

ALMASPHERE SCMS

MILESTONES & INSPIRATION

ALUMNI NEWSLETTER 2023-2024



Dear Alumni,

Greetings from School of Commerce & Management Studies-PG, DSU. It gives us immense pleasure to reconnect with you through this annual edition of our Alumni Newsletter. As we reflect on another year of growth, innovation, and learning, we are reminded of the invaluable role our alumni community plays in shaping the legacy of our institution. Your achievements across diverse industries continue to inspire our students and faculty alike, reinforcing the values of excellence, leadership, and integrity that define our B-School.

This newsletter is a celebration of your success stories, campus developments, and collaborative initiatives that strengthen our bond. We invite you to stay engaged—share your milestones, mentor our students, and join us in upcoming events as we continue to build a dynamic and global alumni network.

Warm regards,

Alumni Committee

MBA Program - SCMS, DSU

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DEAN'S MESSAGE

CAPT. A. NAGARAJ SUBBARAO, PHD

Greetings! Esteemed Readers,

Dear Alumni,

It is with great pride and joy that I extend warm greetings to all members of our distinguished alumni community. Each year, as we look back on our journey, we recognize that the true strength of School of Commerce & Management Studies-PG, DSU lies not only within our classrooms but in the remarkable achievements of our graduates across the globe. Your leadership, innovation, and commitment to excellence continue to inspire our faculty and students alike.

**“ONLY THREE THINGS
HAPPEN NATURALLY IN
ORGANIZATIONS: FRICTION,
CONFUSION AND
UNDERPERFORMANCE.
EVERYTHING ELSE REQUIRES
LEADERSHIP.”**

PETER DRUCKER

At School of Commerce & Management Studies-PG, DSU., we remain steadfast in our mission to nurture future-ready business leaders who embody the same spirit of curiosity and purpose that you exemplify. I encourage you to stay connected, share your experiences, and actively engage in mentoring and collaborative opportunities that enrich our shared legacy.

With heartfelt appreciation for your continued support and pride in your success.

**With warm regards,
Capt. A. Nagaraj Subbarao
Dean- SCMS**



DSU VISION & MISSION

Vision: To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

Mission: To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.



DSU VALUES

THE PURSUIT OF EXCELLENCE

A COMMITMENT TO STRIVE CONTINUOUSLY TO IMPROVE OURSELVES AND OUR SYSTEMS WITH THE AIM OF BECOMING THE BEST IN OUR FIELD.

FAIRNESS

A COMMITMENT TO OBJECTIVITY AND IMPARTIALITY, TO EARN THE TRUST AND RESPECT OF SOCIETY.

LEADERSHIP

A COMMITMENT TO LEAD RESPONSIVELY AND CREATIVELY IN EDUCATIONAL AND RESEARCH PROCESSES.

INTEGRITY AND TRANSPARENCY

A COMMITMENT TO BE ETHICAL, SINCERE AND TRANSPARENT IN ALL ACTIVITIES AND TO TREAT ALL INDIVIDUALS WITH DIGNITY AND RESPECT.

SCMS VISION & MISSION

Vision: What future we want to create?

To be known as the best B-School for aspiring management leaders in the country with industry focused curriculum and practice.

SCMS 6 PILLARS

LEADERSHIP
ENTREPRENEURSHIP
CREATIVITY
PROBLEM SOLVING
TECHNOLOGY
SUSTAINABILITY

The School of Commerce & Management Studies has **Seven Centres for Proficiency Enhancement** that support the foundational pillars of the school in driving student interest and learning.

The objectives of the COPE are to drive student experiential learning and managed by faculty with deep subject matter expertise.

Mission: Why we exist?

To create value for students, business and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven by data, technology and innovation

CENTRE OF PROFICIENCY ENHANCEMENT

1. BUSINESS ANALYTICS - DR. CHINMOY KUMAR
2. SUPPLY CHAIN - PROF. MURALIDHARA G V
3. COMMUNICATION - CDR. HIMANSHU JOSHI
4. HR | LEADERSHIP - DR. SILKY SHARMA
5. DIGITAL TRANSFORMATION AND TECHNOLOGY - PROF. MOHAN SRINIVASAN
6. ENTREPRENEURSHIP - PROF. JITENDRANATH PATRI
7. SUSTAINABILITY - DR. SOMNATH DEBNATH

ALUMNI TALK -SAMWAD



Alumni Guest Talk. The event was organized with aim of foster interaction between current students and distinguished alumni of our institution that is Mr. Ashil Thomas and Ms. Apoorva Krishnamurthy. Who graduated from our institution in 2022 and has since achieved remarkable success in their career. The event was started with welcome speech by Chandana. And introduction of Ashil was done by Sahitya S Patil, then the session was taken by Ashil Thomas. The talk revolved around the theme of Digital Marketing which is highly relevant and insightful regarding courses, Personality Development, Digital Era for current student. Further, Introduction of Apoorva Krishnamurthy was done by Chandana. The session was taken by Apoorva the talk revolved around the theme of Finance and Analytics. Gave the insights on Analytical Tools, Specialization and analytical view over Corporate. At end the felicitation was done by Dr. Padmalatha and Dr. Suresh with Faculty Co-ordinator of Alumni Prof. Navita Vijay.

ALUMNI TALK ON – SKILLS FOR DIGITAL BUSINESS



The School of Commerce and Management Studies (SCMS) of Dayananda Sagar University recently organized an Alumni Talk focused on Skills for Digital Business. The event aimed to provide students with valuable insights into the rapidly evolving landscape of digital business and the essential skills required for success in this dynamic field. The distinguished resource persons for the talk were Ms. Sabiha Tameem, a highly esteemed alumna and accomplished Chatbot Developer, and Mr. Chandra Prakash Jha, Manager at Paessler Solutions India. The seamless coordination of the event was overseen by Dr. Padmalata, a distinguished Professor at SCMS DSU. Her efforts in organizing and facilitating the talk ensured the success of the event.

The event successfully bridged the gap between academia and industry by providing students with practical insights and perspectives from accomplished alumni. Such initiatives play a crucial role in preparing students for the challenges and opportunities in the fast-paced world

of digital business. We thank our Dean, Prof. Capt. Nagaraj Subbarao, PhD for nurturing the idea of a long relationship of student with the institute through these Alumni talks.

WORKSHOP ON BLOCKCHAIN BY DR PIERRE AL-KHOURY



As a part of our Alumni Outreach Initiative, SCMS-PG and Department of Executive Education organized a One Day Master Class on Block Chain by Dr Pierre Al-Khoury, BlockChain Expert, Professor of Economics, Finance, and Entrepreneurship.

The objective of the event was to reconnect with our alumni and provide them hands on learning experience with new technology and Innovation. The workshop was divided in 5 sessions mentioned below and followed by Q&A session.

1. Introduction to the blockchain
2. Importance of blockchain technology for different types of business
3. Success stories of blockchain implementation
4. Failure stories of blockchain implementation
5. Considerations for deciding whether or not to use blockchain technology.

The event was well received by the Audience and they look forward for such events in the future as well. This event strengthened the Alumni connect and was breakthrough for knowledge sharing events which are going to be a source of life long learning provided by DSU.



The School of Commerce and Management Studies (SCMS) of Dayananda Sagar University recently organized an Alumni Talk focused on “How to leverage Online Platforms for the Career Growth” The event aimed to provide students with valuable insights into the effective use of online platforms like social media sites, Job portals for career growth. The talk also provided insights on avoiding the scams related to job and online courses. Recent trends in technology like AI, ML Cybersecurity, are also discussed in the talk. The distinguished resource persons for the talk were Ms. Samriddhi Singh, who is Graphic Software Engineer at UST and Executive MBA from SCMS-DSU. The event coordination was overseen by Prof. Navita Vijay, Assistant Professor, SCMS-DSU. Her efforts in organizing and facilitating the talk ensured the success of the event. The event successfully bridged the gap between academia and industry by providing students with practical insights and perspectives from accomplished alumni. Such initiatives play a crucial role in preparing students for the challenges and opportunities in the fast-paced world of digital business. We thank our Dean, Prof. Capt. Nagaraj Subbarao, PhD for nurturing the idea of life long relationship of student with the institute through these Alumni talks.



FROM DATA TO STRATEGY: TRANSFORMING INSIGHTS INTO BUSINESS VALUE.

The School of Commerce and Management Studies (SCMS) at Dayananda Sagar University organized an insightful alumni talk on 18th July 2024, focusing on the topic "From Data to Strategy: Transforming Insights into Business Value." The session featured two esteemed alumni, Ms. Pratheeksha Prakash and Ms. Gaganashree A, both serving as Scientific Assistants at Paessler Solutions. The talk began with a warm welcome from the event organizers, who emphasized the importance of alumni engagement and the value such interactions bring to current students. Ms. Pratheeksha Prakash initiated the session by discussing the fundamental role of data in today's business landscape. She highlighted how data collection, analysis, and interpretation are critical for making informed strategic decisions. Her presentation included real-world examples of how businesses have successfully transformed raw data into actionable insights, leading to significant improvements in their operations and market positioning. Following this, Ms. Gaganashree A delved into the practical aspects of implementing data-driven strategies. She shared her experiences working on the Network Analysis Intelligence Tool (NAIT) project at Paessler Solutions, illustrating how data analytics can drive innovation and efficiency within an organization. Ms. Gaganashree emphasized the importance of aligning data strategies with business objectives to maximize value creation. Her insights into the challenges and solutions encountered in the field provided valuable lessons for aspiring business analysts and strategists. The interactive session concluded with a lively Q&A segment, where students and faculty had the opportunity to engage with the speakers.



ENTREPRENEURSHIP OPPORTUNITIES AND CHALLENGES IN CONTEMPORARY WORLD

The School of Commerce and Management Studies (SCMS) at Dayananda Sagar University organized an insightful alumni talk on 30 th November 2024, focusing on the topic “Entrepreneurship Opportunities and Challenges in Contemporary World” The session featured our esteemed alumni, Mr. Akshay N S, who is currently a Vice president in Wizzy Box Pvt. Ltd. Akshay N.S. provided valuable insights into the dynamic landscape of entrepreneurship, focusing on emerging opportunities in technology-driven markets and the critical challenges that aspiring entrepreneurs face today. He emphasized the importance of innovation, adaptability, and resilience in navigating a rapidly changing global economy. The talk also included practical advice on identifying market gaps, building a strong team, and leveraging technological advancements to create sustainable business models. The session concluded with an interactive Q&A, where students actively participated, seeking guidance on entrepreneurial ventures and strategies. The event was highly beneficial for students, inspiring them to explore the entrepreneurial journey with confidence and informed perspectives.

We thank our Dean, Prof. Capt. Nagaraj Subbarao, PhD for nurturing the idea of life long relationship of student with the institute through these Alumni talks.



UPDATES FROM OUR NATION



Historic Lunar Milestone: Chandrayaan-3 Lands on the Moon

In August 2023, India became the first country to land a spacecraft near the lunar south pole and the fourth country overall to achieve a soft landing on the Moon. This mission solidified India's position as a global space power and showcased its ability to execute complex interplanetary missions on a cost-effective budget.

India Hosts the G20 Summit in New Delhi

Under the theme "Vasudhaiva Kutumbakam" (One Earth, One Family, One Future), India hosted the G20 Summit in September 2023. The event was a diplomatic triumph, resulting in the New Delhi Leaders' Declaration and the permanent inclusion of the African Union into the G20, highlighting India's role as a voice for the Global South.



World's Largest Democracy Goes to Polls: 2024 General Elections

The 2024 Indian General Elections were held over seven phases from April to June, involving nearly 970 million eligible voters. The massive logistical undertaking saw the use of millions of Electronic Voting Machines (EVMs) and resulted in a third consecutive term for the NDA government, though with a stronger opposition presence in parliament.

Expansion of the Vande Bharat Express Network

Throughout 2023 and 2024, the Indian Railways significantly expanded the Vande Bharat Express network. These indigenously designed, semi-high-speed trains have revolutionized rail travel in India by offering world-class amenities and reducing travel time between major cities, symbolizing the country's modernization of its transport infrastructure.



UPDATES FROM CORPORATE WORLD



The HDFC "Mega Merger": A Global Banking Giant Emerges

In July 2023, India witnessed the historic "reverse merger" of HDFC Ltd. (the mortgage pioneer) into HDFC Bank. The deal, valued at approximately \$40 billion, created the world's fourth-largest bank by market capitalization. For students, this is a masterclass in synergy, scale, and the consolidation of financial services.

The Tata-Vistara-Air India Consolidation

The Tata Group completed the massive task of integrating Air India and Vistara in 2024, alongside the merger of Air India Express and AIX Connect. This creates a unified "full-service" and "low-cost" airline structure. It marks a significant milestone in Tata's "Vihaan.AI" transformation strategy to reclaim global aviation leadership.



Reliance and Disney: The \$8.5 Billion Media Marriage

In a move that reshaped the entertainment industry, Reliance Industries (Viacom18) and Disney Star completed their merger in late 2024. The new entity, JioStar, now controls over 100 TV channels and the streaming giants JioCinema and Hotstar, creating an undisputed leader in Indian media and sports broadcasting.

India Becomes the IPO Capital of the World

In 2024, the Indian stock market surged, with India surpassing China to become a global leader in the number of Initial Public Offerings (IPOs). High-profile listings like Hyundai Motor India (the largest ever in India) and Swiggy showcased the depth of the Indian capital markets and investor confidence in domestic growth.



UPDATES FROM AROUND THE WORLD

The Global "Year of Elections"

2024 earned the title of the biggest election year in history, with more than 60 countries representing nearly half the world's population heading to the polls. The most high-profile was the U.S. Presidential Election, which saw Donald Trump return to power. Other significant shifts occurred in the United Kingdom, where the Labour Party ended 14 years of Conservative rule, and in Mexico, which elected its first female president, Claudia Sheinbaum.



The AI Revolution Goes Mainstream

Following the launch of ChatGPT in late 2022, 2023 and 2024 became the years where Generative Artificial Intelligence moved from tech labs to every office and classroom. This era sparked global debates on ethics, job security, and regulation, leading to the EU AI Act—the world's first comprehensive legal framework for AI.



Escalation of Global Conflicts

The world grappled with major humanitarian crises as existing conflicts intensified and new ones erupted. The Russia-Ukraine war entered its third year with no end in sight, while the conflict in the Middle East (Gaza and Lebanon) saw a major escalation starting in October 2023. These events have significantly disrupted global supply chains and dominated international diplomacy.



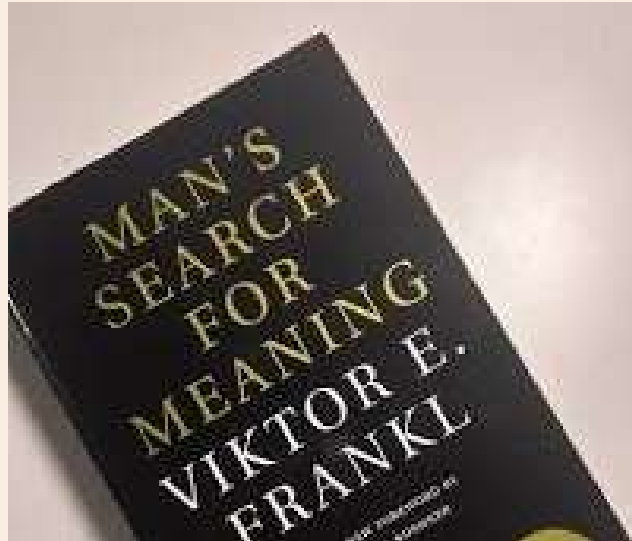
Paris 2024: The Olympic Games Return to France

In July and August 2024, the Summer Olympics in Paris captured the world's attention. Known for its "Games Wide Open" concept, the event featured a historic opening ceremony on the River Seine and introduced "Breaking" (breakdancing) as an Olympic sport. It was celebrated as a milestone for sustainability and gender equality in sports.

BOOK REVIEW



"Man's Search for Meaning" by Viktor Frankl.



In the competitive landscape of modern education, students often find themselves trapped in a cycle of "doing"—studying for the next exam, networking for the next internship, or optimizing a resume for the next high-paying role. In this relentless pursuit of outward success, the inner life is frequently neglected. Viktor Frankl's seminal work, "Man's Search for Meaning," serves as a profound and necessary intervention. Part memoir and part psychological treatise, the book argues that the primary human drive is not the pursuit of pleasure or power, but the discovery and pursuit of what we personally find meaningful.

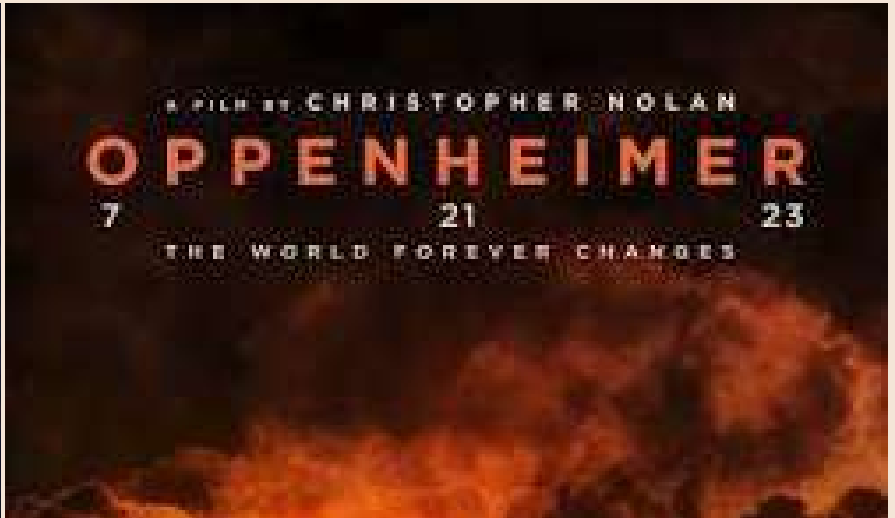
The first half of the book is a staggering account of Frankl's experiences as a psychiatrist imprisoned in Nazi concentration camps. However, it is not merely a historical record of atrocities; it is a clinical observation of the human spirit under extreme pressure. Frankl noticed a recurring pattern among the prisoners: those who survived were not necessarily the physically strongest, but those who possessed a "why" to live for. Whether it was the hope of reuniting with a loved one, the desire to complete a scientific work, or the duty to protect another, this sense of meaning acted as a psychological anchor.

In the second half of the book, Frankl introduces "Logotherapy," his school of psychology that focuses on the future and the tasks that life expects us to fulfill. He identifies three primary avenues through which meaning can be found: by creating a work or doing a deed, by experiencing something or encountering someone (love), and by the attitude we take toward unavoidable suffering. This framework is particularly transformative for students because it moves the focus away from "What do I want from life?" to the much more empowering question, "What is life asking of me right now?" It encourages a sense of responsibility toward one's own potential, suggesting that our education and skills are not just tools for personal gain, but preparations for a specific contribution that only we can make.

Ultimately, It provides a moral and philosophical foundation that is often missing from professional degrees. It teaches that success and happiness cannot be pursued directly; instead, they must "ensue" as the unintended side effect of dedication to a cause greater than oneself.

MOVIE REVIEW

OPPENHEIMER (2023)



Christopher Nolan's *Oppenheimer* is far more than a historical biopic; it is a haunting exploration of the intersection between scientific genius, political maneuvering, and the heavy burden of ethical responsibility. For students today—the film serves as a profound case study in the unintended consequences of innovation. It chronicles the life of J. Robert Oppenheimer, the theoretical physicist who led the Manhattan Project, capturing the exhilarating race to build the atomic bomb and the devastating moral fallout that followed its use.

The film's narrative is masterfully split between the frantic, collaborative energy of Los Alamos and the stark, bureaucratic coldness of Oppenheimer's 1954 security hearing. This structure highlights a critical lesson for future leaders: the technical success of a project is often separate from its political and social legacy. In the labs of Los Alamos, we see Oppenheimer as a visionary "Project Manager" who manages egos, resources, and impossible deadlines. However, as the Trinity test succeeds and the focus shifts to the weapon's deployment, the film pivots from a story of triumph to one of deep existential dread. It forces the audience to confront the "technological imperative"—the idea that because something can be built, it will be built—and asks who is responsible for the aftermath.

What makes *Oppenheimer* particularly relevant for the current generation of students is its parallel to the modern Artificial Intelligence revolution. Just as Oppenheimer and his peers grappled with the terrifying potential of nuclear fission, today's innovators are navigating the uncharted territory of AGI and autonomous systems. The film acts as a mirror, challenging students to consider the "moral weight" of their work. It suggests that a leader's duty does not end at the point of delivery or discovery; it extends into the long-term impact on humanity. Oppenheimer's famous invocation of the Bhagavad Gita—"Now I am become Death, the destroyer of worlds"—serves as a permanent reminder that brilliance without a moral compass can lead to catastrophic power.

In the end, Nolan delivers a cinematic experience that is both intellectually taxing and emotionally resonant. He avoids a simple "hero or villain" binary, instead presenting a man who is brilliant, flawed, and ultimately haunted by the genie he let out of the bottle. For any student, the film is a stark reminder that the higher one climbs in the hierarchy of power and innovation, the more complex the ethical landscape becomes. *Oppenheimer* is essential viewing because it teaches us that the most difficult part of any great breakthrough is not the math or the mechanics—it is living with the results.

UPCOMING EVENTS



The poster features a dark blue background with glowing light streaks and a starry pattern. At the top, there are three logos: a colorful circular logo on the left, the Dayananda Sagar University crest in the center, and the NAAC A+ Grade Accredited University logo on the right. The main title 'INSPIRE TO ASPIRE ALUMNI AWARDS' is prominently displayed in large, bold, yellow letters. Below the title, the year '2025' is centered between two horizontal lines of stars. Three laurel wreaths are arranged in a triangular pattern, each containing text about the award categories. At the bottom, a white-bordered box contains the event date, location, and time. The footer text is at the very bottom of the poster.

  **DAYANANDA SAGAR UNIVERSITY** 

INSPIRE TO ASPIRE
ALUMNI
AWARDS

————— ♦ ♦ ♦ ♦ ♦ 2025 ♦ ♦ ♦ ♦ ♦ —————

 Excellence
in Career
Advancement

 Entrepreneurial
Excellence
Award

 Excellence
in Alumni
Engagement

♦ ♦ ♦ ♦ ♦ ————— ♦ ♦ ♦ ♦ ♦

30TH AUG '25
MAIN CAMPUS, HAROHALLI
11:00 AM ONWARDS

ALUMNI COUNCIL IN COLLABORATION WITH THE DEPARTMENT OF STUDENT AFFAIRS

SCMS RANKINGS

Karnataka State

B-School Ranking: A++



Top B Schools South
India - 17

14th Emerging B School
in India

- Private B School
Bangalore- 05
- Private B School
South Zone - 15

Outlook-Icare India
MBA RANKINGS



All India - 61
All India (Private) - 42
South Zone - 17



IIRF B School (P) Ranking
has rated SCMS at:
Karnataka: 7
South India : 16
All India: 41

7th in Karnataka
16th in South India
41 in India



ALMASPHERE SCMS

THE OFFICIAL ALUMNI NEWSLETTER OF SCMS

2023 - 2024

EDITORS' MESSAGE

DR. SILKY SHARMA

Dear Alumni,

Almasphere SCMS is more than a publication – it is a platform for reconnection, reflection, and collaboration. Through its pages, we aim to celebrate your successes, share campus developments, highlight student initiatives, and create opportunities for engagement that benefit both our alumni and our institution. Hope you liked the compilation.

We sincerely encourage you to stay connected with us – through mentorship, guest lectures, internships, research collaborations, recruitment partnerships, and participation in alumni events. Your involvement plays a crucial role in shaping the next generation of business leaders.

On behalf of the institution, I extend heartfelt gratitude for your continued association and unwavering support. We look forward to strengthening this bond in the years ahead and creating meaningful impact together.

With warm regards and best wishes for your continued success,

Dr Silky Sharma

Associate Professor

Alumni Relations & Newsletter Editor

Almasphere SCMS

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