SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY

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SYMBIOSIS
Golden Jubilee
1971-2021
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Report on Integrity Ethics Conference

1. Title of the Event: Integrity Ethics Conclave 6th Edition

2. Type of Event: Quality improvement seminar

3. Theme: Virtuous Concord

4. Date(s) of Event: 16 October 2021

5. Duration (in hours):   3 hours

6. Number of Participants: 640

7. Name of Speakers: Dr. Roy John, Founder & Partner ConSoul Associates LLP
   Mr. Varun Divadkar, Senior Vice President BNY Mellon
   Ms. Manjusha Raulkar, Group CHRO Suzion Energy Limited
   Mr. Ashutosh Kapse, Head Cyber Security, IOOF Holdings
   Mr. Mark Goyder, Founder Tomorrow's Company

8. Brief Report: Integrity and Ethics are considered the two pillars of business without which any company is bound to collapse. Doing a business ethically and with uttermost honesty has been the highlight of the last decade. On 16th October 2021, the Guest Lecture Committee brought us the 6th edition of Integrity and Ethics Conclave. The theme this year was Virtuous Concord: Practicing Morality for Peaceful Co-existence. The broader idea was 'Virtuous'- proper use of resources and creating a world of 'Concord' among all the stakeholders.

Dr. Dhanya Pramod
Director SCIT

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CENTRE FOR INFORMATION TECHNOLOGY

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Report on

INTEGRITY & ETHICS CONCLAVE 2021

(6ᵗʰ Edition)

conducted by

Guest Lecture Committee (ITBM)

on

16ᵗʰ October 2021

Theme of this year:

IRTUOUS CONCORD
Practicing Morality for Peaceful Co-existence

Under the guidance of:

Dr Shaji Joseph

(Faculty Mentor, Guest Lecture Committee (ITBM))

Senior Members:

1. Gazal Doshi (SPOC)
2. Shivam Bansal (SPOC)
3. Farzeen Khan
4. Piyush Kaushik
5. Harsh Maheshwari
6. Shubhajit Ghosh
7. Ritika Raj

Junior Members:

1. Sheetal Mohanty (Junior SPOC)
2. Arunava Roy (Junior SPOC)
3. Gautam Gogoi
4. Snigdha Singh
5. Aneesh Malik
6. Vaishnavi Jadhav
7. Aman Shaw
8. Suhani Jain

Contents:

Introduction:

With the rapid advancement of technology and new businesses coming up every day, the industry is on the trajectory of growth and prosperity. But when we try to look at the bigger picture, challenges are sprouting in different areas and at various levels. The question of the hour is 'Are we only thinking about our individual growth, or are we creating an environment for peaceful coexistence where as a society, we are blooming?' With the purpose of proliferating the awareness of these challenges and their solutions, the theme for this year is 'Virtuous Concord' – Practicing morality for peaceful coexistence. The broader idea behind the theme is 'Virtuous' or rightful use of resources and creating a world of 'Concord' or coevality among all the stakeholders. The idea is along the lines of the 'Yin & Yang' philosophy which is a concept of dualism, describing how exactly opposite or contrary forces may actually be complementary, interconnected, and interdependent in the world for the better.

While the theme personifies practices that many individuals and organizations often experience, the major inspiration was drawn from 'The Ethisphere Institute's Annual Global Ethics Summit', which is a place to "Become Better" by providing a platform for organizations to learn, develop, and share ideas that elevate the field of business ethics and compliance. The Summit trails the three steps - Convene, Codify and Improve to support the companies focused on building a sustainable business—one that will continue to grow responsibly for many years.

Sub Themes:

1. Responsible Automation

2. Veritable Operations

3. Customer- The Forgotten "King"

4. Probity for Comity

Responsible Automation

Good corporate governance is a critical factor in underpinning the integrity and efficiency of a company. Corporate governance entails the areas of environmental awareness, ethical behaviour, corporate strategy, compensation, and risk management. Practising rightful conduct of principles of governance which are essential for long-term growth – Transparency, Accountability, Fairness, and Responsibility. In today's business world, we need companies that are the epitome of fairness and transparency and provide a conducive environment for the employees to grow with no space for gender inequality, racial discrimination, or hierarchical differences. Along with the development in technology in the industry, automation has replaced the workforce creating massive unemployment and rampant social exclusion. It has not only affected the unskilled labour but also slowly poses a threat towards the skilled labour. "Do we need growth and prosperity at the cost of the well-being of human beings, or do we live harmoniously with technology? "Is the point of contemplation. So,

finding the right balance between technology and the human element for the greater good of humanity is vital.

But with Industry 5.0 just around the corner, there is still a ray of hope where the concept is to support humans and not supersede them. The ramifications of Industry 4.0 are now on the verge of being reformed to find the optimal balance between efficiency and productivity.

Veritable Operations

Good corporate governance is a critical factor in underpinning the integrity and efficiency of a company. Corporate governance entails the areas of environmental awareness, ethical behaviour, corporate strategy, compensation, and risk management. Practising rightful conduct of principles of governance which are essential for long-term growth – Transparency, Accountability, Fairness, and Responsibility. In today's business world, we need companies that are the epitome of fairness and transparency and provide a conducive environment for the employees to grow with no space for gender inequality, racial discrimination, or hierarchical-differences.

Customer- The Forgotten "King"

Everyone is just bound to use the notion "customer is king," but long gone are the days where customer care units actually care about their customers; all they are left with is a cold calling! In order to create a more amiable Customer Relationship Management (CRM), one should create an environment where there is a scope of stronger corporate-customer relationships and mutual value and understanding between the two. In today's digital world, marketing is not just the old-school way of making noise about a newly launched product or service. It is more about branding and brand awareness, shoving a brand on the face of the customer digitally irrespective of the customer's likings. It is imperative that the customer service units humanize things and create a synergy between the corporate and the customer.

Probity for Comity

With the hike in industrial and technological development, there is a constant rise in operating corporations and ventures. And with great power comes the great responsibility of safekeeping the moral ethics and reputation of such organizations for perpetual growth. The idea is to shun all malpractices like accounting frauds, evasion of inspections, and corporate espionage. A corporation can only function in the long run if it maintains a clean image and is very particular about fair practices. The critical question is how do we create an environment where corporate and all the other stakeholders are onboard together.

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A Navratna Company under the Ministry of petroleum and natural gas. A Leading engineering consultancy and EPC company, delivering world-class projects for our clients across various domains like infrastructure, power, mining and hydro-carbons. We are glad to partner up with them for the conclave.

EIL sponsored the prize money for the events organised.

Our Esteemed Speakers:

MARK GOYDER:

Mark Goyder is the founder of Tomorrow's Company, an independent think tank which he established in 1996 *to inspire and enable business to be a force for good in society*. He is the co-author, of *Entrusted – stewardship for responsible wealth creation* (2020) published by World Scientific in Singapore and London in October 2019 and *Living Tomorrow's Company – rediscovering the Human Purposes in Business*, published in India in 2013 by Knowledge Partners. Between 2005 and 2007 he worked with Infosys Chair Nandan Nilekani and 10 other leaders of global companies on the ground breaking Tomorrow's Global Company report.

After 15 years as a manager in manufacturing businesses, Mark Goyder initiated the RSA Tomorrow's Company inquiry into 'the role of business in a changing world'. The resulting report, published in 1995 led to the creation of Tomorrow's Company as an independent, business-led think tank. The report was the first to make the case that purpose, values and relationships – and not the narrow pursuit of financial objectives - lay at the heart of sustainable business success, a case that is now widely acknowledged across the business and investment world.

Mark has served in advisory capacities for British Airways, BT, Camelot, Co-operative Financial Services, Novo Nordisk, and Walgreens Boots Alliance. A broadcaster, writer and winner of the Institute of Management Studies Tillers Millennium Trophy for best speaker, Mark was Director Magazine Director of the Month in June 2004. In 2019 Mark's achievements were recognised with the award of an honorary doctorate in civil law by the University of East Anglia.

ASHUTOSH KAPSE:

He is a credentialed and experienced senior executive advising businesses on Cyber security, governance, compliance and technology risk management. He also provides advisory to organizations such as John Holland, Allens Lint Lakers, Dept of Health, Dept of Foreign Affairs and Trade etc. In his career of over 30 years, he has been involved in IT risk and information security with extensive experience in Risk, GRC, security & audit matters at Board level and providing cyber security advisory to business leaders. With a professional profile of executive management and leadership roles for several companies in Australia, he has a passion for leading people and challenging them to grow and develop into high performing, cohesive

teams. He is known for his integrity, leadership, subject matter expertise and ability to achieve business unit results. Apart from his usual commitments, he is currently the Vice President of ISACA Melbourne chapter as well.

MANJUSHA RAULKAR:

She is an accomplished HR professional working to help develop business and HR strategy and ensure successful execution. Her expertise includes organisation design and development, change management, data analysis, workforce planning, talent acquisition, and management & compensation benefits. She has also handled M&As as part of my work experience and enjoys generating new ideas, devising solutions, leading teams, and coaching. For her colleagues, she is a results-driven, resourceful individual with a proactive attitude and tolerance for ambiguity. Along with expertise in HR, she has a special interest in Microfinance, Renewables, High social impact, and Women Empowerment.

VARUN DIVADKAR:

Varun P Divadkar is a senior VICE PRESIDENT with BNY Mellon who carries with himself 10+ YEARS of versatile global experience and delivery expertise in executing diverse techno-functional engagements in Data Science, Artificial Intelligence & Machine Learning and Automation for banking, financial services and engineering industries catered towards global clientele spread across the USA, UK, Canada, Singapore, Hong Kong and Middle East.

He carries a unique distinction in the Technology Industry and Digital arena of having executed a variety of techno functional engagements in the United States at offices located in the financial epicentre of Wall Street - Manhattan - New York and the cultural hub of Los Angeles - California, where he has delivered innovative and enterprising solutions for top global commercial and investment banks.

He has also had the privilege of having worked in all major cities in India like Mumbai, Pune, Bengaluru, Hyderabad and Chennai, thus adding to the versatility of his locational experience.

He is a connoisseur of fine art and specializes in realistic human portrait drawings. A gold medallist in yoga and a former swimming coach, he takes an active interest in physical fitness and emphasizes its importance in contemporary work culture.

Dr. ROY JOHN

Partner of ConSoul Associates LLP, a management consultancy firm. We specialize in enabling firms to redefine all business processes, with the help of digitization. Reduction of business cost and Enhancement of process efficiency are our key focus areas while consultancy engagement.

I have diversified experience in HR, L&D, credit, forex, Branch Banking, administration for more than two decades with SBI in the Senior Management Grade.

At ConSoul, my special interest is the reformation of HR processes and employee engagement. We have seen amazing results in automatic business revivals once the reformation is adopted and embraced by the organization.

The HR Transformation process often comes as part of the Organisation Change Management (OCM) initiatives, which drives all external factors including financial outputs. The visible impact would be amazing, though the process is consistent and sometimes painful.

Topics Delivered:

Sr No	Speaker Name	Topic of Delivery
1	Mark Goyder	Keynote Speech
2	Ashutosh Kapse	Customer the forgotten 'King'
3	Manjusha Raulkar	Veritable Operations
4	Varun Divadkar	Responsible Automation
5	Dr. Roy John	Probity for Comity

Summary of the Speeches:

Keynote Speech by Mr. Mark Goyder:

The session started with a very important question to gain perspective on the question Am I adding value? Moving further he extended the idea by giving various examples such as warning by IPCC connecting the events by the book he recommended "The ministry of the Future". He suggested thinking constructively about the societal future by further giving examples on the idea.

Mark shared his thoughts about the foundation laid by Jamshedji Tata and further went on to talk about the kind of assessment method you must use to decide which company is adding what value by explaining how wealth is created, the role of capitalism and how you can sustain yourself as a value creator by understanding what your non-negotiable values are giving his personal experience as an example.

Key points

- He elucidated the importance of value creation as an agenda for ethical preparedness
- How will you decide what company you will work for?
- How wealth is created?
- how do you sustain yourself as a value creator?

On Customer the forgotten 'King' by Mr. Ashutosh Kapse

He shared his views on whether the customer is really a forgotten 'King' in the phygital world. Agenda of his speech was:

1. Background and the future trends
2. What is Phygital?
3. Real world examples/implementations
4. Is customer really the King?
5. Corporate responsibility in Phygital world.
6. Q & A

While talking about the background of the future trends, he compared the customer and industry trend. He pointed out the following points.

CUSTOMER TRENDS	INDUSTRY TRENDS
• Move to online shopping	• Taking advantage of digital
• Mobile as point of interaction	• Increase customer 'wallet share'
• View physically – buy digitally	• Need to provide loyalty benefits
• Expectation of personalized service	• Leveraging human need for physical interaction
• Expectation of reward for loyalty	• Provide interactive experience
• Covid lockdowns accelerating move to online shopping.	• Birth and growth of "Phygital" – to stem the flight to on-line.

Explaining "Phygital" he gave example of 'Nike Live Store' where a customer just needs to click the picture of the shoes and his/her feet to check if the shoes fit properly or not. Everything is just a matter of a click in the phygital stores.

He also talked about how the online apps, stores our preferences and choices to make our shopping experience easier. They show change in prices and discounts on our most bought products.

He mentioned how some technology giants like Google, under proprietary rights steal personal data from its user. Their proprietary rights also

Veritable Operations by Ms. Manjusha Raulkar:

The session was about Corporate Governance and discussed where corporate governance is heading in terms of actions. Moving forward, we were introduced to corporate governance through the TED talk by Clayton Christensen. Next, we were informed how the world, in many ways, is organized in a nested system. From nation within those are industries and within those are business units then people, then brains. Moving forward, she explained the Theory of disruption, how the mechanism that causes the successful companies to fall is not

they are not their work, but rather when somebody comes in at the bottom of the market and moves up. The mechanism and the pursuit of profit at the bottom of the market make success hard to sustain.

She ended with the note that corporate governance has gained immense and severe attention in the last decade because of high-profile scams and criminal activity by corporate officers in power. Poor Corporate governance can have an adverse effect on a company's financial health and level of trustworthiness.

Key points

- She explained Theory of Disruption, Theory of Preservation of Modularity.
- How corporate Governance Evolved
- Framework and Responsibilities of Corporate Governance.

Responsible Automation by Mr. Varun Divadkar:

Mr. Varun Divadkar shed light on the theme called Responsible Automation. This talk was pretty interactive right from the start. Mr Varun Divadkar

clubbed specific use cases and scenarios from his own corporate experience. Having a diverse industry experience, he spoke about whether automation is a boon or bane

With the help of use cases, he made the participants understand how business processes are automated and how automation can be beneficial for the company if rightly used.

It made the audience also understand how going for automation is not always worthwhile for an organization.

The goal of automation is to reduce human intervention in all those well-defined rule-based tasks that would have otherwise been repetitive or monotonous, thus leaving people

and organizations with more time to spend on those tasks that exclusively require the creative involvement of individuals.

He emphasized how it is imperative to maintain an equilibrium between automation and human intelligence and instinct.

Probity for Comity by Dr Roy John:

This was an interactive and insightful session for the students. In which the Guest gave a detailed explanation on the topic 'Probity for Comity' and the key areas were -

1. Who commits maximum number of the frauds?
2. Different fraud channels.
3. Different components of fraud

While proceeding further with the lecture he explained the theory by giving the examples of different frauds starting with the mother of fraud Enron which had took place in 2001. How frauds are done by managing the auditors which was the base of all the frauds in the India.

He gave us detailed insights on the following:

1. Who are the main participants in fraud?
2. Why people commit frauds
   Answer given was on fraud triangle which consisted of 3 parameters: Opportunity, Motive, Rationalization
3. Five principles of fraud and corruption.
   a. There are always going to be frauds.
   b. Finding fraud is good thing.
   c. There is no one solution.
   d. Frauds and corruption are ever changing.
   e. Prevention is most effective way to address fraud and corruption.

Culture Events:

As a part of the conclave, there was a short skit prepared by Team Eklavya regarding business ethics. It was more on the lighter side and gave the audience a much-needed refresher in between and beautifully described how integrity and ethics are essential in all walks of life.

The conclave ended with a unique and inspiring performance by Beyond Myths Studio. It instilled a vibe of self-belief and confidence, much appreciated and loved by the audience and the speakers.

Events / Competitions:

There were few events organised as a part of the conclave. These events were hosted on the D2C platform. The details of the events are as follows:

• ConQUIZtadors:

This was a quiz competition organised for the inquisitive minds on the trending topics like automation, customer relationship management (CRM) and fair corporate governance.

Winners of this event were:

1. Shourya Sharma (BA, SGTB Khalsa, Delhi)
2. Shashankh Narayan S (MBA, SCIT, Pune)
3. Kajal (MBA, SIOM Nashik)

- **Critical Cohort:**

    This was a critical writing competition organised for the participants who can come up with some outlandish and unimaginable solutions to an arduous problem. The topic given was "".

    Winners of this event were:

    1. Ekansh Baweja (Newgen Software Tech Ltd) and Urvee Baweja (MBA, SSCBS, Delhi)

- **ReeliTRevealiT:**

    It was a video case analysis competition. The participants had to watch a video and answer the questions based on that video. The theme of the video played was based on our conclave.
    Winners of this event were:
    1. Pranav Pandey (MBA, WeSchool Mumbai)
    2. Yash Pujari (MBA, JBIMS Mumbai)
    3. Ayush Tyagi (MBA, SCIT Pune)

- **Stratobiz:**

    This event was all about strategy building. It was to test the participants good sense of business acumen and problem-solving attitude. The participants had been provided with a case and they had to provide business solution keeping our theme in mind.
    Winners of this event were:
    1. Team Passion Pavers
        - Harini K (MBA NIT Trichy)
        - Charu Manjari B (MBA NIT Trichy)
        - Madhumitha K (MBA NIT Trichy)
        - Nivetha S (MBA NIT Trichy)
    2. Team Limitless Clan
        - Simran Takkar (MBA, TAPMI Manipal)
        - Tosh Kapoor (MBA, TAPMI Manipal)
    3. Team Evolvers
        - Krishnadas V K (MBA, IIM Amritsar)
        - Manish Sharma (MBA, IIM Amritsar)