



# LEARNNOVATOR

S. R. LUTHRA INSTITUTE OF MANAGEMENT (SRLIM)

E-Newsletter : Vol. 1 | Issue 1 | Quarter: January - March, 2017

## EDITORIAL

Digitization is not something new, in fact it is as old as computers itself and one and zero i.e the binary system is the back bone for the same. The generating, storing, transforming, and utilizing of information are all being digitized i.e. turned into the universal language of computers. All types of organizations, from small businesses to large corporates, NGO's to government agencies, are going through a "digital transformation," turning digitization into new processes, activities, transactions which results in a new way of doing their activities. The technologies of digitization enable the conversion of traditional forms of information storage such as paper and photographs into the binary code of computer storage. But much larger than the translation of any type of media into bits and bytes is the digital transformation of economic transactions and human interactions.

At the global level digitization started to creep in since 1950s with a distinct bounce in the 1990s due to the advent of the World Wide Web. Digitalization has changed the way people work, shop, bank, travel, educate, govern, manage their health, and enjoy life. We, in India, are also moving towards digitalization and the velocity has increased since the 1st of July, 2015 with the introduction of the Digital India campaign. It is with the objective to ensure that Government services are made available to citizens electronically by improved on-line infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology acted as a catalyst for creating an environment for digitalization. This campaign will result in bringing transparency in the system and it will also reduce red-tapism and bottle necks. It will make the work easy and improve the quality of services to the people at large. Digital transformation is a process and the benefits of which will be visible over a period of time and it is one of the very essential steps in making an economy a super power.



**Dr. J. M. Kapadia**

Director  
S. R. Luthra Institute Of  
Management

## ERA OF THE BINARY BROTHERS

In a small lane in a large city, a *panipuriwalla's thella* displays the Paytm QR code - signifying that he accepts payments through Paytm. And if you don't want to spend your precious data, he shares his 'data' through 'Hotspot' to enable the transfer. Welcome to the world of the binary brothers - '1' & '0'; where WiFi is the most basic need in Maslow's hierarchy and cars don't need humans. Welcome to the 'digital' era. The term - 'digital' manifests itself into two closely related paradigms - digitization and digitalization. Digitization deals with converting any input into a digitized output, one which is coded through the binary language. We have been digitizing stuff for a long time. However, digitalization is far more profound and all-encompassing in its potential to alter our lives. Digitalization not only does help us do things better than before, viz. booking tickets on IRCTC; it also enables us to do something we could never do before, for instance virtual-reality enabled shopping or 3D - try on for virtual trial of eye-wear on Lenskart. DeMo has just been an intermittent spurt to the inevitable transition towards the digital way of living. The dynamically disruptive change has begun since long, and there's no going back. Resisting this change would be akin to resisting life itself, as digitalization is rendering a whole new way of living life in all its essentialities.

Artificial Intelligence, neural networks and big data are the next frontiers to be conquered. Smart phones are the portal to teleport you from the real to the digital world. Internet of Things (IoT) will make your car text a message to your client that you shall be late for meeting, just by anticipating the traffic on your route. And the nanorobots in your body can signal the detection of tumour cells in early stages of cancer. IoT is another massive disruption; as it has always been humans who have generated and recorded data. Through IoT, things will generate and record data. Each 'thing' will have its own unique IP address, thanks to IPv6 - we can assign a unique IP address to each atom on this earth, and still have addresses left to do another 100 earths. For businesses, digitalization provides unparalleled opportunities for value creation. Facebook does not create any content and Uber does not own cars. Digital technologies are causing disruptions in existing business models, shutting down businesses and creating strategically transformed opportunities. Current workforces can't be assured of the longevity of their employment, and school kids aren't even studying what they would be employed for. It's a double edged knife though, and with the goodies come along a lot of threats to be challenged and enhanced responsibilities to be shouldered by all stake holders. The future will be whatever we make it. And yet we can't predict what's in store for us on the other side of this exponential change.

**Dr. Ravi Vaidya** - Associate Professor

## LEARN + INNOVATOR

*"If you look at history, innovation doesn't come just from giving people incentives, it comes from creating environments where their ideas can connect." - Steven Johnson*

An educational institute shoulders an imperative responsibility to create an environment of learning and innovation to construct a strong foundation for nation and society at large. SRLIM has taken a modest step to extend the legacy of Sarvajanic Education Society to stimulate learning and innovation by bringing to life "Learninnovator". Learninnovator - derived from the words Learn + Innovator, is a quarterly e- newsletter by SRLIM. It is a platform for contributing to the pool of knowledge for all the stakeholders - Students, Academia, Industry, Policy Makers, Alumni, Parents and everyone with a passion to stay apprised and learn new.

**"Vasudhaiva Kutumbakam"** - the whole world is one family, is largely been realized by the contribution of Information Technology (IT) and Information and Communication Technology (ICT) to the world. "Digitalization" has become Mantra of today's contemporary era. With this intention Learninnovator's current edition highlights the theme of "Digitalization".

**- Editorial Team**

## STUDENTS @ SRLIM

### SYNERGY RECREATION LEARNED THROUGH INTELLIGENCE & MANAGEMENT

**SRLIM** has provided me a platform for building my confidence to a much higher level by giving opportunities to interact and carrying industrial surveys. Also I have enhanced my coordination & communication skills. I also developed my leadership traits by participating in various activities at different times.



- Mayur Tomar  
Sem IV Student



- Tanzim Vankani  
Sem IV Student

I'm going to miss these days; Friends, teachers and the routine.

Going to college and coming back home was a journey in itself.

Each day, I learnt and unlearnt many things,

I learnt to enjoy life from my friends (Y.O.L.O), I learnt to be on time from my college hours, I learnt discipline and time management from my faculties, I learnt to respect all from my friends.

I unlearnt being proud, lazy and depressed, I unlearnt being carefree and unorganized, I unlearnt the bad and incorporated the good.

Overall I became ready for the world in which I'm supposed to enter.

It was all possible because of the journey I took every day for 2 years to S.R.L.I.M.

YOUTH FESTIVAL  
UTKARSH  
ARTH YOUTH FEST  
BIZEXCELLENCE  
PARTICIPATED  
INTER COLLEGE EVENTS  
BY SRLIM STUDENTS  
MARKETING HUNT  
GTU - TECH FEST  
OLYMPIAD SPANDAN  
INVINCIBLE

## EVENTS @ SRLIM



**International Summit – ICC Cricket League**: Simulations are just part of a larger body of teaching strategies labeled as “active learning techniques” – techniques that ask students to participate in constructing their own knowledge. It was organized on 16th March 2017, participated by 8 groups of four students each representing different countries.

**Structural – The Startup Battle** - a State Level Inter college Business Plan Competition. A competition designed to bring students' cool ideas to life. It was organized on 25th February 2017, participated by students from various colleges and streams.



**Industrial Visit**: Semester IV students paid a visit to Fairdeal Filament, New Tex and C J Exports on 23rd February 2017 to understand how Industry works in reality.

**Watson Analytics Workshop**: It was organized to help student explore how to use data discovery to drive smarter insights and take actions to improve better business performance. Two such sessions of 3 hours were conducted for semester II students.



**Horizon**: Intra-college events like Prarochna, Market King, Filmy Gyan, Role Play, Oratorical, Mehendi Competition and Best out of Waste Competition, were organized on 15th February 2017, where more than 250 students participated enthusiastically.

**ALUMNI**: The 6th Annual Alumni meet of S. R. Luthra Institute of Management was held at the S. R. Luthra Institute of Management campus on 11th February, 2017 at 7.00 p.m. The meet was graced by more than 100 Alumni from all the batches from various cities of Gujarat. Dr. J. M Kapadia, Director of SRLIM gave a welcome address and expressed his gratitude for attending the meet in such a large number. The alumni of all the batches have given live performance one after other on Karaoke and have enjoyed the moment. A special “Selfie Zone” was made by the present students of Sem IV & II where the memories were captured by all the alumni, other invited faculty members and student friends.



**Jagruiti – ek nai soch**: More than 6 groups energetically presented the skits on different social causes like, child labor, domestic violence, casteism, inhuman acts, social media addictions and the likes. It was Organized on 18th March 2017.



More than 200 students participated in various inter-college events across Gujarat and have Won various Prizes in events like Invincible at DBIM-Surat, Utkarsh at BRCM-Surat and Olympiad managed by Baroda Management Association.

## SUPPLEMENTING ACADEMIA

**Shri Girish Luthra**, CMD - Luthra Group of Companies and Promoter of SRLIM had a very interactive session on “**Motivating and Preparing Students for Future**”, where he shared some lessons to prepare students for their future career.



An expert talk on “**Indian Economy in Current Global Market Scenario**” was facilitated by a connoisseur from Mumbai, **Mr. Chetan Parikh**, Founder - Jeetay Investments Pvt. Ltd.



A very intellectual session was delivered by **Mr. Deven Choksey**, Owner – K. R. Choksey Group, Mumbai, where he highlighted the “**Implications of Budget on the Economy**”.



Along with the academic activities, faculties at SRLIM have achieved recognitions by participating in several Conferences / Workshops / FDPs / Seminars organized at national and international level. More than 15 research papers are contributed by faculties in various reputed journals and conferences. Two of the faculty members research work have been recognized as "Best Paper Award"

**Dr. Pooja Patel (Assistant Professor)**

Presented a research paper titled " E-Wallet: A Game change in Digital Payment System" in a 8th National conference organised by BRAC's - Vishwakarma Institute of Management (VIM), Pune on "Re-imagining India: Game Changers for Business, Management and Society" under the QIP with Savitribai Phule Pune University, Pune on 17th & 18th February 2017. She has been accorded with **BEST PAPER AWARD**.



**Mr. Paresh Dave (Assistant Professor)**

He has also participated and presented a paper entitled "Analysing the problems faced by ATM users in the Surat city" in a National conference organized by AURO University on 4th March 2017 at Surat. He has been bestowed with **BEST PAPER AWARD**.



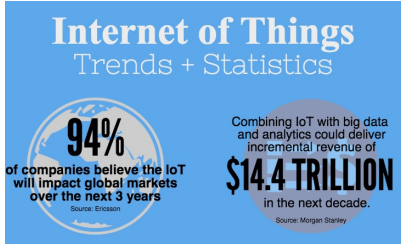
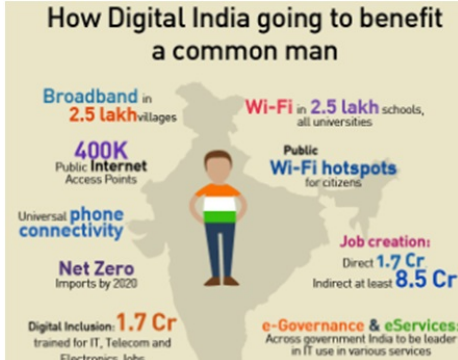
DIGITALIZATION : A CONTEMPORARY SHIFT



"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."

"At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies"

- John Chambers, Executive Chairman, Cisco System



Source: <http://kmhouseindia.blogspot.in/2016/08/how-digital-india-goint-to-benefit.html>, <https://wearesocial.com/blog/2017/01/digital-in-2017-global-overview>, <http://timesofindia.indiatimes.com/city/ahmedabad/gujarats-ration-shops-go-digital/articleshow/57048352.cms>



# ABOUT US

## About SES

Sarvajanik Education Society, a premier educational institution established in Surat in 1912 with the management of just one secondary school, then known as the English school (Dhingali School – Doll’s School) is today 100 years old and has under its care 35 institutions imparting education from pre-school level to post graduate level covering variety of disciplines including engineering and management education. Society also has under its umbrella two research institutions - one for Languages and social sciences and another for Environmental Engineering.

## People @ HELM:

Name of the Members	Designation
Shri Ashit V. Gandhi	President
Shri B. A. Parikh	First Vice President
Shri Rajnikant Marfatia	Second Vice President
Shri Yatish C. Parekh	Chairman
Shri Chandrakant S. Jariwala	First Vice Chairman
Shri Kamlesh P. Yagnik	Second Vice Chairman
Shri Ghanshyamprasad C. Sanadhya	Secretary
Shri Nimesh S. Bachkaniwala	Chairman's Representative for SRLIM

## About SRLIM

S. R. LUTHRA INSTITUTE OF MANAGEMENT(SRLIM) is managed by SES and recognized by an AICTE, providing Quality Management Education through a 2 year full time MBA program since 1999. SRLIM is affiliated to Gujarat Technological University, Ahmedabad having an intake of 240 students. SRLIM thrives to impart right blend of theoretical and practical knowledge to the budding managers under the guidance of its qualified, committed and experienced pool of faculty members. . SRLIM has a team of 23 full time faculties supported by the large number of experts on visiting basis. Among them 6 faculties have achieved their highest academic qualification of Ph.D. in the area of their specialization and 9 are already in the process of completing Ph.D.



# THE JOY OF GIVING

**The Joy of Giving:** *Development is about more than money, or machines or good policies – it's about real people and the lives they lead.*

**Blood donation:** "Donating blood saves lives, so they can thrive". More than 70 bottles of blood donated by our students and staff.

**Daanutsav:KuchBhi Do Dil Se Do!** The kind act of our students and staff have plopped the happiness in the surroundings by donating, cash, cloths, toys, stationary, and many more.



## INITIATIVE

**Swachh Bharat Abhyan:** *Sanitation should not be seen as a political tool, but should only be connected to patriotism (rashtrabhakti) and commitment to public health.* With same spirit, SRLIM Team of Students, Faculties & Staff enthusiastically participated in Swachh Bharat Abhyan on 2<sup>nd</sup> October 2016.

**Demonetization -A nightmare:** The use of Internet is no more a technical buzz but a need of every business. An initiative was taken by students and staff of SRLIM to go personally at various residential areas to make people aware and update about the use & modes of digital banking.

## PLACEMENT



Till 31st March, 2017

## FORTHCOMING SUBJECT

### Surat : A Smart City

- Interested readers are invited to contribute their ideas/views/ opinion on the above subject at [learnnovator.srlim@gmail.com](mailto:learnnovator.srlim@gmail.com) before 31st May,2017
- Editorial team shall hold the right to edit and publish any articles.

**Disclaimer:** All information, material and resources in this Learnnovator E-Newsletter is prepared by editorial team of SRLIM. Information is compiled from various sources and are duly acknowledged where ever required. Learnnovator E-Newsletter will be circulated in soft copy via email to all subscribers. The views and opinions of authors expressed in the newsletter are their own. Nothing in this newsletter should be taken as recommendation or promotion of any person and their views, nor we represent or guarantee any accuracy or viability of information. In no event SRLIM shall be liable for damages, what so ever arising out of use of or reliance on the contents of this e newsletter.

**Privacy Policy:** The information and photographs related to SRLIM are Institute's property; they cannot be reproduced without prior permission from the editorial team of SRLIM.

**Unsubscribe:** If you do not wish to receive any newsletters please reply with 'unsubscribe' to our email: [learnnovator.srlim@gmail.com](mailto:learnnovator.srlim@gmail.com)

**Green Policy:** Please do not print this attachment unless you really need to.

**Virus Warning:** Although SRLIM has taken reasonable precautions in this e newsletter, we do not undertake any responsibility for any loss or damage arising from the use of this email or attachment.