

# PENUMBRA

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## Theme

**April Showers, Future  
Flowers:  
Growth Through  
Challenges**



# APRIL SHOWERS, FUTURE FLOWERS: GROWTH THROUGH CHALLENGES



## **EVERY SHOWER HAS A PURPOSE: EMBRACING THE TOUGH SIDE OF YOUR MBA JOURNEY**

April, with its unpredictable showers and rising heat, mirrors the journey of every MBA student — uncertain, demanding, yet full of promise. Just as rain nourishes the seeds beneath the soil, the pressures of case studies, group projects, semester exams, and tight deadlines are quietly shaping future leaders. Every late-night study session, every failed presentation rehearsal, and every nerve-racking viva is not a setback — it is water to the roots of your potential. The challenges of an MBA programme are not obstacles on the path; they are the path.

As this semester draws to a close, remember that flowers do not bloom overnight — they endure cold nights, heavy rains, and long periods of silence before they finally rise. The same is true for every MBA student sitting in that classroom, burning the midnight oil, questioning whether it is all worth it. The negotiation skills sharpened in a heated group discussion, the resilience built through a tough financial analysis, and the confidence earned after a cold call in marketing class — all of these are blooms in the making, quietly taking shape beneath the surface. Every time a professor challenged your assumptions in an open class, every time a team conflict pushed you to lead rather than follow, and every time a rejection from a case competition forced you to rethink your strategy — that was growth happening in real time, even when it did not feel like it.

The MBA journey is deliberately designed to stretch you beyond your comfort zone, because only stretched soil yields the strongest roots. It is not the easiest path — it was never meant to be. It is a programme that demands your intellect, your emotional intelligence, your time, and sometimes even your sleep. But every deadline you met under pressure, every presentation you delivered with trembling hands, and every difficult conversation you navigated in a team setting has been quietly wiring you for the boardrooms, boardroom negotiations, and bold decisions that lie ahead. The classroom is your greenhouse — controlled chaos where conditions are tough enough to test you but safe enough to let you fail, learn, and rise again.

# AMBEDKAR'S VISION: EQUALITY BEGINS IN THE BOARDROOM



## **THE MAN WHO WROTE THE RULES FOR A BETTER TOMORROW**

On the 14th of April, India pauses to honour one of its greatest minds — Dr. Bhimrao Ramji Ambedkar, the architect of the Indian Constitution and a symbol of relentless struggle against inequality and injustice. Born into a society that denied him basic dignity, Dr. Ambedkar rose through sheer intellect, discipline, and an unshakeable belief in the power of education to transform lives. He earned multiple doctorates from some of the world's finest institutions at a time when access to education was a privilege denied to millions like him. His life is not just a chapter in a history book — it is a living blueprint for every student who has ever been underestimated, overlooked, or told that they do not belong in the room.

For MBA students especially, Ambedkar's vision holds a mirror to the kind of leaders we are being trained to become. Management education teaches us strategy, finance, marketing, and operations — but Dr. Ambedkar's life teaches us something far more enduring: that true leadership is rooted in justice, empathy, and the courage to challenge systems that are broken. In today's corporate world, where conversations around diversity, equity, and inclusion are no longer optional but essential, Ambedkar's philosophy is more relevant than ever before. As future managers and decision-makers, we will sit in rooms where policies are made, where hiring decisions are taken, and where organizational cultures are shaped — and in those moments, we must ask ourselves the questions Ambedkar spent his entire life asking: Is this fair? Is this just? Does this uplift or does this exclude? His drafting of the Constitution was not merely a legal exercise; it was an act of radical hope — a belief that a deeply unequal society could be reimagined through the right laws, the right values, and the right leadership. Let this Ambedkar Jayanti be a reminder that the MBA degree in your hand is not just a ticket to personal success — it is a responsibility to build workplaces, businesses, and communities that reflect the equality and dignity that Dr. Ambedkar devoted his life to establishing. For a truly great manager is not measured only by the profits they generate or the teams they build — but by the fairness they practice, the integrity they uphold, and the lasting difference they make in the lives of every person they lead.

# OUR PLANET, OUR FUTURE: EARTH DAY & THE BUSINESS OF SAVING THE PLANET

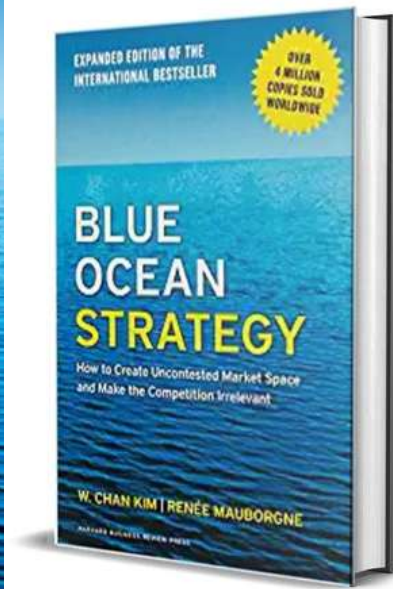
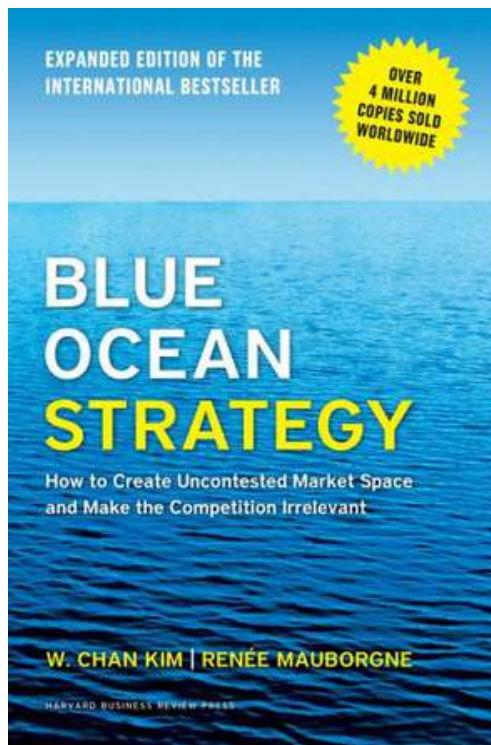


## **EARTH DAY, ENVIRONMENTAL RESPONSIBILITY & THE GREEN DUTY OF EVERY MBA STUDENT**

Every year on April 22nd, the world observes Earth Day – a global reminder that the planet we live on is not a resource to be exploited but a home to be protected. From melting glaciers in the Arctic to vanishing forests in the Amazon, from polluted rivers in industrial cities to rising sea levels threatening coastal communities, the signs of environmental distress are no longer distant warnings – they are present realities. On college campuses across India and the world, Earth Day is marked with tree plantations, awareness drives, sustainability pledges, and eco-friendly initiatives that remind students of their role in the larger story of the planet's survival.

For MBA students, Earth Day is far more than a symbolic occasion – it is a call to integrate environmental thinking into every business decision they will ever make. The corporate world is at a critical turning point. Concepts like ESG – Environmental, Social, and Governance – are no longer buzzwords confined to CSR reports; they are now central to how companies are valued, funded, and trusted by consumers and investors alike. As future managers, you will be the ones deciding whether your company switches to renewable energy, whether your supply chain is ethically and sustainably sourced, and whether your organization takes its carbon footprint seriously or treats it as an afterthought. The businesses that will lead the next decade are not just the most profitable ones – they are the ones that have learned to balance growth with responsibility. Our campus too has a role to play – reducing paper waste, embracing digital submissions, conserving energy in classrooms and hostels, and building a culture where sustainability is a shared value rather than an individual choice. This Earth Day, let us pledge that the organizations we build and the careers we pursue will leave the planet not poorer but richer – cleaner, greener, and more hopeful for the generations that come after us. Remember that sustainability is not a department in a company – it is a mindset that must live in every manager, every meeting, and every decision made at every level of an organization. The MBA student who understands this today will be the business leader who is trusted, respected, and truly impactful tomorrow.

# BOOK REVIEW : BLUE OCEAN STRATEGY



## **THE BOOK THAT WILL CHANGE THE WAY YOU THINK ABOUT COMPETITION FOREVER**

In a world where businesses endlessly battle for the same customers, the same markets, and the same shrinking profits, W. Chan Kim and Renée Mauborgne arrived with a question that changed the entire conversation of business strategy: what if instead of competing in existing markets, you simply created a new one? Published in 2005 and translated into over 46 languages, Blue Ocean Strategy is not just a business book — it is a complete reimagining of how companies should think about growth, innovation, and competition. The authors introduce one of the most powerful frameworks in modern management — the idea that all markets exist either as Red Oceans, where

fierce competition turns profits blood red, or Blue Oceans, untapped market spaces where competition is irrelevant because you have created something entirely new. For any MBA student trying to understand how companies like Apple, Cirque du Soleil, and Nintendo achieved extraordinary success not by beating their competitors but by making them irrelevant, this book is the answer.

What makes Blue Ocean Strategy truly remarkable for management students is not just its theory but its practicality. The authors back every argument with real world case studies spanning industries from automobiles to entertainment, from healthcare to hospitality, making the concepts immediately applicable to any business context. The book introduces powerful tools like the Strategy Canvas, the Four Actions Framework — Eliminate, Reduce, Raise, Create — and the concept of Value Innovation, which sits at the intersection of differentiation and low cost. For MBA students studying marketing, strategy, or entrepreneurship, these frameworks are not abstract academic exercises — they are real thinking tools used by consultants, strategists, and business leaders across the globe. The book challenges every reader to stop asking how to beat the competition and start asking how to make the competition irrelevant — a mindset shift that is at the very heart of innovative leadership. Whether you are preparing for a case study competition, planning a startup, or simply looking to think differently about business, Blue Ocean Strategy is the one book that will stay with you long after your MBA is over.

# MBA KNOWLEDGE QUIZ: TEST YOUR BUSINESS BRAIN

**Q1. Who is known as the Father of Modern Management?**

- A) Henry Ford
- B) Peter Drucker
- C) Frederick Taylor
- D) Michael Porter

**Q2. What does the acronym SWOT stand for in business strategy?**

- A) Sales, Workforce, Operations, Technology
- B) Strengths, Weaknesses, Opportunities, Threats
- C) Strategy, Work, Output, Targets
- D) Systems, Workflow, Objectives, Tactics

**Q3. Blue Ocean Strategy was written by which authors?**

- A) Michael Porter & Philip Kotler
- B) Jim Collins & Jerry Porras
- C) W. Chan Kim & Renée Mauborgne
- D) Peter Drucker & Clayton Christensen

**Q4. What does the term GDP stand for?**

- A) Gross Domestic Product
- B) General Demand Projection
- C) Global Development Plan
- D) Gross Demand Percentage

**Q5. What is the full form of ESG in the corporate world?**

- A) Economic, Social, Governance
- B) Environmental, Sustainable, Growth
- C) Environmental, Social, Governance
- D) Equity, Strategy, Growth

**Q6. Which financial statement shows a company's revenues and expenses?**

- A) Balance Sheet
- B) Cash Flow Statement
- C) Income Statement
- D) Capital Account

**Q7. What are the 4 Ps of Marketing?**

- A) Product, Price, Place, Promotion
- B) People, Process, Plan, Promotion
- C) Product, Profit, Place, People
- D) Price, Promotion, Plan, Performance

**Q8. Which company is famous for Blue Ocean Strategy in circus market?**

- A) Disney
- B) Cirque du Soleil
- C) Universal Studios
- D) Six Flags

**Q9. What does USP stand for in business?**

- A) Universal Sales Projection
- B) Unique Selling Proposition
- C) Unit Sales Performance
- D) Unified Strategy Plan

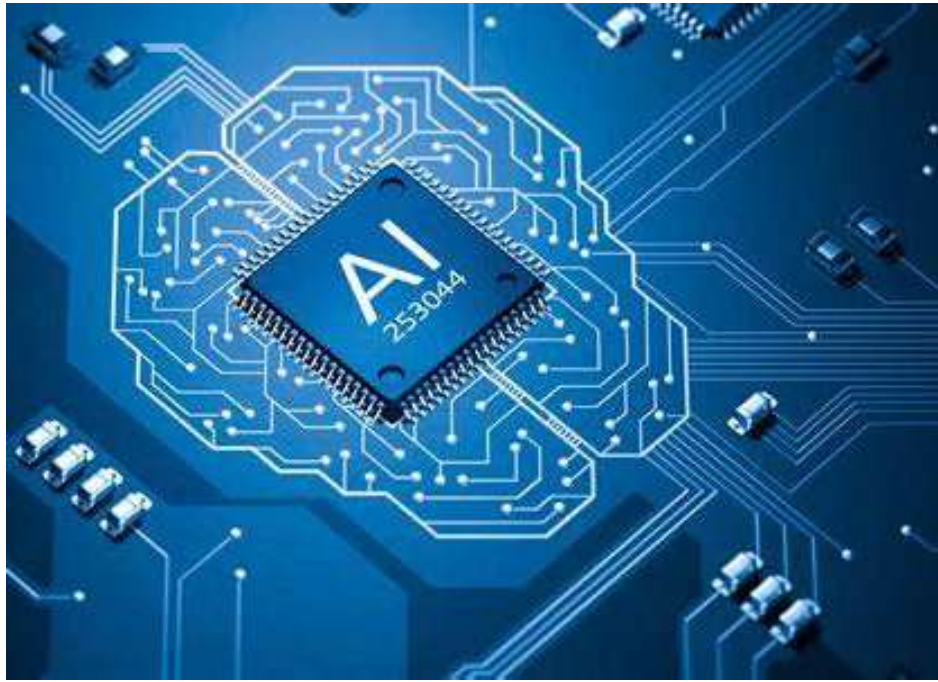
**Q10. Which Indian business personality is Chairman of Reliance Industries?**

- A) Ratan Tata
- B) Gautam Adani
- C) Mukesh Ambani
- D) Azim Premji

Answer Key

1-B | 2-B | 3-C | 4-A | 5-C | 6-C | 7-A | 8-B | 9-B | 10-C

# AI IN MANAGEMENT: FROM BOARDROOMS TO ALGORITHMS



## **THE SILENT REVOLUTION RESHAPING THE BUSINESS WORLD**

Artificial Intelligence is no longer a distant concept confined to science fiction or Silicon Valley laboratories – it has arrived in the heart of every boardroom, every business strategy, and every management decision being made today. From automating routine tasks like data entry and report generation to powering complex decisions in finance, marketing, human resources, and supply chain management, AI is fundamentally changing the way organizations operate. Tools like machine learning, natural language processing, and predictive analytics are now being used by companies across the globe to forecast market trends, understand consumer behavior, optimize pricing strategies, and even identify the right talent during recruitment.

For MBA students stepping into this new world, understanding AI is no longer optional – it is as essential as understanding a balance sheet or a marketing plan. The classroom of today must prepare the manager of tomorrow, and that manager must be as comfortable working alongside intelligent machines as they are leading human teams.

Yet the most important truth about AI in management is one that every MBA student must deeply internalize – AI is a powerful tool, but it is not a replacement for human leadership. The qualities that define a truly great manager – empathy, ethical judgment, creative thinking, emotional intelligence, and the ability to inspire and connect with people – are qualities that no algorithm can replicate. The future of management is not a battle between humans and machines; it is a powerful partnership where AI handles the data and humans handle the wisdom. As future managers, your role will be to ask the right questions, interpret AI driven insights with clarity and conscience, and make decisions that are not just smart but also fair, inclusive, and sustainable. Companies that will thrive in the next decade will not be those that simply adopt AI – they will be those that have leaders wise enough to use it responsibly. So as you sit in your MBA classroom today, remember that the most valuable skill you can develop is not just how to use AI – but how to think in a world where AI is everywhere, and still bring something to the table that no machine ever can.

# THE HEART BEHIND THE WORK

## GRATEFUL TO OUR AMAZING TEAM FOR BRINGING THEIR PASSION TO THE NEWSLETTER

This edition captures the creativity and dedication that shaped April at SIBM Nagpur. Every piece has been thoughtfully put together to reflect the energy, achievements, and campus spirit of the month.

More than just updates, this newsletter celebrates collaboration, unity, and the collective efforts of our community. As you reach the final page, we thank everyone who contributed and look forward to sharing new stories and milestones in the next edition.

### **MBA 2025-27**

MEHAR PARVEEN

ANSH CHANDHOKE

KEERTI SHARMA

SAURABH RAJPOOT

VAIBHAV YERNE

YATHANSH BHARDWAJ