indirect impact severe of climate change and the transition to droughts. These are direct costs to a low carbon economy. It estimates firms and households in the form of impact on cashflows and asset values of

impact on credit risk of households Transition costs: These are cost borne and firms in terms of change in probaby firms and households to transition bility of default and loss given default

green technologies and replacing pol- Climate risk can significantly impact luting assets will involve significant profitability and viability of firms and investments and might shrink the mar- earnings of households. It is high time gins of firms. Environmental taxes that banks and FIs start including climight strain the profitability of fossil mate risk impacts into their credit risk fuel powered power plants and facto- estimation models. Central banks have an important role to come up with guidelines and mandates to banks for Three steps in Climate Risk Estima- inclusion of climate risk estimation in credit risk models.

> References: Integrating Climate Risk into Credit Risk Assessment: Current methodologies and the case of Central Banks Corporate Bond Purchases -Pierre Monnin





'Currency value going down', 'Crashing stocks', 'GDP'
plummets'...!

Possibly this would have been the headlines in the front page of most of the Asian newspapers in July of 1997. As the title throws light, this quarter's episode sneak peeks to the Asian financial crisis. What importance the same has which requires a column to explain this? Well, that vests with the audience who comprehends this. But it is known that having a look at each and every crisis or depression in the financial setup broadens our understanding on the same.

Experts say, the starting point for this devastating crisis was "Hot Money!" It's uncommon for a person to be familiar with this. For those who are new to the term, this phenomenon is nothing but flow of money from one country to another to gain short-term profit. And how do we make profit out of that? Just based on the difference between

interest rates or expected change in the same. As simple as that! The background of the story might be getting clearer to finance acolytes. This flow of funds led to economic bubbles in most of the Asian nations. Interesting fact is, this was almost happening parallelly in Thailand, Malaysia, Indonesia, South Korea etc. These economic bubbles led to higher current account deficits, further leading to excessive foreign exchange exposure. All it needed was a trigger!

Here, it would be right to say that it was a set of triggers. Chinese Renminbi got devalued, so as Japanese Yen and along with came the western giant, raising their domestic interest rates. Naturally, market moved to US. As we know, investors want to earn profits and profits only! Exports in most of these Asian nations went down, companies defaulted, thousands got unemployed and livelihood of millions were affected.

Having said that, there exists a strong counter argument to this aforementioned market force theory, where the debaters say that this was aggravated due to policy makers, who distorted the incentives in the creditor-debtor relationship with wrong policies. Be whatever the reason, likelihood of depression to any country could be imminent, but whether this should lead to an extent where things go out of hands, is to be pondered about!

-Aasis S M PGDM 2018-20







Mr. Abhijeet Singh Chief Manager, Corporate Credit **IndusInd Bank** Batch 2013-15

Telecom industry has witnessed a major turmoil since the launch of Jio in Dec-16. It has led to consolidation of the Indian mobile telecommunications market into three large private players Reliance Jio, Bharti Airtel and Vodafone Idea - accounting for more than 90% of revenue and 80% of spectrum holding. FY18 & FY19 was difficult for the telecom industry with mounting debt and dismal revenue growth. After a 10% decline in FY18, the industry's gross revenue dropped by ~15% in FY19. The industry's EBITDA margin declined ~300 bps in FY19, led by a prevailing price war in the industry. Price-per-GB of data declined by 95 per cent to under Rs 12 in 2018 compared with Rs 226 in FY16. Average Revenue per user has also been declining consistently and has declined

bitant spectrum prices coupled with roughly Rs 21,682 crore. government charges and lowest average The government has decided to grant a revenue per user

cough-up Rs 92,642 crore in unpaid of any more service provider. licence fee, and another Rs 55,054 crore in outstanding Spectrum Usage Charge. The loss-making Bharti Airtel

to Rs 113 in FY19 from Rs 174 in and Vodafone Idea appear to be worst FY15. The Indian telecom market had hit by the SC order. Vodafone Idea will three major challenges i.e. intense com- need to pay at least Rs 28,309 crore, petition, high cost structure with exor- while rival Bharti Airtel's dues are

2-year moratorium for telecom compa-Top Indian banks have lent about Rs nies to pay their spectrum dues which 1.5 lakh crores to the telecom sector will give Rs 42,000 crore relief to Bharwith SBI having lion's share with total ti Airtel, Vodafone Idea and Reliance debt of -Rs 37,000 Crores. Also, there Jio. Also, Bharti and Vodafone Idea is significant lending in form of Non announced tariff revision in the range fund-based products. Most of these of 15-50 per cent from 1 December for exposures are in the form of deferred different plans. The Department of payment guarantees for spectrum lia- Telecommunications reckons that a bilities to be paid to the Department of small increase in tariffs could provide Telecommunications (DOT) by the big relief. These relief may not be suffitelecom operators. Banks would need cient as Debt in the sector has reached to pay these liabilities if the telecom unsustainable levels. None of these operators fail to pay so. As on March-telecom operators may default in the end 2019, the combined debt of the near term, but if the government does three mobile services operators—Bhar- not intervene in the Supreme Court ti Airtel, Vodafone-Idea and Reliance order issue, it will be difficult for Voda-Jio — including funded & Non fund- fone to survive. They don't have deep ed debt stood at around Rs 4 lakh pockets like that of Jio. It will lead to a crore. Combined debt is estimated to duopoly, which is not a healthy market touch Rs 5-lakh crore in FY20.Latest structure for any country. Whatever blow to the industry came in the form may be the case, a lot is riding on this of Supreme Court order on October sector to start generating cash revenue 24, which mandates the incumbent to if we do not want to see the shutdown





Aparna Lakshmy. B **Business Analyst,** Traded Risk Transformation, Global Banking and Markets, HSBC, Bangalore Batch 2017-19

History is always the best teacher. This is absolutely true when it comes to the financial system especially the Banks because, the 2008 Global Financial Crisis and various other financial disasters have been important learning lessons in many ways. Until then many financial institutions never used to consider, the Low Frequency High Impact (LFHI) events. One of the major takeaways from these crises for the institutions is that, the interdependence of financial institutions can affect the stability of the Financial system if any one entity defaults and hence institutions, should be vigilant on the risk taken and their ability to absorb extreme losses.

The crisis has proved the importance of strengthening the stress testing practices to gauge how much loss absorption is possible in drastic economic scenarios. Therefore, Stress testing is used by financial institutions especially banks a key risk management tool to assess the robustness of their internal capital assessments and to maintain the capital

cushions above the regulatory mini- profits remain negative. The GNPA mum from compliance perspective.

This study is intended to study the cor- the past three years mainly due to lendporate loan portfolio of banks in India ing to less creditworthy borrowers and in three ways:

- 1) over the years
- 2) performance, and
- 3) impact.

Stress testing can help banks to over- Final part of the study was done by come the limitations of Historical data- applying stress to each variable at 95, based modelling and to assess their cap- 97.5 and 99 percentiles for Low, Mediital adequacy.

The corporate loan exposures of major- PD was estimated for next quarter and ity of Indian banks is more than 50 per Additional capital requirement to cent of the total credit exposure and a maintain previous quarter's Capital to good chunk of the exposed sectors are Risk Weighted Assets Ratio was esticyclical in nature. The corporate and mated. It was observed that only few loans for approximately 80 per cent of the tremely sever shocks, whereas majority total non-performing assets (NPAs) of of the public sector banks, though the banking sector in the years 2017 maintain capital above regulatory miniand 2018.

For the study, a scenario-based Stress take high impact events. Testing has been done on Quarterly Stress testing and consequent reforms data collected for various banks for the in the lending decisions should form an past 7 years and the Probability of De- integral part of the banking business so fault of wholesale loan portfolio has that it goes hand in hand with the capibeen calculated based on movements in tal decisions. Since no macroeconomic both bank-specific and macroeconomic factor moves in isolation, always the variables. The trend analysis of the correlation between factors and their Profit of the banks and GNPA ratio combined effect should be taken into over the quarters have shown that the account. banks' NPA level is rising and the

level has tremendously increased over their subsequent defaults. The results How the assets have performed show that the GNPA to total advances ratio follows a negative relationship to To explain the Macro Economic GDP movement and CPI Inflation. factors which will have an ad- The contributing factors identified for verse effect on the portfolio's various banks include Aggregate credit to deposit ratio, weighted average call To perform a Scenario Analysis money rate, GDP Growth, Aggregate based stress testing to get a for- GNPA ratio, Nifty Energy, Nifty Metward-looking assessment of risk al and Nifty 50 with the GDP growth and Nifty variables negatively affecting This eventually aids in understanding if the Marginal Probability of Default. um and High Stress. Subsequently the accounted banks have excess capital to absorb exmum, might not be able to afford to





"I liked the campus and the curriculum over here. I am happy that I joined the course. Management is very nice and the staff is super cooperative."

Ms. Lyndsay Mary Madhumera Personal Banking Officer ZB Bank Financial Holdings Zimbabwe

"What I really liked about this course is the instructors are well-read and have great knowledge. We have been updated about recent developments in a very easy manner."



Mr. Mutasim Mahdi Ahmed Mohamed

Deputy Head-Partnership Sec.

Central Bank of Sudan

Sudan



"In India, the focus is more on agrarian lending whereas in Egypt, it is more on SME lending. Talking about the course curriculum, it is well structured and the instructors are well qualified."

Mr. Andrew Hosny Boushra Kelieny Senior Credit Officer National Bank of Egypt Egypt

"I am very happy that I took decision to join this course. The campus is lovely and the management has taken good care of us. About the curriculum, I think I am happy that I came at NIBM."



Dr. Fatma Khamis Mohamed Elhamalawi Assistant Professor Institute of National Planning Egypt



Citizenship Amendment (CAB) 2019 has been presented by will not entirely heal the pain of the basis of religion". the honourable Home Minister of the past, but at least it would allow The image of India has also taken a India, Amit Shah. It has been suc- them to build their present and hit with the Japanese Prime Miniscessfully passed by both the houses reshape their future. i.e Lok Sabha and Rajya Sabha However, if the picture is so rosy, with the United Nations Human with a thumping majority leading then why is the North East burn- Rights body calling the framework to a lot of mixed reactions from the ing since the passage of the bill? of CAB as fundamentally flawed. general public.

granting citizenship er such discriminatory acts. Grant- neutrality and

Why are areas of West Bengal be- The timing of the passage of this A lot of chest thumping by the ing vandalized? Why is the opposi- bill has to be questioned when the ruling party and the idea of India tion and civil society rebelling this economy has been struggling. The by the opposition. Government bill since its inception and why are negative portrayal of India might argues that in Pakistan, Bangladesh the government bureaucrats resign-further exacerbate the problems of and Afghanistan, the Muslim ma- ing from their service? Assam has economy. Government of India jority countries that concerns the been the epicentre of violent pro- has some hard things to deal with bill, other religious minorities have test forcing the government to and it is the times to come which been persecuted for ages and by move Paramilitary forces from the will tell the direction this "Idea of to non- already restive Kashmir to Assam. India" takes with fast changing sce-Muslim refugees from these coun- People of the north east fear that narios. tries, Government is doing justice this act is an aggression by the govto those who have been suffering ernment to destroy their culture by under the tag of refugee. This con- allowing the settlement of foreigntention of the government seems ers in their native land. Another right because the official data and narrative to support the protest has figures show the fast declining non-been coming from representatives -Muslim population in these coun- of Islam and from the opposition tries which can be attributed to who contend that "Indian Constiforceful conversions, being falsely tution has been laid on the princitried for Blasphemy and many oth- ples of secularism and religious no laws and

Bill ing citizenship to the persecuted acts can discriminate the people on

ter annulling his India visit and

-Sanket Pandey PGDM 2019-21



It has been a bumpy ride for investors in 2019, though sides, the government is also dependent on the equity Indian equity markets have surged significantly since markets now to raise a healthy quantum to meet its the September low point and have gone past their re- divestment goals, which is the only hope to plug the spective highs made in June. Sensex has surged more fiscal gap. than 5000 points from September lows post corporate. On the contrary, what is not in India's favor is valuatax cut announced by the Finance Minister; yet, due to tion comfort, particularly against the emerging market lack of faith, most investors have missed this rally.

for FY20 and probably for FY21 too. In short, while second half of FY20 terially lifted EPS and hence ROE.

benchmark indices for the past year has been led by a simple policies particularly for land &labour and rehandful of stocks and probably the time has come for ducing bottlenecks will provide India an edge over the next set of stocks/sectors to participate. For Nifty, other emerging markets. sharp rally from September lows have been contributed by Reliance Industries, HDFC Bank and ICICI among them. PSU banks & NBFCs are seeing good traction and one needs to closely watch the developments and government's announcements there.

The present rally on hand has also been supported by FPIs and since September, they have pumped in Rs 15,780 crore (NSE data). While expectations are running high for the upcoming budget, the corpus is tight for the government to dole out further goodies. Be-

basket. India's stock indices are trading at higher P/E Negative headlines owing to demand slowdown, cor- while the valuations of emerging nations like Indonesia porate defaults and NPA problems in the financial & Thailand are at lower PE. This is due to the expenspace have kept investors at anchorage. Government sive valuations of indices that are on account of gains cutting corporate tax rates is the only ROE accretive in a few blue chips. It clearly indicates that for revival, move, which is quantifiable, else all have been dim and more concrete efforts need to be made. Now, with dull so far. On the contrary, rating agencies have al- monsoon and elections behind us, all eyes are on immost unanimously lowered India's growth estimates proving consumption and government spending in the

demand is still to recover, corporate tax cuts have ma- Hence, it is imperative for the government to ensure an amicable business environment for domestic enti-It could be very well remembered that the rally in ties. Stable oil prices, steady currency rates, easy &

> -Naveen Yadav PGDM 2019-21



In the words of Osho, "Meditation is being delighted in your own presence; meditation is a delight in your own being. Meditation is just to be, not doing anything – no action, no thought, no emotion."

Everything can become meditation and unless everything becomes meditation, meditation has not happened to you. One can become meditative, but as a whole, not in parts. That is impossible because meditation is a quality of one's being. It is just like breathing: you go on breathing whatsoever you are doing. Meditation is an inner breathing. When a person is doing meditation, he has to forget about the results. One has to be in the act totally. The more the person is in the act, the sooner the result happens. Results come only when you are engaged somewhere else so totally that your inner space is vacant.

The world is just a mirror, and you are reflected in it. If you feel negativity all around you, it simply shows you are negative within. It depends upon the mind. If you are positive, then everything becomes positive. In a nutshell, meditation is the path to finding one's true self.

-Vanshika Garg PGDM 2018-20



Yash Bhartia PGDM 2019-21







### Sunshine

"You're my sunshine", he used to say, But I kept his word always at bay, For not that I didn't want it to be, But deep inside my heart, I knew it can't be. Life is too short for ifs and buts, I used to think I wished those moments wouldn't just pass in a blink. Holding hands, the moment should never end I hoped Being wrapped in his arms was such a bliss. Love was in the air and it seemed unstoppable, The way we were riding, like a dream it seemed, But the reality had many tunnels which made it bleak. Society tried to make us understand the foolishness of this, And we realised the fact that it can no longer be a miss. We persuaded, we fought, But no affirmation we got. As the opposition outnumbered, The dream could no longer ride the way For the family pride was also in the grey, We decided to be strangers and moved on, Family was the choice we decided upon. Though everybody is today proud, There is a feeling inside that speaks loud, I may have become a good daughter and a good wife, But to become an obedient princess, I stopped shining in someone's life.

> -Deepshi Gupta PGDM 2018-20

#### The Moon

Ready to unleash the dawn, I wonder, what a beauty you are! Stardust? Stardust. The world stares you in awe of your magic, Somewhere amongst the clouds and stars. No matter how often you change, Wanderlust? Wanderlust. But you always come back, Back to the way you were, All cool and calm. Mysterious vet delightful, Holding my secrets in the dark, Your light promising to be faithful, Faithful, as to never reveal And to never leave. I seek you through the dark clouds, Out of the shadows, Up above the woods, Witnessing you watching me. And guess what? In this brisk world, A world, where fellas come and go, Right through the darkness and the dazzle, I found my constant in you.

> -Akshayata Chourey PGDM 2019-21







Three students of the PGDM batch of 19-21, Sarthak Sharma, Shivani Patel, and Vikrant Sharma represented NIBM, at IIM Indore in "Inventum- The Case Study Challenge" which was conducted in association with Vector Consulting, a top-notch consulting firm and KnowerX, as a part of their HR and Leadership Summit 'Prabodhan' 19'.

The event was conducted on 9th of November 2019 and saw an initial pool of 300 teams from the premier B-schools of the country. The top four teams were selected to present their solution in front of an esteemed panel in which the students from NIBM bagged the Second Position.



Aditya Shah, Riya Nadkarni and Swasti Verma students of PGDM Batch 2019-21 bagged 1st runner up position in Finvesto'19 conducted by the Finance Forum of Sydenham Institute of Management Studies, Research and Entrepreneurship Education, Mumbai.

The competition had 4 stages; quiz, live trading, case study round and the final presentation.



The International Business Cell of MBA 1B, Delhi School of Economics invited articles from all Business Schools across India for VISHWAVYAPAR'S September '19 issue. Their Magazine, Vishwavyapar is perhaps one of the most widely read B-School magazine, and has a substantial reader-base in the industry as well.

The article writing competition draws brains from all over the country. Out of whom Dibakshya Chakraborty, student of PGDM 2019-21 bagged the First Prize.



Mark-O-Polo, the marketing society of SIBM Pune, in the month of October, invited articles for its annual Magazine - BINGE! Arun Rao, student of PGDM 2019-21 wrote an article on the topic "Charisma in Marketing" and received the position of Runner Up for the same.





#### **Guest Lecture By Prof. K. Sukumaran**

The PGDM students of NIBM hosted a guest lecture by Prof K. Sukumaran from National Institute of Securities Markets where he spoke about the "Stock Market Basics & Investor Sentiments" and how more and more households should invest in the stock market. Prof. Sukumaran has two decades of experience as a banker and for the past eight years in the securities markets with NISM.



#### **Guest Lecture by Mr. Prashant Mane**

We were pleased to have Mr. Prashant Mane, Director Client services, FIS for a guest lecture on 'Blockchain & Artificial Intelligence in Finance'. The lecture threw light on how Blockchain & Artificial Intelligence is transforming the financial sector, how these technologies work, its advantages & disadvantages.



## Guest Lecture by Mr. Gulshan Narula

NIBM hosted Mr. Gulshan Narula, Head, PMO, International Banking Group Technology, Remittances Technology and Blockchain Initiatives, ICICI Bank. Mr. Narula's lecture gave new insights into digital banking and explained how banks can take leverage of new technologies to provide innovative services to their customers.





### **Treasure Hunt**

The Fest Committee of NIBM organised a Treasure Hunt event for the students of PGDM. All the teams were assigned some clues and they needed to decode them to get to the next ones and find out the treasure. It was a fun weekend experience for the students.

The event brought out competitiveness, creativity, thrill and adventure when students formed teams to participate in the event.

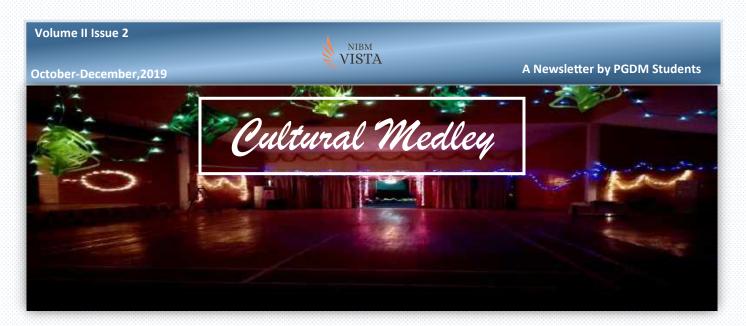


Dr. Ratna Barua

Mr. Parag Tiwari

### Guest Lecture by Dr. Ratna Barua, IDBI

The PGDM students of NIBM hosted Dr. Ratna Barua, GM Risk Management, IDBI Bank. The students had an interactive session with her where many things were discussed, including the current scenario of the banking sector, acclimatizing with Basel III norms and the importance of Risk Management in banks. She enlightened the students on how to build a good career in the industry and the vast opportunities ahead of future bankers.





#### **DIWALI**

Diwali away from home is one of the experience people don't always look forward to. But at NIBM, this turned out to be quite a pleasant experience for the students. On 27th November, students of NIBM celebrated Diwali in the campus with their friends turned into family and shared the warmth of the biggest festival. The celebration was organised by the cultural committee of NIBM 'Goonj'.



# **CHRISTMAS**

Christmas, at NIBM, was not only about cakes and Santa. Students received gifts from their secret Santa, confessions were made, and a feast was organised to make everyone feel at home.



A Newsletter by PGDM Students



# National Institute of Bank Management NIBM Post Office, Kondhwe Khurd, Pune, Maharashtra





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PGDM- Banking and Financial Services
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