



IPE NEWSLETTER

Editor-in-Chief: RK Mishra

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Finding the Missing Piece

With the boom of the Internet in the 1990s, its love through copious industries saw India. Indians experienced a substantial economic growth that meant, among other things, the ability to be driven by the Internet generation, recycling, reusing and the birth of the “copy-paste mentality”, at scale, missing out on the most imperative piece “innovation” in the ecosystem in which the startups are expected to take off.

In 2016, a survey conducted by the Information Technology and Innovation Foundation (ITIF), a US-based think tank, ranked India low among 56 countries on global innovation parameters. According to the latest Global Innovation Index 2017, India stands at No. 60 and is the fourth-largest startup economy in the world.

Innovation is assumed to be the corner stone in entrepreneurial success. It is viewed as the source of success in the market economy, and it maybe vehemently reinforced by today's changing and competitive environment. The fact remains that many of the innovations are copied and brought from another market or system.

On an average over 1000 startups hit the market every year. Since 2015, as many as 1,503 startups have closed down in India, the highest number of failures were in logistics, e-commerce and food technology. According to Mr Rishabh Lawania, founder of Xeler8, a market intelligence platform – “the major reason is due to the replication of Western business models, and not lack of subsequent funding from the investors”.

Good artists copy, great artists steal, said Pablo Picasso, one of the 20th century's most influential artist, implying that a good artist merely reproduces a subject, while a great one takes possession of it and turns it into something new.

Startup enthusiasts are observed to be of two types. The first type believes, there is a time to learn and a time to earn. The second type believes first to earn and in this process they may also learn.

On the flip side originality matters a lot less in the grand scheme of things than a potential idea. In technical terms, “Copycat” business ideas are called, “Me Too” ideas. Wherein, the entrepreneurs take inspiration from the successfully running ideas or businesses and duplicate, just do it in their own way.

Ninety percent of everything that exists on the market is a copy of something. Imitation is a profitable and effective strategy, as entrepreneurs receive plentiful benefits:

- Lower entrepreneurial stress, cost and risk
- Jumping into the market that already exists
- Proven western business model (India is still far behind in ‘technology idea adoption’ compared to the west)
- Easy to convince investor (Investor's easy acceptance to such idea/business models)
- Paucity of funding in India (lot of Indigenous ideas, die their own deaths due to limited capital)

More fundamentally, synergies in innovation ecosystem are usually marked by the presence of an active knowledge economy, encompassing academics, public sector and business R&D, as well as innovation activities with effective commercialization, and strengthened by public policy interventions. Furthermore, effective innovation ecosystems require a cultural ethos of innovation centered on interaction, as well as an openness to addressing opportunities that emerge every day.

Accenture, published an article entitled Leading by imitation in their Outlook advising that “more and more businesses are grabbing great ideas wherever they can get them – elsewhere in their industries or beyond. But the true high performers are actively creating systemic competitive advantage by elevating their imitation game.”

If invention is a pebble tossed in the pond, innovation is the rippling effect that pebble causes. Someone has to toss the pebble. That's the inventor. Someone has to recognize that, the ripple will eventually become a wave. That's the entrepreneur. Entrepreneurs don't stop at the water's edge. They watch the ripples and spot the next big wave before it happens. And it's the act of anticipating and riding that “next big wave” that drives the innovative nature in every entrepreneur.

To conclude one has to create an indigenous culture-oriented differentiator in their idea and team itself to take possession of innovative existing ideas and to turn them into something new to become a successful business.

Dr Prarthana Kumar
Assistant Professor, IPE



Disruptive HRM

Dr Shulgna Sarkar

Assistant Professor and Coordinator – PGDM-HRM

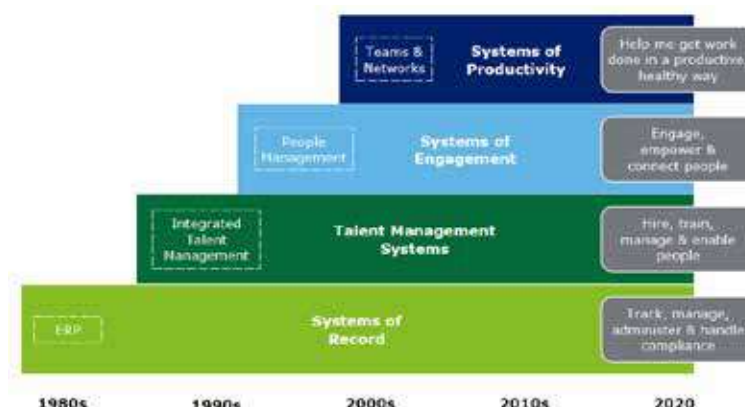
The word 'disruptive' has gained popularity in today's world. Luke Williams explains 'disruptive thinking' as a "way of thinking that surprises the market again and again with exciting unexpected solutions. A way of thinking that produces an unconventional strategy that leaves competitors muddling to catch up. A way of thinking that turns consumer expectations upside down and takes an industry into its next generation". According to Christensen's research, over time, successful products become complicated and expensive and consequently niche. This leaves a huge opportunity for innovative companies to introduce simpler and cheaper products to the mass market. Disruptive thinking is not about hiring the right people or spending more money on training or traditional approaches to innovation. Designers are taught to take conventions and turn them on their head – to make the ordinary unexpected.

The very same principle is applicable to Human Resource Management system which is based on technology and expertise. Traditional practices of people management are insufficient to meet the demands of new generation. Technology innovations for Human Resource Management can be applied with a defined set of values to develop synergetic values. It is time for the Human Resource Management to disrupt themselves through policies and practices before the management and job market discard them for not delivering value or adding value.

There is a wave of becoming faster, cheaper, better in an increasingly competitive global scene. HR cannot avoid its influence. Gone are the days that HR was "humanly rich" as a department with all sorts of people, mostly dumped by the seniors. Efficiency with regard to optimising cadre, in clearly identifying the needs and the specific roles associated is of utmost importance. Disruptive HRM is all about essentially challenging the conventional way of doing things. It also involves new initiatives with the use of technology in moving beyond traditional boundaries. 'Disruptive HR' is proactive whereas handling disruption in HR is reactive concept.

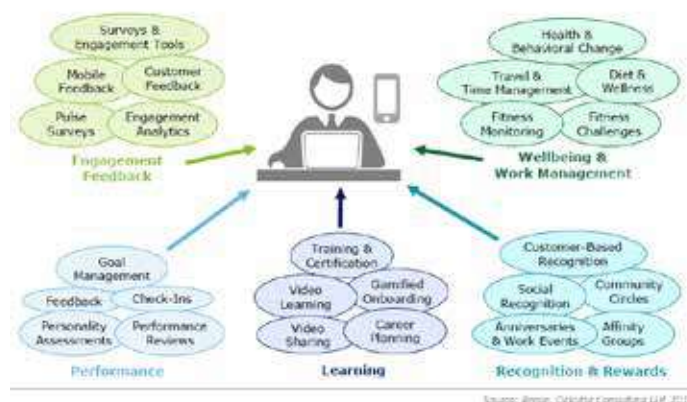
The need of Disruptive HR in organization is to develop workforce agility, to respond and adapt to changing market needs and to stay relevant and successful in competitive market conditions. People, systems and organizational setting need to be disruptive towards needs and demands of changing environment.

The HR software market is evolving – HR Technology Disruption 2018 Deloitte report



The changing demographics and advent of technology are bringing on marked changes in the way organizations manage their talent. HR leaders and professionals must adapt to these changing times and question the traditional approaches to talent management. The corporates are aspiring for disruptive HR practices enabling them to get the work done in a productive and healthy way. Disruptive technology is creating smarter people willing to work in a better enabled working environment.

Convergence of HR systems as a part of disruption



Source: Boston, Deloitte Consulting LLP, 2017

Process based innovations are a part of the HR function itself. HR managers need to accept the disruption in systems and adapt new management tools supporting team-centric, intelligent, easy to use and development focus of an organization.



Prof RK Mishra, Director IPE hoisting the National Flag at IPE Shamirpet Campus

Republic Day Celebrations

The 69th Republic Day was celebrated at Institute of Public Enterprise (IPE) with patriotic fervor and fanfare. On the morning of 26th January, 2018 Prof RK Mishra, Director, IPE hoisted the National Flag at both IPE's Osmania University Campus and IPE's Shamirpet Campus. At IPE Shamirpet Campus a parade was conducted by IPE Security Personnel and it was inspected by Prof RK Mishra, Director, IPE. The director delivered the Republic Day speech and it was followed by speeches from a few individual speakers and cultural events that included singing of patriotic songs.



Prof RK Mishra, Director IPE inspecting the guard of honour

Health Camp

A free Health Camp was organized by Yashoda Hospitals on 17th February, 2018 at IPE Shamirpet Campus for the employees of IPE. The team from Yashoda Hospitals conducted check-ups related to Height, Weight, BP, BMI, RBS, ECG & 2D Echo. Dr M Lakshmi, Chief Medical Officer, IPE provided the guidance and support in organizing the Health Camp.



Yashoda Hospitals Team carrying out the health checkup



Dr M Lakshmi, Chief Medical Officer and IPE Employees with the visiting Yashoda Hospitals Team

AACSB International (AACSB) Deans Conference

Prof RK Mishra, Director, IPE attended the AACSB International (AACSB) Deans Conference that was held during 7th-9th February, 2018 in Las Vegas, Nevada, USA. The Deans Conference, exclusively designed for business school deans and heads of higher education business units, covered critical topics in leading educating both the staff and future leaders of business, as well as preparing for, adapting to, and leading change. With more than 600 business schools and thought leaders from over 50 countries attended this conference. It is AACSB's premier event for connecting with business school leaders, discussing today's challenges and opportunities, and shaping the future of business education.



Prof RK Mishra, Director, IPE addressing the gathering

Prof RK Mishra was a special invitee at the two-day International Seminar on "ICT and Language Learning: Trends, Issues and Challenges" held at St Ann's College for Women, Hyderabad during 22nd-23rd February, 2018.

Ph.D. Admissions

Interviews for Ph.D. Admissions for ICSSR fellowships (2017-18) Batch were held on 24 November, 2017. Ten research scholars have been admitted into the program under the ICSSR fellowship scheme and they have joined on 29 December, 2017. These scholars are pursuing their Ph.D. in the disciplines of Commerce, Management, Economics, Social Science, Political Science and Psychology from Osmania University, University of Madras, University of Hyderabad, Sri Krishna Devaraya University and Shri Mata Vaishno Devi University.

Ph.Ds Awarded during the year 2017-18

Sl No	Name of the Ph.D Awardee	Topic	Department / University	Name of IPE Supervisor
1.	P Ravi Kumar (2012-13 Batch)	Customer Service Evaluation in Indian Banking Sector – A Comparative Study of Select Banks	Department of Business Management, Osmania University	Dr V Srikanth
2.	D Samba Shiva Goud (2013-14 Batch)	Empowerment of Backward Classes: A Study of Post 73rd Constitutional Amendment Act in Nalgonda District	Department of Public Administration, Osmania University	Dr A Sridhar Raj
3.	Ms Seema Ghosh (2014-15 Batch)	Women Empowerment and Entrepreneurship – The Role of Self Help Groups in Medak Districts of AP	Department of Economics, Osmania University	Prof RK Mishra
4.	Ms Lakshmi Rawat (2013-14 Batch)	A Study of Factors Affecting Individual Equity Investor Returns in Hyderabad and Mumbai	Department of Management Studies, Osmania University	Prof RK Mishra

Ongoing Research & Consultancy Projects

Sl No	Title of the Project	Investigators	Sponsoring Organisation	Project Value (₹)
1.	Corporate Social Responsibility – A Study in Hazardous Sector w.r.t. Oil, Gas and Mining Sector	Prof RK Mishra Dr Shulagna Sarkar Dr Punam Singh	ICSSR	25,00,000
2.	Engendering Gender Diversity at Workplace – It's Impact on Organizational Performance	Dr KV Anant Kumar	ICSSR	10,00,000
3.	A Study on Effective Corporate Governance and Social Responsibility for Sustainable Business	Dr Shulagna Sarkar Ms J Kiranmai	ICSSR	10,00,000
4.	Social Marginalization of Women Textile Workers – A study on the Textile & Garment Clusters at Coimbatore, Tirupur, Ahmedabad & Surat	Dr M Karthik	ICSSR	9,50,000
5.	Effectiveness of E-governance Initiatives through Social Media: A Study w.r.t. Southern States	Dr AS Kalyana Kumar	ICSSR	10,00,000
6.	Bank Credit, Micro & Financial Inclusion: The Progress, Challenges and Way Forward	Dr S Sreenivasa Murthy	ICSSR	8,00,000
7.	Advancing Health Equity in Primary Healthcare: An Anthropological Study of Community Participation using Capability Approach (Interdisciplinary Study Engaging Social Anthropology and Health Studies)	Dr Anand Akundy	ICMR	38,72,000
8.	Industrial Research, Development and Innovation in Public Sector Enterprises (Govt of India, Ministry of Science & Technology)	Dr NG Satish	DST	29,82,090
9.	Research on Corporate Governance Practices in Listed Central Public Sector Enterprises in India	Prof RK Mishra Ms J Kiranmai	NFCG	5,00,000
10.	Labour Displacement Potential of Technology Adoption: Firm Level Evidence from Indian Manufacturing Industry	Dr Sandeep Kumar Kujur	ICSSR	7,00,000
11.	Evaluation of National Food Security Mission in Karnataka	Mr V Anji Raju	Government of Karnataka	17,82,000
12.	Reverification of Open Defecation Free (ODF) Villages in Andhra Pradesh: Krishna District by Swachha Andhra Corporation (SAC), Government of Andhra Pradesh	Dr Janaki Krishna Dr Ch Lakshmi Kumari Ms J Kiranmai Dr Usha Noori	Government of Andhra Pradesh	25,00,000

Mr M Chandra Shekar, Ms B Soundarya and Prof Mohd Akbar Ali Khan, presented a research paper titled "A Study of Impact of Human Capital on NPAs of Indian Public Sector Banks" at the two-day National Seminar on "Emerging Trends in Indian Banking Sector – Innovations and Inclusions" organized by Department of Commerce, University Post Graduate College, OU, Secunderabad during 8th - 9th February, 2018.

Mr M Chandra Shekar, Kumaran R and Prof RK Mishra, presented a Research Paper titled "A Study on Global Accounting Practices at GAIL (India) Limited" at the two-day International Conference on "Emerging Challenges and Opportunities in Energy Sector (ECOES-2018)" organized by Rajiv Gandhi Institute of Petroleum and Technology (RGIT), JAIS, UP during 9th - 10th February, 2018.

Conferences & Seminars

5th International Conference on CSR

Centre for Corporate Social Responsibility (CCSR) of Institute of Public Enterprise, Hyderabad organized the 4th International Conference on "Corporate Social Responsibility" during 1st-2nd February, 2018 at IPE-Shamirpet campus. The conference was organized under the aegis of NLC Chair on CSR. The event was sponsored by NMDC Ltd and Hindustan Copper Limited (HCL).

Prof RK Mishra, Conference Chair and Director, IPE welcomed the guests. The inaugural address was delivered by Prof AK Rath, (IAS, Retd.), Chairman, Center for CG&SR, IMI, New Delhi. The keynote address was delivered by

Mr R Shankar, Vice President – SHE, Tata Projects. The guest of honour for the event was Ms Veena Swarup, former Director (HR), Engineers India Limited. The convener for the conference, Dr Shulagna Sarkar, shared the details of the conference.

Mr R Vikraman, Director (HR) NLCIL delivered the valedictory address of the conference. More than 60 participants attended the conference from the leading public and private organizations as well as NGOs. A book titled "Corporate Social Responsibility in India-Issues, Practices and New Vistas" authored by Prof RK Mishra, Dr Punam Singh and Dr Shulagna Sarkar was released during the conference.



Book Releasing Ceremony

Startuppedia

The fifth edition of Startuppedia the national level annual event organized by the Institute of Public Enterprise (IPE), Hyderabad was held on 15th and 16th of February, 2018 and witnessed a participation by 47 teams and 21 industry experts from all over India. The program was hosted in association with twenty three partners like, SIDBI, SECL, WCL, Parasakti Cements, IDBI Bank, Mahesh Bank, Saboo Motors, TIE Hyderabad, The New Indian Express, Hyderabad Angels to name a few. This program has evolved as a platform for grooming all the budding entrepreneurs and promising startups to turn their great ideas into feasible solutions. The 37 hour fully mentored B-Plan Pitch saw a huge participation from startup enthusiasts (Graduates, Post Graduates and Working Professionals), Investors, Venture Capitalists and Incubation Centers across the Country. The ideas were presented in the following areas: Online platform for connecting manufacturing industries, Paper Waste Management, Fashion Segments, Funeral Services, Security Intelligence Apps, Automobile, Milkshake Automation Machine, Herbal Medication, Sanitary Ware etc.



A Group Photograph of the Event

ICSSR Sponsored National Conference

Institute of Public Enterprise organized a two-day National Conference titled “Marketing In Digital India: Trends, Opportunities and Challenges” with a theme based on India, Internet and Marketing on 19th and 20th February, 2018 at IPE Shamirpet Campus. The conference was acknowledged and sponsored by Indian Council of Social Science Research (ICSSR).

The main objectives of the conference were to explore the opportunities, issues and challenges that have arisen in the domain of marketing with the advent of internet in India, to be a platform to attract and exchange ideas across different sectors for professionals, academicians, researchers and scholars on emerging roles and trends in marketing and to explore the changing scenario of marketing landscape in India and to facilitate sharing research among academicians and practitioners on current scenario and future challenges of marketing.

Shri Girish Bantwal, Director – Head of M-GTM SAP India, who was the Chief Guest, addressed the gathering about “Digital Age and Super Digital Economy by 2020”. The other two guests of honour who attended the conference were Shri Rachit Kapoor, Global Brand Manager, Gulf Oil, who spoke about dynamics of 4Ps and Shri Manish Advani, Head of Marketing, Mahindra SSG, who spoke about the “Reigniting the Story Teller Within (About Content Creation in Ads)”.



A Group Photograph of the Conference

DataSciConf'18

IPE organized a two-day International Conference on “Data Science, Machine Learning, AI, Internet of Things and Analytics” (DataSciConf'18) during 22-23 February, 2018 at IPE Shamirpet Campus. The conference schedule was broadly divided into 3 tracks. Besides the select research papers that were presented during the 2 days of the conference, programme schedule also included workshops on contemporary topics relating to the conference theme in association with TCS, Perceptive Analytics, Data Wise and CA Technologies and Round Table Discussion on “Data Science & Emerging Technologies: Relevance, Challenges and Job opportunities for Graduates”. The discussants included Shri Chaitanya Sagar, CEO, Perceptive Analytics; Shri Sita Ramabrahmam Gunturi, Senior Consultant, Head, Emerging Technologies, TCS; Shri Chilukuri Srinivas, COO AppsTek, Head HyperCat Alliance India and Advisor KLCP Holdings; Shri Vamshi Krishna, Deputy Director, Ministry of Petroleum & Natural Gas, GoI; Prof ML Sai Kumar, Professor and Ex-Dean, IPE; and Prof KS Vijaya Sekhar, Professor, IIIT-Hyderabad.

The conference began with the inaugural session chaired by Shri B Kalyan Chakravathy, IAS and Prof ML Sai Kumar delivered the keynote address. Prof RK Mishra, Director, IPE presented the opening remarks and Dr SS Murthy, Dean, IPE presented a brief about IPE for the benefit of the audience.



DataSciConf'18 Team

...Conferences & Seminars

A one-day Workshop on Self-Assessment Report Writing was held at AMDISA Secretariat, Hyderabad on 7th March, 2018. From Institute of Public Enterprise Dr PS Janaki Krishna, Associate Professor, Ms J Kiranmai, Assistant Professor and Mr A Rakesh Phanindra, Assistant Professor participated in the workshop.



A Group Photograph of the workshop

ONGC Chair Professors Workshop

A five-day ONGC Chair Professors Workshop titled "Corporate Governance with reference to Public Enterprises: Issues and Challenges" was held at ONGC Academy, Dehradun during 12-16 March, 2018 for ONGC Executives. Prof RK Mishra, Director, IPE and ONGC Chair Professor inaugurated the workshop and addressed the participants on Corporate Governance, Leadership and Succession: Issues and Challenges. He also discussed on the corporate frauds. Prof CST Anil Kumar, IPE highlighted various Sections and Subsections of the Companies Act 2013 including the RPTs, Board Committees, Sub-committees, etc. Dr Shweta Mehrotra, Assistant Professor, IPE presented on the best practices of CG, Performance Management and Board, Whistle-blowing Policies etc. Further, Ms J Kiranmai, Assistant Professor, IPE highlighted the various provisions of Companies Act with reference to CSR. The programme was attended by 22 executives from ONGC.



A Group Photograph of the Workshop

International Conference

Dr Ch Lakshmi Kumari and Dr PS Janaki Krishna participated in the International Conference on "Youth 2025: Harmonizing Education, Employment & Empowerment: Role of Academia, Business & Government" held at Jaipuria Institute of Management, Jaipur during 16th-17th March, 2018. They chaired the technical session on "Industry Academic Partnership". As part of the conference, IPE students Mr Sriram Devulapalli, PGDM-BIF and Mr Rohit, PGDM presented a paper on "Ethics as a tool for Corporate Governance".

Management Development Programmes (MDPs)

Certificate Course on “Urbanization and the Planet”



Shri K Madhava Rao, President, BoG, IPE, Mr Bezwada Wilson, Prof RK Mishra, Director, IPE and Dr Ch Lakshmi Kumari, Asst Professor, IPE along with other dignitaries present on the dais during the inaugural session

Institute of Public Enterprise and Urban Action School organized a 3-week certificate course on “Urbanization and the Planet” in collaboration with European Commission, Actionaid, CiRIC, SIPPA during 8th-28th January, 2018 at the Institute of Public Enterprise, Osmania University Campus, Hyderabad. The course is designed essentially as a mid-career training for the middle and senior level activists, policy advocates, lawyers, journalists, researchers and all categories of urban policy practitioners, with the objective of building the knowledge base and to complement action research and field based activism.

Training Programme on “Cyber Crime & Safety Measures”

Institute of Public Enterprise organised an Open Management Training Programme on “Cyber Crime & Safety Measures” during 15th-16th February, 2018 at IPE, Osmania University Campus, Hyderabad. The programme was designed and executed by Mr AS Kalyana Kumar, Assistant Professor, IPE.



A Group Photograph of the Programme

A two-day Management Development Program on Goods & Services Tax (GST) was organized during 16th-17th February, 2018 at IPE, Osmania University Campus, Hyderabad. The Coordinators for the program were Dr KV Ramesh and Mr M Chandra Shekar, Assistant Professors, IPE.

Institute of Public Enterprise organised a two-day Dealer Training Programme – “Project Disha” for the IOCL Dealers at IPE, Osmania University Campus, Hyderabad. The Coordinator for the programme was Shri S Satish Kumar, Sr Faculty Member, IPE and Dr MM Karuna, Asst Professor, IPE was the Co-Coordinator.



Shri Dipak Das, DGM (RS), IOCL Secunderabad, Chief Guest, Ms Nandita Koch, Officer and Representative of IOCL, Prof RK Mishra, Director, IPE, Shri S Satish Kumar, Sr Faculty Member, IPE and Dr MM Karuna, Asst Professor, IPE along with the other participants

ODF Programme

Institute of Public Enterprise has been working on “Verification of Open Defecation Free (ODF)” in Krishna and East Godavari Districts of Andhra Pradesh under Swachh Bharat Mission. The study was sanctioned by Swachh Andhra Corporation, Government of Andhra Pradesh. The study team comprising Dr PS Janaki Krishna, Associate Professor, Dr Ch Lakshmi Kumari, Assistant Professor, Ms J Kiranmai, Assistant Professor and Dr Usha Nori, Assistant Professor from IPE have visited Grama Panchayats in various mandals of the two districts and carried out primary verification on ODF. Field Investigators from IPE have collected data from households, anganwadies and schools at village level.

Distinguished Visitors

Prof JP Sharma, Former Dean, Delhi School of Economics visited IPE Shamirpet Campus, Hyderabad during 10-12 January, 2018.



Mr Santosh Sharma, CMD and Mr Anupam Anand, Director (Personnel), Hindustan Copper Limited visited IPE Shamirpet Campus, Hyderabad on 12th January, 2018. During their visit to the IPE Campus, they interacted with the IPE faculty.

IPE faculty members welcoming Mr Santosh Sharma and Mr Anupam Anand

Dr VK Malhotra, Member Secretary, ICSSR visited IPE Shamirpet campus on 8th February, 2018. During his visit to the IPE Campus, he interacted with the IPE faculty.

IPE faculty members welcoming Dr VK Malhotra with a bouquet



Mr PV Srinivasan, Senior Evaluation Specialist, Thematic and Country Division, Independent Evaluation Department (IED), Asian Development Bank (ADB) and Dr VB Tulasidhar, former Advisor, IED, ADB visited the IPE Shamirpet Campus on 2nd March, 2018. During their visit the visitors interacted with the IPE faculty.

Prof RK Mishra, Director, IPE welcoming the guests

Faculty Publications

- RK Mishra, S Sreenivasa Murthy & J Kiranmai (Eds) (2018). Financial Inclusion in India: Issues, Opportunities and Challenges. New Delhi: Academic Foundation
- CV Sunil Kumar, Srikanta Routroy & RK Mishra (2018). Lean Supplier Management for Better Cost Structures, Materials Today: Proceedings, pp:1-5
- RK Mishra, P Singh & Sarkar S (2018). Corporate Social Responsibility in India-Issue practices and New vistas, New Delhi: Academic Foundation
- P Singh & S Sarkar (2018). Revolutionising Corporate Social Responsibility in India: Is It Truly Revolutionised?, Asia-Pacific Journal of Management Research and Innovation, 13 (1-2)
- RK Mishra, PS Janaki Krishna and Ch Lakshmi Kumari, Ed Book on "Climate Change and Sustainable Development: Global Perspective" Published by Academic Foundation
- RK Mishra, PS Janaki Krishna and Ch Lakshmi Kumari Published a paper on "Combating Climate Change through Sustainable Energy Solutions" in the 19th World Congress Proceedings published by IOD
- Published a paper on "Understanding Local Dimensions of Migration: A Case Study of Adilabad District in Andhra Pradesh" in "Journal of Indian Association of Social Science Institutions"
- RK Mishra, S Sreenivasa Murthy & M Maschendar Goud Published a Paper on "Role of MGNREGS in effective implementation of Financial Inclusion in India" in the Financial Inclusion in India: Issues, Opportunities and Challenges

Student's Article

BITCOIN – A Digital Gold or Tulip Mania?

Nikhil Kumar,
PGDB-BIF(Junior)

Bitcoin is the new phase in the global economy. The aggressive demand for it is still pushing the prices to hit higher highs. As the saying goes "history repeats itself" will Bitcoin turn out to be another bubble? People buy Bitcoin at higher prices because they expect people to buy at even more higher prices from them.

There are many articles quoting Bitcoin to be future of the exchange systems. There are many advertisements showcasing the advantages of *block chain replacing the current form of exchange systems, low transaction costs, no intermediary, security and many more*. Before investing in the world of Bitcoin, focusing on reality would represent investors market discipline.

Can any economy accept a currency as medium of exchange with a high volatile nature in its pricing? There are more than 3000 crypto currencies that are active in the market. Which one to choose as the medium of exchange? There are no easy answers for such questions.

There's no cap on number of cryptos by any government. Any person of tech brain is free to start a block chain on their own. Now taking this as an opportunity companies are now meeting their capital needs by setting up their own block chain. Here the company reputation holds the key to market price.

Bitcoin, the first decentralized (2009) crypto currency which is famous as well as favorite for most of the investors and crime makers. Its nature is very much similar to a roller coaster ride.

This current situation can be related to tulip mania of 1837. Tulip is a beautiful flower which was bought from Turkey to Dutch. Since it was new flower it was fairly priced. After a while tulips were affected

with virus which resulted in colorful flames on tulip petals. This led to increase in the price level of the tulips because of scarcity. People started trading in tulips by liquidating their fixed assets. This excitement led to 20 time increase in the price of the tulip. Suddenly the demand of tulips came back to reality and the general public was trapped in the panic sell off at sky high prices. Both fear and greed were horrified when the movement of truth hit the market like a bullet and very soon tulips came down to ZERO.

Bitcoin excitement can also be related to another bubble of 'boom in tech companies'. The stockmarket has been trading for Bitcoin at high valuations, based on the long-term average of profits, for some time. The excitement for Bitcoin holds the same as it was for IT shares in dotcom bubble of 1999-2000.

That excitement has shifted from tulips to dotcom and then to the world of crypto-currencies like Bitcoin and Ethereum. Until now Bitcoin has got a boom in the market as seen in case of tulips and dotcom before the blood bath due to heavy sell off. Like tulips the intrinsic value of bit coin is also zero. Intrinsic value is the actual value of the company based on real value of assets. The value of Bitcoin has also gone up from 1000 USD to 20000 USD like in the case of tulips. The day when bulls realize the reality, the value of Bitcoin will be in the midst of a panic sell off. For people who are greedy, Bit coin investment may be a graveyard.

One cannot become rich by investing.

One can become rich by investing with financial discipline.

Students Activities

Sankranti Festival

Institute of Public Enterprise (IPE) students celebrated Sankranti Festival at IPE Shamirpet Campus with a grand festive spirit. They came in traditional dresses, flew kites and took part in the Rangoli competitions. Prizes were distributed to the best Rangoli design and those who competed in Kite flying.



IPE students presented themselves in traditional attire



One of the students during Rangoli Competition



Students flying the Kites

...Students Activities

Sanskriti

Every year, IPE organizes its Annual Fest – National Level B-School event – “SANSKRITI” to bring in students from leading B-Schools from across the country to IPE and competitions are held in various categories for them.

Sanskriti for the year 2017-18 was organized during 27th-28th of January 2018 at IPE Shamirpet Campus. The theme of this year's Sanskriti event is Touch Infinity. Shri V Rajanna, Vice-President & Global Head – Technology Business, TCS and Chairman of CII Telangana State inaugurated the function. Shri Mohammed Rafatullah, CEO, Dukes Products India Ltd and Shri NL Venkat Rao, Chief Regional Manager, National Insurance Company Ltd were guests of honour on Saturday, 27th January, 2018. Dr NK Nanda, Director (Technical), NMDC Ltd was the Chief Guest for Valedictory Function held on 28th January, 2018.

About 500 students from all over India including students from IIMs, IITs, NITs and other leading B-schools participated in this mega event. As part of the event, competitions were held in different categories like paper presentations, business quiz, dancing, singing, treasure hunt, crime scene investigation, short film making, online gaming etc. Mr Sai Ronak, a leading actor was in the panel of judges for dance competitions and singer Ms Mohana Bhogaraj of the Baahubali fame was in the panel of judges for singing. Cash prizes worth of Rs. 3.00 lakhs were distributed to the students who won in different competitions.



The Inaugural Function



The Valedictory Function



One of the contestants during singing competitions



Group Dancing in Progress



Marketing Samathi

This year Marketing Samathi event was held on 9th February, 2018 at IPE Shamirpet Campus. The guests for the event were Mr Pawan Vadapalli, Senior Vice President – Commercial Industries Delivery, Americas, at HCL Technologies and Mr K Unnikrishnan, Vice President, Zonal Head – South & East, Bharti AXA General Insurance Company Limited. The guests spoke on

- How to focus on leveraging technologies to solve business problems
- How to keep reading more to understand the contemporary issues
- How to take lead in presenting one's point of view
- How, 'not to worry' about how 'one had started' but to think of 'where to reach'
- Fail to learn but keep moving
- Get out of comfort zone every 18 months and stay relevant to the change around

Alumni Meet



IPE Alumni Meet '18 was organized on Saturday, 17th February, 2018 at IPE, Shamirpet Campus. The alumni had interactions with the faculty, the officers, the staff and the students of IPE. The alumni shared their experiences with the students. The alumni meet had also witnessed exciting cultural activities of students followed by Lunch.

Gold Medal – Ujwal Muddana Memorial Gold Medal was given to the topper of 2017 batch Ms V Bhavana Choudhary on this occasion.



Presenting the Certificate



Awarding the Gold Medal

Ethnic Day

Ethnic day was celebrated on 17th February, 2018 at IPE Shamirpet Campus. IPE Students celebrated unique cultures of different States of India in unison. To echo the spirit of India and be proud of our roots, the faculty, the staff and the students of IPE celebrated this diversity as a day of fun, dance, music in traditional ethnic clothes. As part of the programme students have conducted rangoli, dance and singing competitions and the winners were given prizes.



Business Quiz Competition

Institute of Public Enterprise organized a State Level Inter-College Business Quiz Competition – **IPEBizQuest'18** for final year students of Undergraduate Courses on Thursday, the 22nd February, 2018 at IPE Shamirpet Campus, Hyderabad. More than 50 teams participated in the event. Each team was comprising of two students. The quiz master for the programme was Prof K Narendranath Menon, Senior Professor, IPE.



Prof Narendra Nath K Menon, the Quiz Master during the Quiz Program

Cash Prizes were awarded to the winning teams (1st Prize of ₹10,000/- to Mr Zaman S Khan and Mr R Amithabh Sai from University of Hyderabad, 2nd Prize of ₹7,500/- to Mr Tumati Purna Sri Harsha and Mr Vishnu Sumanth from Nalsar University of Law, Hyderabad, 3rd Prize of ₹5,000/- to Mr Ankit Jhawar and Mr Anunaad Shastri from Aurora Degree College, Hyderabad and the best performing women team award worth of ₹3,000/- to Ms B Mansawini and Ms Razia Sheikh from St Ann's College for Women, Hyderabad). The final round of quiz competition was sponsored by M/s ELICO Ltd, Hyderabad. Mr Vamshi Krishna, Deputy Director, Ministry of Petroleum & Natural Gas Government of India distributed Prizes to the Winners and certificates to the participants.

...Students Activities

International Tours

Singapore & Malaysia Tour

Under the leadership & guidance of Prof RK Mishra, Director, IPE, for the PGDM-General & PGDM-BIF junior students an International Tour to Singapore & Malaysia was organized during 17th-22nd February, 2018. On 17th February 2018, the team arrived in Singapore. In Singapore the team visited many places of importance such as Merlion Park, Fountain of Wealth, Night Safari, Universal Studios and S.E.A. Aquarium.

On 19th February the team proceeded to Malaysia. The ARI faculty extended a warm welcome to the IPE faculty and the students. They briefed about their institute. Dato'Prof Nawaz has addressed all the IPE students on Ethics and Integrity which plays a vital role, followed by two presentations on Corporate Governance and Listing GLCs in Malaysia and forensic accounting. A presentation on Role of Digital Marketing initiatives was delivered by Mr Shakti Swarrop, a student from IPE.

The other places in Malaysia which were visited by IPE students include Batu Caves, Cocoa Boutique, King's Palace, National Monument, National Museum, Petronas Twin Tower, Putra Jaya, National Mosque, Sultan Abdul Samad Building and etc.



The visiting IPE team at Universal Studio, Singapore



The visiting IPE team at ARI, Malaysia



The visiting IPE team at Petronas Twin Tower, Malaysia

Educational Tour to Europe

Under the leadership & guidance of Prof RK Mishra an educational tour was organized for PGDM-IB students to Europe covering the Rotterdam Port, the European Union High Commission and the Port of Antwerp besides the factory visits. The IPE students visited 5 European Nations namely Netherlands, Switzerland, France, Germany and Belgium. Dr KV Ananth Kumar & Dr M Karthik accompanied the students' team. The visit took place during 4th-12th March, 2018. A few students from other courses also joined the tour.

IPE Students Meet EU Spokesperson at Brussels, Belgium

The IPE students on their educational tour to Europe visited the European High Commission and interacted with Mr Oliver Drewes Spokesperson EU. Mr Oliver explained the functioning of EU and discussed at length about the various issues pertaining to International Trade & Commerce. The visit to the EU office was a great value addition as it helped them (students) to understand various practical aspects of business in the EU. Several thought provoking questions were asked by the faculty and the students at the forum.

At the end of the session Mr Oliver Drewes, Spokesperson EU and who was a former minister commented that the IPE team is one of the best teams in terms of knowledge that he has interacted with so far.

The IPE team visited Rotterdam port, one of the leading ports in the world. The senior advisor of the port welcomed the group and explained about the exports and imports of logistics, cargo handling documentation procedures in international trade to the IPE students. IPE students were taken to different sections of the port to make them understand practical aspects of trade. The IPE team also visited the Belgium's largest port i.e. port of Antwerp.

Besides the above the IPE team also visited Heineken factory, Mt. Titlis and Paris.



The visiting IPE team with Mr Oliver Drewes, Spokesperson (EU) at EU Office, Brussels



The visiting IPE team with Mr Danny Deckers, Sr Advisor-Antwerp Port, Antwerp, Belgium

A Brief Report on Placements for the Class of 2018

Institute of Public Enterprise (IPE), Hyderabad has recorded excellent placements for the class of 2017 with 96% of the eligible students got placed in reputed companies. Campus placements for the class of 2018 has started from the month of October, 2017 and till the first week of March, 57 companies completed the campus drive and gave 229 placement offers to IPE students.

The Students of IPE have been recruited by various cross section of industries that include Banking Financial Services & Insurance [BFSI] Sector, IT & ITES, Manufacturing, FMCG, Consultancy Services, Health Care, Retail, E-Commerce, Telecommunications, Media and others (See Pi chart). The highest salary offered during this year as of now is Rs. 12 Lakhs per annum while the average salary offered is Rs. 5.60 lakhs per annum.

The prominent recruiters of IPE students include top corporates like Deloitte, TCS, Amazon, Tata motors Finance Ltd., Microsoft, Oracle, Trinit, Cognizant, Google, ICICI Bank, Axis Bank, Standard Chartered Bank, Karur Vysya Bank, IDBI Bank, Kotak Bank, Indus Ind Bank, City Union Bank, Federal Bank, BharatiAxa, Invesco, Sriram Housing Finance, TATA Capital, Franklin Templeton, Karvy, IIFL, Mahindra Finance, ICICI Prudential, HDFC AMC, Reliance Money, S&P Global, Capital First, DSP Black Rock, Thomson Reuters, Novartis, Zydus, Piramal Health Care, GVK Bio, Dr Reddys, Biological E, KPMG, GD Research, Hackett Group, Tata Tele, Airtel, Vodafone, Reliance Communication, Idea, CBRE, Nagarjuna Fertilizers, Cavinkare, ITC, Dukes, Marico, Nestle, Godrej Consumer Products Ltd., Bajaj, Amul, Asian Paints, Berger Paints, British Paints, Videocon, GMR, GVK, KSK Energy, L&T Finance, Future Group, Shoppers Stop, Med Plus, 99 acres, Naukri, Daimler Benz, Gifting Inc., Tata Classedge, Ramky Infra, SPR Group, etc.



IPE Training Calendar for the period of May-June, 2018

S No	Title of Programme	Dates	Coordinator (s)
1	Valuation of PSUs	May 10-11, 2018	Dr A Pawan Kumar
2	Ethical Hacking and Cyber Security	May 23-25, 2018	Mr A Rakesh Phanindra
3	Board Orientation Program for Directors	May 30-31, 2018	Prof RK Mishra & Ms J Kiranmai
4	Cyber Security for Women & Safety Measures	June 6-7, 2018	Mr AS Kalyana Kumar
5	Conclave of HR Executives	June 14-15, 2018	Dr Narendranath Menon, Dr A Sridhar Raj & Dr S Vivek
6	Legal Aspects of People Management	June 21-22, 2018	Dr Deepti Chandra
7	Financial Derivatives for performance enhancement	June 25-26, 2018	Dr Jyoti Kumari & Dr Shweta Mehrotra
8	Corporate Reforms and Changing Corporate Strategy	June 28-29, 2018	Dr K Trivikram & Dr Shaheen



Course Highlights

- Digital Management
- Entrepreneurship and Startups
- Business Analytics
- Risk Management
- Cyber Security
- Corporate Governance and CSR

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- RANKED

- ▶ 8th All India in Top Govt. B-Schools (CSR-GHRDC 2017)
- ▶ 33rd Rank All India in Best B-Schools (Outlook 2017)
- ▶ 15th Rank South Zone in Best B-Schools (The Week 2017)
- ▶ 20th Rank South Zone in Best B-Schools (Business Today 2017)
- ▶ B+ Rank in Best B-Schools (TIME MBA Education & Careers 2017)
- Excellent Placement and Internship Assistance
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