

PROWESS

H a r b o u r i n g S u c c e s s

THE ICFAI UNIVERSITY, JAIPUR



VOLUME III

TABLE OF CONTENTS



PROWESS

From the VC's Desk	02
From the Mentors' Desk	03
Faculty Editorial	04
The Team	05
The ICAI University, Jaipur	07



IBS Jaipur	08
The Faculty of Management	09

Starting with the Startup	11
Student Write-up: In Scribed	13
Art Corner	18
usHRing in the Digital Age	20
Faculty Write-up	24
Forza 2K21	26
Student Write-up: In Scribed	26
Corporate Talk Series	29
Alumni Talk Series	30



Lifestyle Section	31
National Digital Library of India- Jaipur Chapter	35
Guess the logo	36
Alumni Write-ups: Ex Scribed	37
Life at Campus	38
Pixel Corner	39
Placement (Class of 2022)	41
Eye Opener	43
Did You Know?	44
Order du m̀erite	45
A day at Campus through the Lens	47
Student Activities	49
Student Council 2K21	51
Chancellor's Visit	53
Crossword	55
Publications	56
Knowledge Sharing Platforms	57
Faculty Development Program	60
Home Coming ' 21	63
Hope	66

Dedicated to all those brave souls who, in the face of overwhelming adversities stood up to make a difference.

May everyone recognize your grit and your role in preserving the human race through one of its darkest hours.

FROM THE VC'S DESK



Prof. Dr. H. P. Singh, VSM

Vice Chancellor, The ICFAI University, Jaipur

“Management, is above all, a practice where art, science and craft meet” – Henry Mintzberg

The instant quote of the Canadian academic & author on Business and Management is very apt with regards to the new edition of Prowess which has been brought up to me by the Editorial Team. The new edition encapsulates the essence of all the activities undertaken during the campus based academic period between September 2021 to December 2021.

After a prolonged period of online classes and evaluation, the University was opened for offline academic activities in the month of September 2021 in compliance to the State Government guidelines and the campus sprung back to life once again. The excitement and enthusiasm in the eyes of the budding students was to be seen to be believed. With their faces covered with masks, the renewed zeal was put to productive and gainful use through classroom interactions. Even at such times when there has been a pressure for competition of semester curricula, the Management students, in their true spirit of IBS Jaipur, did not only excel in their academic pursuits but organized a number of professional activities through their clubs and kept the campus lively. The conduct of mock parliamentary debate on relevant issues, expert talk by Alumni and the sports championship were some of the notable achievements of IBS during this period of time.

I am very happy to see the new edition of Prowess which reflects the intellect, creativity and artistic inclination of our students in IBS. I am sure the readers would find the magazine quite interesting as it contains the flavour of originality of ideas & creativity of the budding Management fraternity of IBS Jaipur.

Kudos to the Editorial Team.

FROM THE MENTORS' DESK



*Dr. Shweta Jain
Dean & Program Head -
IBS-Jaipur*

To the cherished audience of “Prowess” ...

Penning this note as a prologue to this edition of “Prowess” is like experiencing a myriad of emotions, gratitude towards our readers and well-wishers, appreciation for the editorial team and enthusiasm to keep touching new milestones....

Quite recently, while welcoming the young and dynamic aspirants coming from various corners of the country, the new members of IBS Jaipur family, we promised that the institution would ensure providing an environment that fosters empowerment, entrustment and enrichment. While scrolling through the contents of this edition, I could delightfully experience that every section of this compilation is a manifestation of the same.

Our student editorial team, while lending expression to their thoughts, observations and understandings, have beautifully captured every aspect of campus life, some amazing contributions from our partners, artistries and creativities in all forms, insights and experiences from experts representing diverse domains, our initiatives and achievements, and much more. We constantly work towards empowering our students, entrusting them with promising responsibilities and in the process, enrichment happens every day... and “Prowess” is an endorsement to this.

*Delightfully inviting you to experience this while navigating through this edition.
Cheerful reading!*



*Dr. Archana Rathore
Associate Dean - IBS*

Sometimes what life serves us may not be the experience we wish to have; it is the experience we need in order to progress.

As the New Year brings with it new possibilities, the team of Prowess unveils its first edition of 2022. With this we celebrate the spirit of entrepreneurship among our budding managers. An entrepreneurial mindset enables the avid learner within us to overcome challenges, be decisive, and accountable. It is a constant need to improve one’s skills, learn from one’s mistakes, and take continuous action towards the fruition.

This edition of Prowess witnesses the journey of our students in the last quarter and underpins their collective efforts. Student engagement in learning activities has been a constant demonstration of our perseverance towards excellence. We recognize the collaboration and inclusiveness that take precedence over everything else in our claim to success. We once again congratulate our student fraternity for their professional imprinting and creating that effervescent vibrancy all around.

FACULTY EDITORIAL

Namaskar to all!

Wishing you a very prosperous and healthy 2022.

“You must arrest every passing time and convert it into growing your knowledge and prowess in that chosen field of influence.”

-Sunday Adelaja

As we head into the third edition of Prowess, we are thrilled to continue to bring our readers – a few flashback memories, feelings, experiences and milestones at IBS Jaipur, as well as some recent trends in the business world. With daily life in shambles, it's all about assessing the situation and determining how to get things back on track. In this edition of Prowess, our team has attempted to familiarize readers with IBS Jaipur's campus life, events and happenings such as Alumni meet, NDLI Chapter Activities, Chancellor's visit, Sports week, and so on. We are confident that the ongoing efforts of our students and faculty will add more feathers to its cap.

Our editorial team of “Prowess” might have taken you in the university ambience while going through the magazine. Your feedback is greatly appreciated and will help us to polish and improve our performance.

“Be not afraid. Think not how many times you fail. Never mind, time is infinite. Go forward, assert yourself again & again, light must come.”

-Swami Vivekanand

Happy Reading!!!!



*Dr. Shivangani Rathore
Student Activity Coordinator,
Assistant Professor*

*Dr. Shivangani Rathore
Editor*

The Team



Samrat Dutta

.....

Editors



Sourav Chauhan

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Sakshi

Creative



Chandel

Akshay Neekhra

Prathamesh Jagtap

Lead

..... Pictorials

THE ICFAI UNIVERSITY, JAIPUR

Established under The ICFAI University, Jaipur Act, 2011 (Act No. 26 of 2011), the University has quickly risen through the ranks to be placed among the top Universities in the state of Rajasthan.

Equipped with a plethora of state-of-the-art facilities adorning the 40-acre land, The university grounds serve as a bastion of education and diversity.

The University aims to steer and guide the bright minds of tomorrow by offering career-oriented professional post graduate and undergraduate programs through inclusive technology - aided pedagogies to equip students with the requisite professional and life skills as well as social sensitivity and high sense of ethics.



IBS JAIPUR

The University, like Poseidon's trident is a triad equally graced by the Faculty of Management (IBS), the Faculty of Law (ILS) and the Faculty of Science and Technology (ICFAI Tech). IBS – A name synonymous with merit and excellence, became a part of The ICFAI University, Jaipur in 2011. Since that day, the accolades amassed by this institution speak for themselves.

IBS Jaipur now proudly graces the third rank in Top B-Schools of Excellence in the GHRDC Rankings.

The institute offers full-time MBA (both residential and non-residential). Alongside, the institute attracts admissions for the undergraduate courses of BBA and B. Com(H). Research scholars are also welcome to complete their PhD whether that be full-time or part time. The ICFAI Business School, Jaipur with its case-based learning approach and its enviable industry relations along with considerable resources at the disposal of its alumni federation IBSAF, has become a hive for budding corporates of tomorrow to flock to.

In its class of 2023 (MBA), the campus has taken in admissions from students across 23 states of the country.



THE FACULTY



OF MANAGEMENT



MS. AVNIE GARG STARTING WITH THE STARTUP



Entrepreneur, a word commonly mispronounced yet used so loosely, is what would truly describe Ms. Avnie Garg. Founder of the start-up: Elucidation Today, she hails from a business family based in Ludhiana. On interviewing her, many insights were drawn from the world of business, start-ups and women entrepreneurship in India.

R E N E U R

The interview started with her introducing us to her start-up. Though a topper, she hated the exams and found many flaws in the Indian Education System. A jack of all trades, academics ranging from math to psychology, economics and liberal arts, she faced the lack of career mentors. Ms. Garg quotes, "Not all academic institutes provide the necessary skills to be hired by a company".

When asked why did she start her venture during a pandemic, she said that contrary to beliefs, the pandemic has acted as a boon to many entrepreneurs. It has given people time to sit back home and rethink their career trajectory and skill set. This has given rise to many start-ups, especially in Ed-tech and IT sector.

In the words of Ms. Avnie, "Passion is a myth for freshers". You cannot find your passion unless you've worked a bunch of jobs and tasks. Trying, learning and gaining experience is what will help one realize their true passion. Elucidation Today also helps students bag internships and fellowships, as it helps them explore their interests.

When asked about her take on Gig economy, she foresees a great future for them. She says that gig culture is a win-win game: it provides flexibility and autonomy to the person and it helps startups in lowering fixed costs.

Then, she threw some light on the landscape of women entrepreneurs in India. According to her, the growth of women entrepreneurship has been undeniable in past few years. From leading a helping hand in their family business, to starting and managing successful businesses on their own, women are setting great examples. With family support, good network, and easier methods of availing government schemes and other incentives, they can go a long way and soar high.

Concluding, she mentioned some important skills to be an entrepreneur. Soft skills like communication along with skills like negotiation is what tops the list for her, besides other basic requirements.

The takeaway from this interview can be: An entrepreneur is not born, but made through passion, hard work and dedication. Anyone who is working in this direction can be tagged as an entrepreneur, be it an influencer or a well-established business personality. Innovation and hard work along with dedication and well-found 'passion' is called for if one wants to progress and prosper being an entrepreneur.

With her organization working on Skill Development for students, Ms. Garg views her widespread networking not as a reward for her hard work, but a fruit of her hobby of connecting.

A long drive munching on an ice-cream appeases her the most. Books are her best friend. She sees an ally in a pen and the empty pages an open canvas to paint her imagination free.

On behalf of the editorial team of Prowess '21, we thank her for taking out time from her schedule to do this piece in our article.

*Ms. Avnie Garg
Founder
Elucidation Today*

Student Write-up: In-Scribed

START-UP: IN PURSUIT OF FUNDING

“Any time is a good time to start a company.” – Ron Conway

The term “Start-up” was first coined in the year 1976 at the Industrial Edition of the Forbes Magazine (ref. 1976 Forbes 15 Aug. 6/2). Start-up is not a new thing in India and most often, it is connected with the IT industry. Tata Consultancy Services (1968), Infosys (1981), and Tally Solutions (1986) were some of those earliest start-ups in India (Source: Wikipedia).

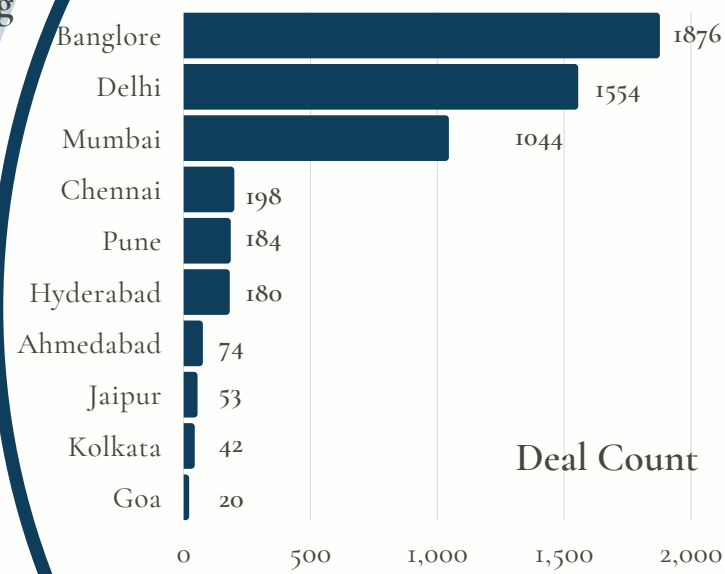
The bud of the start-up was nipped in India, when Late Mr. P.V. Narsimha Rao, the erstwhile Prime Minister, and Mr. Manmohan Singh, the erstwhile Minister of Finance, introduced the Liberalization, Privatization, and Globalization in 1991, and during that timeline, NASSCOM was launched, which promoted the growth of the digital industry

in India. That was the first turning point. The second turning point was after the great recession of 2008 when many professionals were laid-off and this caused them to look for other alternatives. During this period, Zomato, PolicyBazaar, Practo, etc. emerged as successful start-ups. In the year

2016, the Government of India introduced the “Startup India” initiative, to promote entrepreneurship among the youth. The pace of growth in the start-up ecosystem has increased to 15% year-on-year in 2018, while the growth of the number of incubators and accelerators has grown to 11%. Bangalore has been listed within

the world’s 20 leading start-up cities in the 2019 Startup Genome Project ranking. It is also ranked as one of the world’s five fastest-growing start-up cities. (Source: Startup India, Ministry of Commerce and Industry). India has emerged as the third-largest Start-up ecosystem in the world after the US and China. (“Times of India” - September 2021 issue),

Top Ten Startup Hubs in India



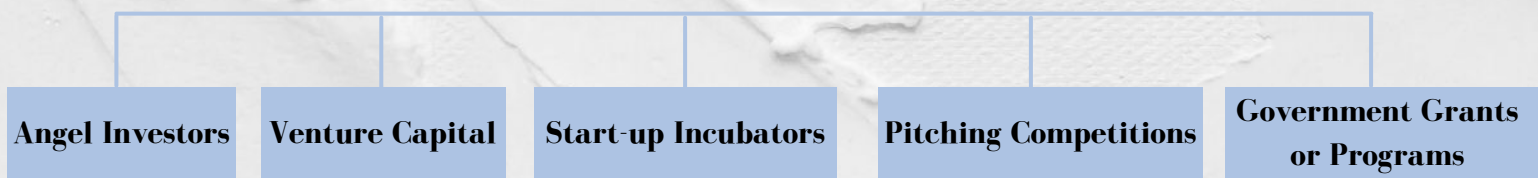
(Image Source: Startup Talky)

However, like any business, a start-up also needs funds, support, and capital. Earlier these funds were arranged either through banks in the form of loans or self-financing (bootstrapping). Processing of loans was never easy. Issues cropped up in the form of credibility, payback period and profitability.

The funding or financing can be divided into 6 stages, which every budding entrepreneur should keep in mind. They are:



Preceding the 4th round are other sources of funding which can be incorporated by a budding entrepreneur:



Angel Investors:

An angel investor is a high-net-worth individual who provides financial backing or bankrolling for start-ups or entrepreneurs, especially in the early stages of the business. This may be a one-time investment to help the business get through the initial hurdles. Angel investing facilitate learning about new technology, ideas, people, and businesses. Angel Investors add value to the start-up in various aspects such as:

- Credibility to the business.
- Access to required knowledge and networking.
- Mentoring at successive business stages.
- Attract additional funding.

There are few points of consideration:

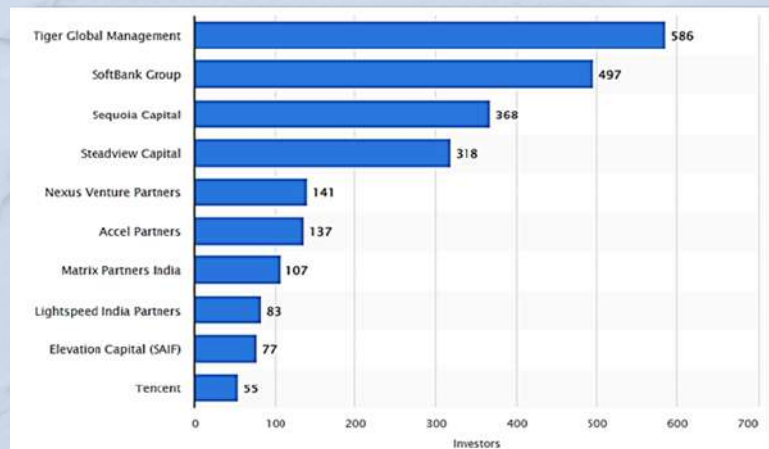
- Angel investors may demand company control i.e., more sharing in ownership.
- Expectations of more returns or demand of high ROI even at the initial phases.

Angel Investors are a good option for the early stage of the business, but one has to critically and rationally analyze the terms before acceptance. Prominent examples are: Mr. Ratan Tata's investment in start-ups like Lenskart, Snapdeal, UrbanClap, and many more. Mr. T V Mohandas Pai had invested in start-ups like Zoomcar, YourStory, etc. (Source: myHQ)

Venture Capital:

A Venture Capital Firm is a limited partnership or limited liability company that invests in start-up businesses with the potential for a high return on investment for their pool of investors. Venture capitalists screen and evaluate the proposed ideas based on the long-term feasibility and the market acceptance for innovation before entering into the fray. They can guide through the Working Capital funding stage as well, once accepted. Some of the prominent examples

are Sequoia Capital India who invested in DailyHunt, Bira91, and Img. Helion Venture Partners had invested in BigBasket, Bluestacks, RedBus, and Toppr.



(Graph Source: Statista,2020; Figures are in millions)

Start-up Incubators:

Incubators are an organization, platform, or team of experienced professionals that help start-ups bootstrap during their early stages and often provide mentoring, guidance, co-working space, and also at times some funding. Some of the prominent Incubators are:

1. CIIE IIMA: An initiative of IIM Ahmedabad, which has given birth to many start-ups like Glass, EzySolare, and Glowship.
2. Indian Angel Network: This consists of India's largest group of angel investors, who provides funds as well as mentoring, networks, inputs on strategy and execution. Example: FarMart, NativeSpecial etc.
3. STEP: Established by IIT Kharagpur in 1986 to nurture successful indigenous technologies and growth-oriented entrepreneurs. Example: iKure Techsoft.

(Source – Economic Times)

Pitching Competition:

Budding or established businesses can go through various kinds of competition for getting feedback about their business plan or company. To participate in pitching competitions, start looking for start-up events. Example: Shark Tank is one of those competitions, where Investors offer funds for equity in the business or start-up. Another example is Reliance: The Ultimate Pitch or Reliance TUP.

Government Grants or Programs:

The government of India is understanding the value of working with disruptive innovators across the value chain and using their innovations to improve public service delivery. Example: Department of Animal Husbandry and Dairying has conducted a grand challenge in association with Startup India to award top start-ups in 5 categories ₹10 lakhs. Small Industries Development Bank of India (SIDBI) has launched a scheme to aid existing Small and Medium Businesses in need of capital for growth. Over 26 states in the country have Startup policies. (Source: Startup India, Ministry of Commerce and Industry)

The final stage of funding is Bridge Financing, where the business is intending to “Going Public”. That means that the company or the business is offering securities or shares to the general public, and thus getting listed in the stock exchange. This is known as IPO or Initial Public Offering. Every business wants to expand and grow, but for that, they need ample funds. An angel investor or VC cannot support all the funding. Hence, once it reaches a considerable size, the company can go for an IPO to meet out the objective of expansion or growth. However, it is not easy to get an IPO. First and foremost, you need the approval of the Securities and Exchange Board of India (SEBI). After that, you will need the support of investment bankers, fix the pricing of shares, get underwriters and do lots of research and analysis before going public.

IPO can provide advantages, such as:

1. Raise capital for the company
2. Cutting down debts
3. Funding of future projects
4. Improvement in public image
5. Transparency and increasing credibility

Even with lots of advantages, there are few disadvantages, like:

1. The proposition of launching an IPO is very costly.
2. Sensitive information about the company will get revealed, like strategy, products, planning, etc.
3. Control of the organization can be taken away by a group of investors, who have the majority of shares.

In a nutshell, one can say that entrepreneurship is a journey and requires proper planning, starting right from the initiation or idea generation to early stages of seed funding to the final stages of going public. The article gives a basic understanding of various sources of funding to a budding entrepreneur. A lot of meticulous work, in-depth knowledge of market scenarios, awareness of macroenvironment is required on the part of the entrepreneur before venturing into the desired endeavors.

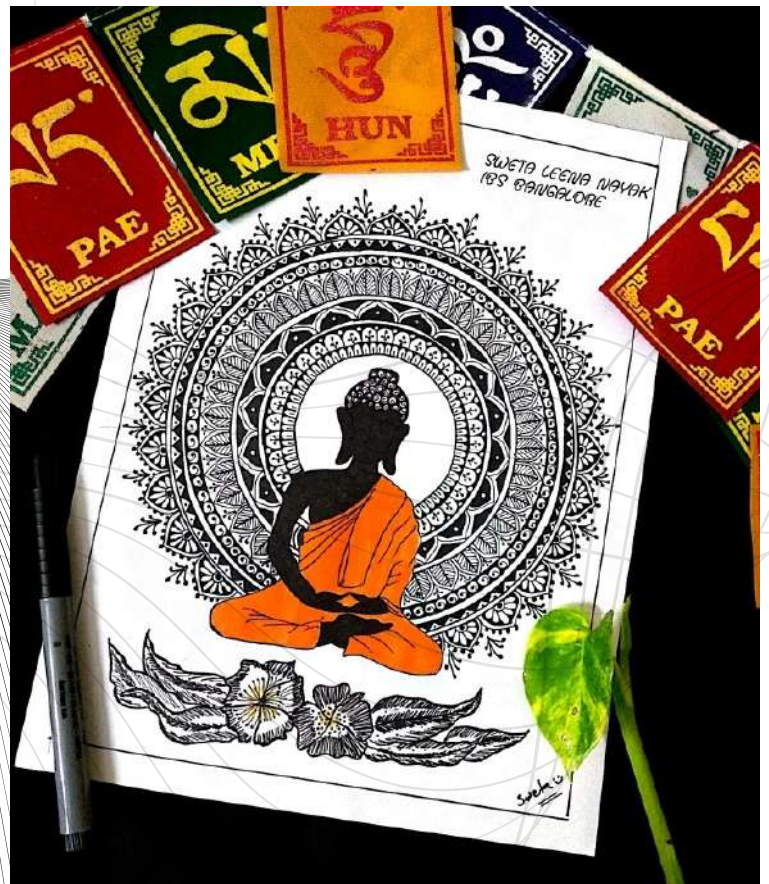


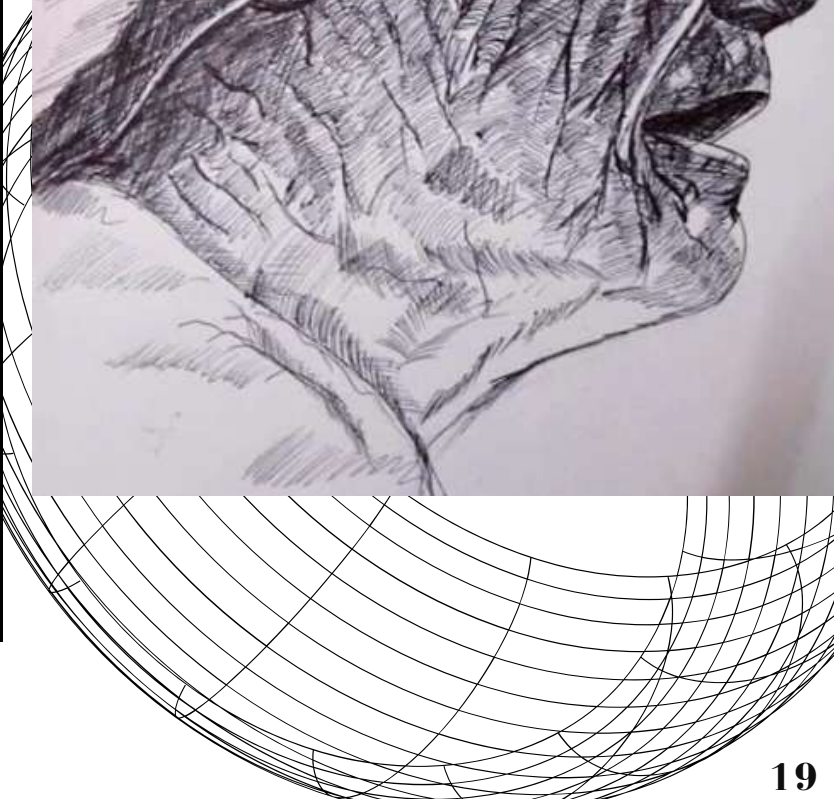
Tathagat Bera
M BA - Class of 2023

Art Corner

A work of art which did not begin in emotion is not art.

— Paul Cezanne





usHRing in the digital age:



*Mr. Dhrubajyoti Majumdar
Regional HR Manager - East
L&T Construction*

Mr. Majumdar expressed the desire to talk upon the shift in HR - How Analytics has brought upon a major change in the domain of Human Resources.

Inspired profoundly by Buddhist ideologies, Mr. Dhrubajyoti Majumdar is a 'coach' at heart.

A travel enthusiast, Mr. Majumdar prefers to be at one with the nature at any given opportunity, bird watching being his passion.

"Knowledge should be shared and multiplied" – is the mantra he lives by.

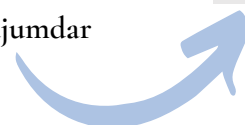
On behalf of the entire team of Prowess '21, we profess our heartfelt gratitude for taking out time and giving the readers a quick sneak into the world of a modern-day HR professional.

The conversation started with a discussion on the benefits of the holistic and objective nature of data driven management.

Mr. Majumdar went on to explain that data driven performance scorecard helps to justify and validate performance outcomes making it easy for both the job holder and the immediate supervisor to set the fair performance context in the right way, before the duration of a termed review.

In certain industries it is difficult to administer such scorecards owing to the challenges faced in computing the individual performance outcome. It is hard to pinpoint, Mr. Majumdar believes.

For example, in a construction project, it is a cumbersome task to equate the contribution of A & B (assumed to be frontline workers) since they are working in a self-managed team, not essentially limited to the pre-defined deliverables.



THERE MIGHT THUS BE A LACUNA FROM WHERE SUBJECTIVITY MAY CROP UP.

For an organization, it is definitely advisable to build a legally justifiable performance benchmark to give employees a sense of distributable justice.

While administering a reward, if there is wrong notion of distributive justice, there will always be considerable challenges for the employer (to retain) and the employee (to remain).

This is in reference to the theory of UNIT INCREASE IN PRODUCTIVITY = UNIT INCREASE IN EXPECTATION.

Data driven management provides for two-way dialogue between the job holder and the supervisor which in turn enables the PMS to flourish.

Delving deeper into this topic, the conversation moved on to the tagline, "Goodbye annual performance review, Hello performance development!"

The objective, according to Mr. Majumdar is to create a culture of meritocracy within the organizational ecosystem.

He quoted, "The employees are getting "Touchy" with the outcome of annual appraisal on which he coined the term "Annual Appraisal Shock"

Many a times, it is having a linkage to identifying the underperformers which is an offshoot of annual appraisal. The objective of annual appraisal is to support the employees to understand the performance gap and help erase the same, thereby minimizing the resources cost of the organization.

Following the 70:20:10 ratio -
70 – experience
20 – social
10 – training,

The goal is to develop and support individual development plan. Performance development should not be considered as a punitive way of penalizing the employees and identifying underperformers. Any PMS must have the mechanism not only to recognize employee effort and reward adequately, but also to identify the gaps and execute Performance Improvement Plan.

Digitization has been an aid to the organizations in various ways, from management of existing human capital to recruiting new. With the series of disruptions due to the outbreak, the onboarding process of the GenZ workforce was totally digitized. Throwing light on this, Mr. Majumdar emphasized that this created a blackhole where new employees, or those shifting jobs are not fully aware of the procedures of performance development since the goal setting has not been optimal. Bridging this gap has been one of the major focuses of HR during these harsh times.

Mr. Majumdar established a framework to decrease this gap:

L – Learning Agility (integrate theory with practice)

E – Enthusiasm towards customer centricity

A – Acumen for Business Processes (The cross-functions are breaking the silos to cover broader domains)

R – Responsiveness towards change (Dynamic and Disruptive)

N – Novelty of thinking (Think outside the box)

From a holistic point of view, this change can be effectively implemented by identifying the area of strengths and opportunities of all the processes present in the organization.

Talent is what makes or breaks any organization. Talent acquisition, retention and development are crucial in this regard. For this, the organizational outlook is very important.

According to Mr. Majumdar, Answering these questions is key:

- 1. How you consider talent?**
- 2. How you want to grow and retain the talent?**

Talent retention is the biggest ballgame for an organizational success. Mapping of the talent in a better way is the only measurement yardstick. The mapping process can be strengthened by Anytime Performance Feedback. The process of innovation is paramount. The HR in the organization needs to manifest a culture that breeds dynamism and innovation. If the innovation germinates, then only there will be an improvement of the organization.

The HR must shift focus from a mere facilitator to a partner by continuously developing talents and mapping their competencies that are the best fit for the organization.

Creation of talent pool in terms of acquisition and retention of the right talent is what HR must put their heart and soul in.

.....

The conversation moved on to the unique approach developed by Mr. Dhruvajyoti, of quantifying the contribution of silent workers in an organization.

In an organization, the culture is imperious in nature. Employees do not fret from stepping on the shoulders of those beneath them to achieve their deliverables.

There are people who perform without making the 'noise' about the performance. Silent workers act as the backbone for a team's performance, the praises of which are attributed to the leader and a select few who create the noise.

Talent inclusivity assumes that everyone is talented. This talent maybe hibernating, or is evident in a certain way.

Silent workers are usually loyal to the organization. Talent inclusivity is key to recognize the performance of silent workers since the culture of today's organizations breed leaders, not followers.

Although the success of the leadership is owing to the contribution of the background workforce, the number of leaders is growing but the number of 'good' followers are drastically reducing.

.....

One of the hiccups of talent acquisition is the LAG TIME associated. When asked about the ways of reducing LAG TIME between onboarding and productivity phase,

Mr. Majumdar expressed that conventional interventions go a long way in reducing this period of performance gap. Companies employ these techniques to cut down on their resource costs.

Job Rotation is a proven way to combat this issue, earlier physically, now digitally.

Undergoing the experiential part through job rotation eases the onboarding process as the employee gets an exposure to the diversity within the organization ecosystem. As there are multiple lateral processes operating in the organization, enabling the employee to rotate provides the practical knowledge, which when coupled with the training interventions leads to a reduction in performance gap post onboarding.

When asked about the increasing attrition rates, specifically in the Indian IT Industry, Mr. Majumdar emphasized on the fact that GenZ exhibit a complex work behavior. Awareness, autonomy and job deliverables are key factors in unlocking the potential in this generation of workforce. The attrition rate and job opportunities along with the workforce demographic diversity are standalone issues for the Indian IT industry.

The paradigm shift in the past 4-5 years with the increased and disruptive pace of change (due to Industry 4.0) has led to traditional jobs becoming redundant or are being modified due to the degree of upscaling of opportunities.

HR has to play the role of a business partner as the traditional way of looking at things have taken a backseat and the role demands proactiveness.



To be cont..

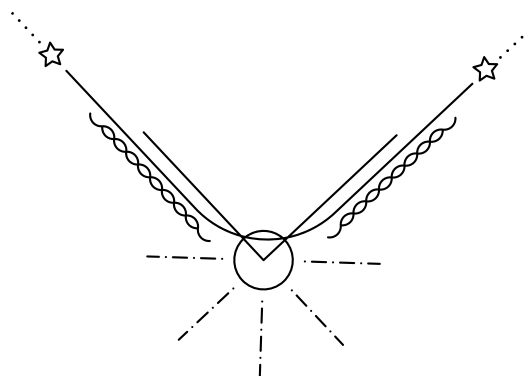
CUSTOMER CENTRICITY IS KEY

As COVID forced the industry to operate from remote locations and overtly flexible work durations, another issue cropped up – Digital Tracking. Is Digital tracking of employees effective and ethical?

An open and transparent culture will breed the obsolescence of digital tracking. Processes directly impacting the business of an organization should be monitored. Given that worktimes (in WFH) are inconsistent and the work duration is also extended, organizations should (in terms of ethics) do the bare minimum to track the employee movement.

Speaking of L&T, he said that the organization does not employ such measures since the job roles are not designed to keep employees working from remote locations, since the performance of construction engineers cannot be evaluated if they work from home.

Inferring from the interview, one can draw many insights through the lens of an HR from the corporate world. From management to digitization, interacting with Mr. Majumdar made us filled with delight and inspiration.



Faculty Write-Up



Sustainable development “The key to new world”

Dr. Megha Pandey
Assistant Professor
IBS Jaipur



The last few decades have brought a new roller coaster to the world, with new challenges and opportunities arriving in droves. Humanity's survival was put to the test. All of the events taught us about the importance of sustainability.

Let us first define sustainability and why it is so important today.

While the concept of sustainability is relatively new, it has roots in long-standing movements such as social justice, conservationism, internationalism, and others. By the end of the twentieth century, many of these ideas had coalesced into the call for 'sustainable development.'

The concept of sustainable development is to meet current needs without jeopardizing the needs of future generations. This is multifaceted, and it addresses the interdependence of the SDGs (Sustainable Development Goals), with the goal of improving our world. In 2015, the United Nations' 193 member states adopted the 2030 Agenda for Sustainable Development, which included the 17 Sustainable Development Goals (SDGs).



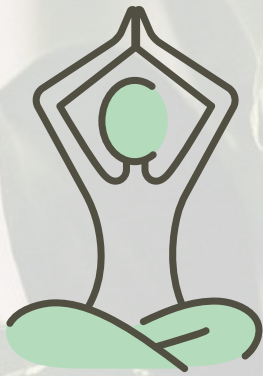
Since our ancient nation was the home of sages, philosophers, and scientists who advanced India in the fields of science and technology without harming the environment, we have always lived in a way that preserved the harmonious relationship between mankind and nature. There was a time when industrial development tipped the balance between climate and ecological biodiversity violently back and forth. Somehow, this resulted in an exodus of people concluding that this was the cause of global warming, which is the greatest threat to the human race.

To achieve economic and social development, the existing population can be channelled into various sectors. Providing education and employment will allow us to better utilize our human resources.

The 2030 Agenda for Sustainable Development was developed by the United Nations. This agenda serves as the foundation for the SDGs and sheds light on the global vision that we all share. The agenda's five dimensions are Prosperity, People, Planet, Peace, and Partnerships (The 5 P's). This is a bold, systems-level strategy to end extreme global hunger, inequality, and climate change by 2030. To address problems in a holistic and integrated manner, these actions must be carried out in collaboration with appropriate means of implementation.

India has made several distinct contributions to the global effort to achieve the Sustainable Development Goals. During India's freedom struggle, the Khadi, a hand spun fabric, was widely used. It is a fabric that has no negative environmental impact. According to the Ministry of Micro, Small, and Medium Enterprises, producing a meter of khadi fabric uses less than 6% of the water required to produce a meter of mill fabric. The "Khadi and Village Industries Commission" is working to promote the production and use of khadi, which will create jobs and significantly increase rural weavers' income.

Yoga is an ancient Indian practice that has gained a captivated global following in recent years. It teaches us how to maintain a peaceful mind and a healthy lifestyle. The Aparigraha instructs us to limit our consumption and donate to the poor and needy. Adherence to these principles and practices would strengthen our efforts to promote ideal consumption patterns.



To achieve sustainable development, all nations must collaborate. Developed countries with large carbon footprints must be more concerned and develop a comprehensive plan for green and sustainable growth. Nations must use resources responsibly in order to contribute to the reduction of global warming and resource depletion.

'If we take care of Our Planet, Our Planet will take care of us.'

References:

- <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
- <https://www.imo.org/en/MediaCentre/HotTopics/Pages/SustainableDevelopmentGoals.aspx>
- Ancient Rome: <https://www.imf.org/external/pubs/ft/fandd/2019/03/ancient-rome-and-sustainable-development-annett.htm>
- <https://www.unep.org/resources/publication/measuring-progress-environment-and-sdgs>

FORZA-2K21

It's not the will to win that matters - everyone has that. It's the will to prepare to win that matters. - Paul "Bear" Bryant

Sports, as a discipline has unrivaled importance among its disciples. The gospels passed down through generations serve as a testament to sport's influence around the world.

With COVID protocol relaxations in Jaipur, Harriers, the ICFAI University sports council were given the green light to conduct the coveted three day inter department sports meet – Forza.

Under the able guidance of Dr. Vishnu Choudhary, the sports officer at The ICFAI University Jaipur – the three departments of Law, Tech and Management, in unison came forward to celebrate the rich culture and heritage of sports in this campus.

Led by their Student President (Sports), Mr. Sippu Kumar, MBA – Class of 2023, Harriers efficiently executed this project with utmost finesse.

The event began on a very promising note with the Vice Chancellor giving his approval for breaking ground on a revamped outdoor basketball court. Teams for 9 different events, individual as well as team sports commanded the buzz of the campus for the last week of November, 2021.



The next three days culminated in an ultimate fiesta for the students at campus.

When the dust settled, we saw champions claim their stake and come together to honour this eventful bout.

The event was concluded in the presence of all faculty members from the three departments congratulating the students for their distinguishable passion for sports and acknowledging the victors.

FORZA-2K21



Student Write-up: In-Scribed

A WORLD WITH INDUSTRY 4.0

Providing MSME's with efficient and competitive technologies.

A vision of the German Government towards making the processes of business and manufacturing reach soaring levels of automation, Industry 4.0, with the help of technologies like Additive manufacturing, cyber physical systems, Internet of things, cloud computing and cognitive computing would help industries make data-driven decisions, advanced algorithms would give an edge for analyzing data into real time decisions. A lot of countries are already in this phase, like USA, Canada, Japan, Germany, Australia, Austria and Switzerland.

Outstripping the challenges

As Micro, Small and Medium Enterprises (MSMEs) are growing to become India's backbone, they are more required to be included in the Fourth Industrial Revolution transition. According to India Brand Equity Foundation, there are 6.3 crores MSMEs in India and the Economic Survey 2020-2021 says that they employ over 11 crore people and contribute around 30% to India's GDP. Thus, MSMEs are becoming an important sector in building the economy and contributing to large employment. These statistics make it imperative to ensure that MSMEs get more inclusive growth. As a result of Industry 4.0, they will be capable of offering world-class products and being more efficient.

However, with every opportunity comes a great challenge. Adopting such a growth comes with a lot of resistance and ambiguity. Apart from this there are challenges in the form of complete automation as physical jobs or routine work will decrease and the demand for highly skilled, flexible and problem-solving talent will increase. Also, there will be challenges in the form of digitalization, lack of standardization, data security, managing Big Data, etc.

Growth Prospects

Industry 4.0 will pave the way for MSMEs towards new opportunities through Industrial Internet of Things (IIoT), improving the existing systems and new technologies and a positive organizational culture. They require a proper framework to understand the technicalities of 4.0 and how will they envision this with the help of relevant practices. As India entered the list of top 50 countries in the Global Innovation Index by securing the 46th rank, MSMEs should now be sensitized by different institutions about the benefits of Industry 4.0 which will serve in promoting efficiency and serving world-class products to customers. MSMEs need to acknowledge the positive changes that Industry 4.0 technologies could bring, making them competitive, flexible and helping them expand their horizon.




Anupama Mishra
MBA (Class of 2023)

ICFAI UNIVERSITY
JAIPUR

CORPORATE TALK SERIES

THE DATA EVOLUTION AND YOU

Mr. Vipin Jain
Head QA and Delivery Manager
International Speaker
Metacube Software Pvt
Ltd.




October 28, 2021
11:00 am onwards
Seminar Hall

IBS UNIVERSITY
JAIPUR

IBS UNIVERSITY
ICFAI BUSINESS SCHOOL
JAIPUR

CORPORATE TALK SERIES
Customer Centricity



Ms. Aparna Kapoor
Vice-President
HDFC Life

October 09, 2021
1:00 pm onwards
Virtual Platform

ICFAI UNIVERSITY
JAIPUR

Corporate Talk Series

ICFAI UNIVERSITY
JAIPUR

IBS UNIVERSITY
ICFAI BUSINESS SCHOOL
JAIPUR

Corporate Talk Series

Agile Project Management & Business Analysis

Mr. Himanshu Suryawanshi
Digital Business Analyst
HSBC, Pune (M.H.)



November 22, 2021
2:30 PM Onwards
Seminar Hall

IBS CLUB
SET YOURSELF APART

IBS UNIVERSITY
ICFAI BUSINESS SCHOOL
JAIPUR

CORPORATE TALK SERIES
Changing Phases of HR



Ranganatha GR
Associate Director HR, Kellogg

September 18, 2021
12:30 pm onwards
Virtual Platform

ICFAI UNIVERSITY
JAIPUR

Ms. Kirti Rana



Soft Skills Trainer

HR Professional

www.englishwithkirti.com



Alumni Talk Series

Mr. Varadraja Dhakshina

Class of 2021

11 Grand Challenges to Survive the 21st Century **Workplaces**

1. Ego | Self | Opposite
2. Personal and Professional Equilibrium
3. Adjustment = You must be comfortable being uncomfortable
4. Diplomacy
5. Knowing yourself
6. Knowing the Surroundings/environment
7. Knowing where you are gonna go! = Organized
8. No Nonsense Behavior & attitude
9. *Persuasion & Convincing Ability*
10. Acceptance
11. **Effective Communication**

LIFESTYLE SECTION

A man of refined taste, with the carving of the Taj Mahal tattooed on both his sleeves, Mr. Ghose is fascinated by world mythology.

In his leisure, one would find him enjoying classical music – lost in its perfection. Learning about coffee and wine production and reading maps take up most of his Sundays.

We thank Mr. Ghose for his contribution to Prowess '21.

We interviewed Mr. Arnesh Ghose, Executive Editor, Man's World to shed some light on the world of fashion, media and enterprise and how have they come across all these years, paving way for new opportunities in the future.

The dialogue began with Mr. Ghose sharing his journey from being an aspirer to inspiring people to get into his domain and make an able career out of it.

He said that wanting to be a journalist was never on his cards. He always wanted to be in advertising and(or) film-making, thus he studied advertising. As for his being an inspirer, he still believes himself to be an aspirer; with a little more experience than freshers who just entered the industry. Noticing a change in the advertising, film-making and journalism industries, Mr. Ghose mentioned that these three have now merged into one, with a slight demarcation. Talking about the fashion magazine field, he quoted that a fashion magazine isn't a mere editorial magazine now, but it is a content production. Creating visual content for brands is one of the main tasks these magazines undertake apart from their prime venture; in fact, the former supports the latter in various ways. Reminiscing his early days in the city, he said that Bombay as a city teaches you to be resourceful; that is why people from Bombay are jugadu. He told that



Mr. Arnesh



When asked if in today's world where media is working to shun patriarchy and empower women, has the name of your magazine (Man's World) been a hurdle in any way, he outrightly quoted, "It's a women's world and we're living in it". He said that everyone should be a feminist.

"Feminism = Equality"

He mentioned that the magazine is 22 years old. In 2008, they too felt the need to change; thus, they went from 'Man's World', which was placed on the top of the cover page, to 'MW' placed on the side. He quoted GQ in the same regard; how the famous magazine, originally named Gentlemen's Quarterly, did the same in the past. Mr. Ghose stated that the ethos and principles of the magazine don't lie in its name. Taking forward the same he added that he started a section called 'Radar' in his magazine. Under this, the first page of the magazine is dedicated towards a woman making news that month, thus, clearly establishing the magazine's respect for women. He also quoted the series 'Man's world' in this regard. According to him, we've gone way past the demarcations for specific genders and associated gender roles.

Mr. Ghose was next asked how he sees 'Fashion' placed in the pyramid of 'Maslow's Hierarchy of Needs', keeping in view today's corporate scenario. On a lighter note, he exclaimed that there's no pyramid anymore; Instagram is the self-actualization need. He related Fashion to Self-esteem. First copies have claimed the market, because people want to 'look good'.

He said that men suffer from insecurities; they need people to teach them how to do something. Thus, we've seen a notable change in fashion over the years. According to him, Self-esteem is what people focus on now-a-days. Taking the example of Instagram Influencers, he stated how everyone is working to fulfil their self-esteem needs, to accomplish the self-actualization need via the same medium.

Ghose

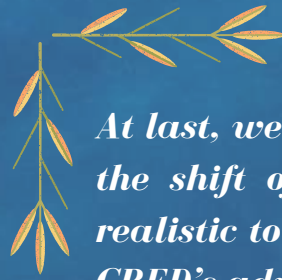


Further, Mr. Ghose was asked about the future and growing aspects of Fashion management as a career and domain. Answering this he mentioned that India now is giving birth to fashion conglomerates. This means that one company with different brands for different personalities need different creative directors and managers, like Sabyasachi needs a manager when they're expanding into different verticals. He said that building a brand is now the part of the Indian Fashion DNA. PR agents are working as marketers and brand developers, this isn't how it works. Fashion content creation and management is required. Traditional advertising is out of the door. Fashion and ROI needs to be linked and managed. He mentioned that almost every celebrity overseas has a fashion investment, which is lacking in India. Brands by Hrithik Roshan, Shahid Kapoor and Virat Kohli may be quoted as experiments, but they too lack proper management. There is a need to create detachment between a celebrity and their brand. Mr. Ghose said that everyone is investing in apparel nowadays. We've seen a huge growth in home-grown, street-wear brands in the past two years. Fashion designers and super stores are merging in different ways; like the Sabyasachi and H&M collaboration. Thus, there's more requirement of people who understand business, giving rise to Fashion management as an able career and domain.

Then there was a light activity followed by the question of gender equality in terms of script, expression and the changing scenario in this regard. To this Mr. Ghose quoted the example of using Her-Story instead of His-tory in the modern era. This is a result of the movement of trying to gender-neutralize the language today. He pointed that the primary term for occupation has been man, like craftsmen, policemen, sportsmen for a long time. But due to the ongoing movement, they're being updated and neutralized to more gender-neutral terms, like sportsperson, craftsperson. He also shed some light on the usage of 'X' nowadays, like from folks to folx. In reference to the LGBTQIA+ conversations, he cited using different pronouns, popularized by the community, but now accepted by everyone. He pronounced acceptance by the Oxford Dictionary in this regard. Quoting an example, he said that not until a few years ago, the word masala was not widely accepted, but after its inclusion in the Oxford Dictionary, more people are welcoming and adopting it in their daily usage. He said that men don't need more pampering and feel-good than they are already getting. Let's bring women up to that level, socially, economically, politically; let's equalize it.

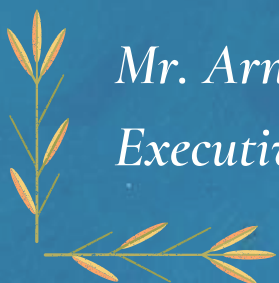
We next asked Mr. Ghose his views on the changing trends in the corporate world, both from the fashion and corporate perspective.

His reply started with the importance of uniform. Uniform, as the name suggests, brings everyone on the same level, like we see in schools and workplaces. Different dresses in the American schools, as portrayed in many shows like 'Mean Girls', showcases clusters and groups rather than uniformity. He said that the point of clothing is to distract and make one stand out of the crowd. According to Mr. Ghose, the prime issue in corporate world is that of Prejudice. No one judges in the fashion industry. Personal grooming is one's own choice; though one should remember they're representing and portraying their company, thus, should act in that regard.



At last, we invited Mr. Ghose's views on the shift of advertising from the non-realistic to the realistic ads, like seen in CRED's advertising now-a-days.

Answering this, he started with the motives behind different kinds of ads: giving information, creating curiosity, feeding intellectual information, or that creating emotional connection. He reminded Bingo Chips' strategy: creating outrageous ads to attract people. Quoting Phillip Kotler, Mr. Ghose said that the writer has mentions of Alfie duck and the toilet paper guy from US in this regard; they created the most annoying ads to create conversation. CRED is not doing something new, but catering to the new audience on digital media. He mentioned that Digital media is the new movement. He also stated the importance of Ad-space buying for the advertisers. This means selective ad showcasing should be done so as to capture the potential customers. For example, ads shown on regional TV channels like Star Jalsa, etc. Today, more than audience, it is the medium. One has just 5 secs to skip an ad. Madness in the ads generally strikes on the 8th mark to avoid skipping. As for CRED, celebrity endorsements worked for them. Celebrities create aspirations, which in turn create demand and trends.



*Mr. Arnesh Ghose
Executive Editor - MW*



7 CR+ Content; 400+ Languages; 347 Sources; 58Lakh+ Users

NDLI CLUB VISION:

Realize the read India Mission by inculcating reading and content sharing habit among learners.

NDLI CLUB MISSION:

- Dissemination: Learn
- Participation: Share
- Creation: Grow

The NDLI platform is for **ALL learners.**

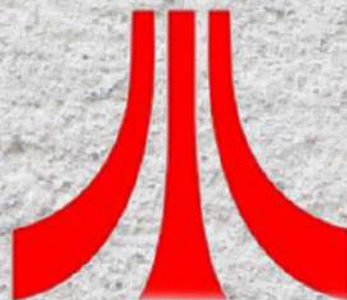
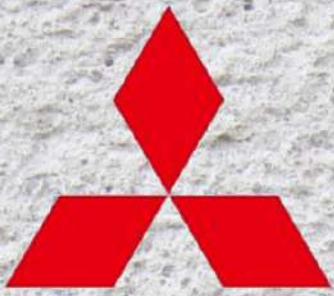


To make available to the learners community learning resources through a single-window, National Mission on Education through Information and Communication Technology (NMEICT) has sponsored the National Digital Library of India (NDLI) project and arranged funding through Ministry of Education. It has been developed by IIT Kharagpur.

The ICFAI University, Jaipur is now an official member of the National Digital Library of India (NDLI) Club. Under this, various events have been organised by Club coordinators in the campus premises.



NDLI Co-ordinators



GUESSTHELOGO

2 years of Memories with "IBS Jaipur"

The journey with ICAI Business School, Jaipur is something that I will cherish for life. I came in as someone who could be termed as "Primal" and came out "Polished" - ready to shine. The faculty mentors stood like Pillars - a cornerstone ready to build professionals. In their form, I got "GURUs" who played a salient role to achieve goals, acted as my grip to climb up the ladders of success. The initial days, I met some great people whom I am in contact with till today, strangers who with time became lifelines and the relations have turned out to be invaluable for me.

Sharath Nair (Class of 2017)
Executive- HR & Admin
Castrol India | BP India



Rekindling a lost part of my mind



I fondly introduce myself as the gold medalist of MBA, Class of 2015 from IBS, Jaipur. Unable to resist the learnings from the seasoned veterans of the institute and I decided to prolong my association by choosing to pursue my PhD in Management. The 8 years with my Alma Mater have been great experience.

I take pride in being part of such a prestigious institution which facilitated both my education and grooming. The faculty mentors aid their students' coup, providing constructive criticism regarding their work and progress. The campus infrastructure is stimulating and well-resourced as well.

Sonali Sharma (Class of 2015)
Research Scholar -The ICAI Business School, Jaipur
Alumni - The ICAI Business School, Jaipur

LIFE AT CAMPUS



Life at campus is much more than just academics, we get constant support and nourishment from the faculty members which gives a homely feeling.

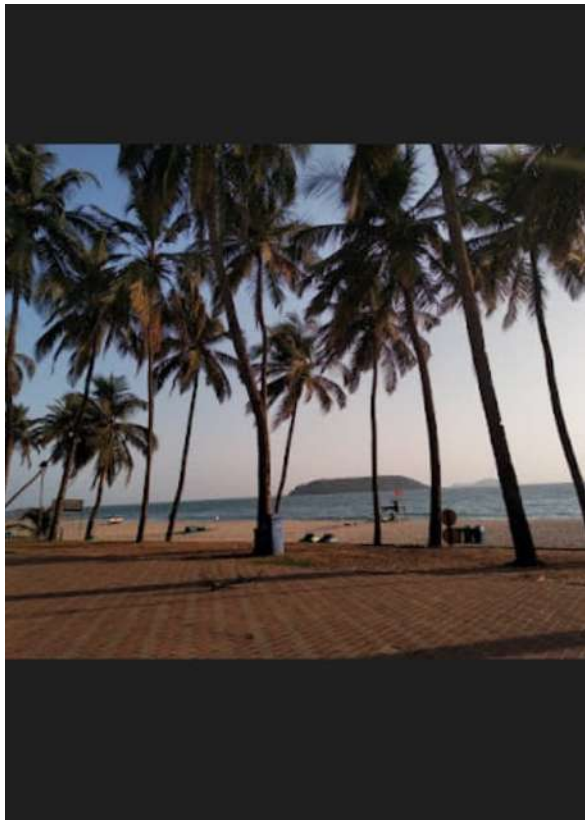
*-Aditi Chauhan
MBA (Class of 2023)*

ICFAI campus is more like a vibrant and lively neighborhood than just a fenced off institution. You will find people, resources and activities that will support and guide you on the path to your purpose.

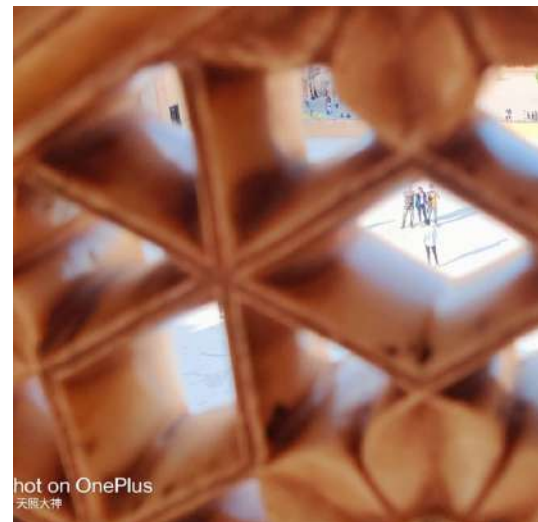
*-Shweta Shrivastava
MBA (Class of 2023)*



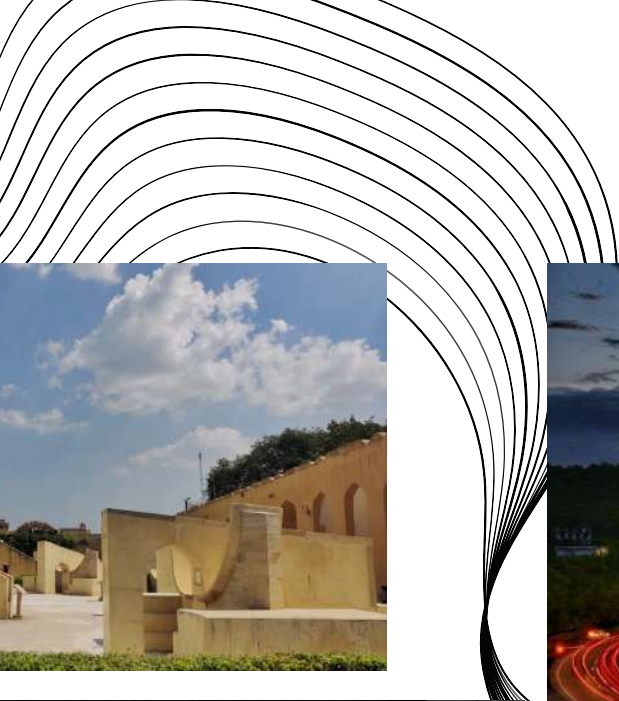
PIXEL CORNER!



Shot on OnePlus
By 天賦大神



hot on OnePlus
天賦大神



PLACEMENT

Ameriprise Financial



Ojasvi Ahuja
Analyst



Harsh Kaushik
Analyst



Brajesh Kumar
Analyst

.....

Property Pistol (Dubai)



Pranay Sharma
Asst. Sales Manager



Shalu Verma
Asst. Sales Manager

.....

Class of 2022

Wheaton Advisors



Lijin G. Varghese (Equity Analyst)
.....

CBRE



Shivangi Shukla (Analyst)
.....

Tata Technologies



Pratik Joshi (PGt)
.....

EYE OPENERS

- 75% of total marketing budget will go to digital marketing - salesforce research
- Content with relevant images gets 94% more views
- The average consumer attention span is 8 seconds
- 4x as many consumers would rather watch a video than read to learn about a product – animoto

- "Yahoo" is an acronym for "Yet Another Hierarchical Official Oracle."

- Wal-Mart averages a profit of \$1.8 million every hour.

- Marvel Comics once owned the rights to the word "zombie."

- Adding /4 to the end of Facebook's URL will take you to Mark Zuckerberg's profile.

- Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans.

STUDENTS

Pratik Joshi, MBA (Class of 2022) won second prize and cash award of Rs. 5000 in the Spardha 2021, 19th Annual National level Summer Project Presentation organised by Institute of Rural Management Jaipur on 22nd- 23rd October, 2021.

Akshay Neekhra, MBA (Class of 2023) was pronounced winner for photography competition in Zest 2021 organized by SGT University, Gurugram, Delhi NCR.

Riya Mishra, MBA (Class of 2023) and Tanishq Harrison, MBA (Class of 2023) were pronounced as the winner and the runner-up in logo making in Zest 2021 organized by SGT University, Gurugram, Delhi NCR.

Rani Gupta, MBA (Class of 2022) won a cash prize of Rs. 2000 in a National Contest on Marketing Supply Chain of Products/Services in the Post Covid era.

Ms. Vishakha Khandelwal and Ms. Diksha Sharma of BBA (Class of 2023) were pronounced First Runner Up in the Business Challenge Competition organized by MBA Fight Club on Dare2Compete.

Shweta Shrivastava was pronounced as the winner of a quiz competition organized by Reliance TUP.

FACULTY

Dr. Shweta Jain and Dr. Archana Rathore were awarded Silver Medal in Case Writing Competition organized by AIMS Annual Management Education Convention on August 26-28, 2021.

On September 23, 2021, Dr. Shweta Jain served as a keynote speaker and addressed on the topic, “New Work, New Workplace” at 7th Bangalore Business Literature Festival.

Dr. Archana Rathore and Dr. Shweta Jain published a Patent titled “Blockchain Based Secure, Reliable and Distributed Voting System” published on 01 October 2021, Application No. 202111041201A, Patent Office Journal No. 40/2021.

Dr. Priyanka Jain earned “Best Paper Award” for a paper entitled “*A Study on the Mediating Role of Intellectual Capital on the Relation between CSR and Financial Performance in SMEs*” presented at the International Conference on “Role of Commerce and Management in Achieving Sustainable Development Goals” held at the S.S. Jain Subodh Girls P.G. College, Sanganer Jaipur on October 22-23, 2021.

Dr. Shweta Jain served as keynote speaker at Regional Principals’ Meet on the theme “*Re-Imagineering Higher Education*” at Park Prime on November 27, 2021.

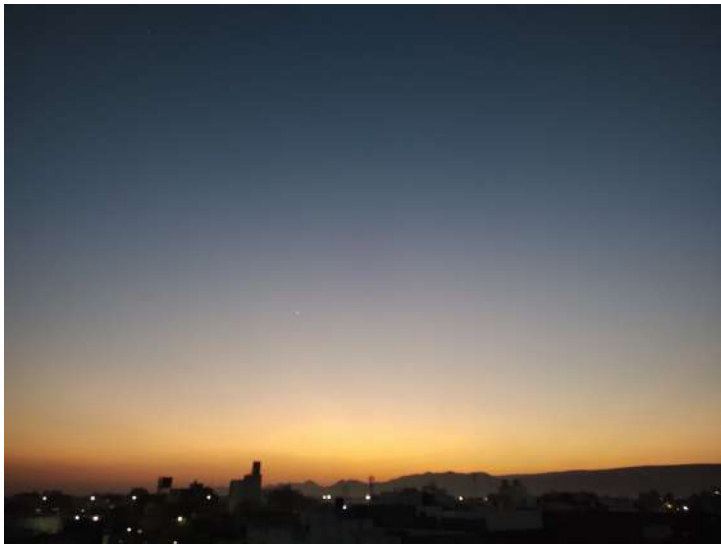
Dr. Shweta Jain, Dr. Archana Rathore & Dr. Shivangani Rathore participated in One-week Online National Case Writing and Teaching Workshop organized by SVVV, Indore under the aegis of ISTD, NHRD and AIMA, from December 6-10, 2021

A Day at Campus

My favourite part about the campus is being at campus. It is like my second home; a bridge from being a school-going child to being an adult.

-Shourya Verma

BBA (Class of 2024)



"Interactive, ever-happening and supportive" is how I would describe the campus life at the ICFAI University, Jaipur.

-Souham Shinde

MBA (Class of 2023)

Through the lens

Positivity and enthusiasm is what we feel when entering the campus. It gives us one of the best experiences, shaping us in our best forms.

-Jai Kumar

BBA (Class of 2024)



Bewitching campus with positive environment, directly contributing in constructive learning and growth.

-Naina Sharma

MBA (Class of 2023)



IBS Jaipur is the place where the cooperative environment facilitates learning, growth & scrutiny.

-Samyak Jain

B.Com(H) (class of 2024)



STUD



ACTIV

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I T I E S

2K21

STUDENT COUNCIL

STUDENT COUNCIL HEADS



Samrat Dutta



Tathagat Bera



Aishwarya Rajwani

STUDENT COUNCIL CLUB CO-ORDINATORS

Communica Club



Sourav Chauhan

syncHRonize Club



*Naina Sharma
Karandeep Bhalla*

EcoBiz Club



*P. V. Sujith Kumar
Aakriti Gupta*

Market Mavens



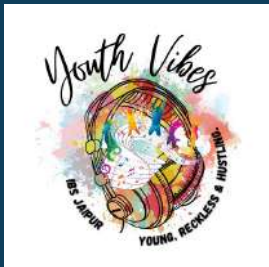
*Piyush Patawari
Sakshi Chandel*

Money Matrix



*Akshay Neekhra
Sneha Singh*

Youth Vibes



*Priyodarshini Roy
Souham Shinde*

Navrang Club



*Niyati Gupta
Shweta Shrivastava*

Pixels Club



*Prathamesh Jagtap
Akshay Neekhra*

Techno Club



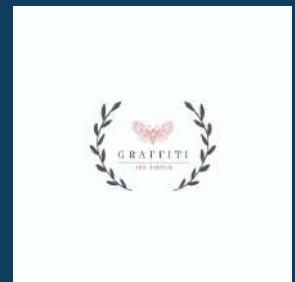
*Ayush Sinha
Aman Banka*

Khel Ratna



*Akancha Tomar
Jacob Johnson*

Graffiti Club



*Jinisha Jain
Komal Khandelwal*

Prayass - The NJY Memorial



*Sheetal Yadav
Smriti Saxena*

Business Squad



*Raman Joon
Aditi Chauhan*

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

The university witnessed the presence of a gentleman who personifies this quote to its minutest meaning, Prof Dr R.P. Kaushik, Chairperson of the ICFAI University, Jaipur.

Sir holds a prestigious footing at renowned universities across the country. An eminent educationist, a zestful academic leader and a prolific contributor to various bodies under the Government of India, Sir has a myriad of accolades and laurels to his credit.



He has graced the Board of Andhra Bank as the Director. His benefaction towards the institutional development of Jawaharlal Nehru University as the Provost and Dean has been inscribed in golden letters. He also adorned the Executive Council of JNU as a salient member.



Sir has worked tirelessly to resolve the educational problems of the international student community in Indian Universities. His involvement has been instrumental in addressing vital issues on this educational front.

Sir is currently a member of National Committee on Eco-Tourism and Mountains, Ministry of Tourism and Culture for Government of India. He is also a member of the Advisory Board for National Library, Kolkata. Prof (Dr) R.P. Kaushik served the Tricolour as the ambassador of India to Turkmenistan.

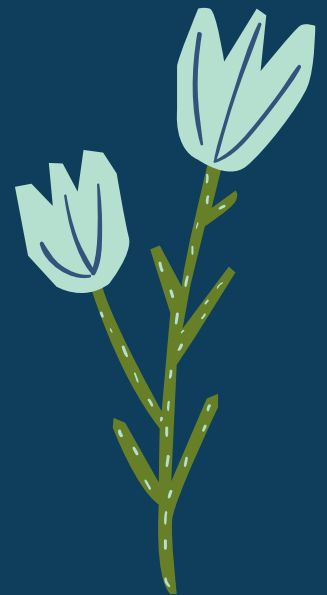
We were humbled to be in the presence of such an eminent personality who has made tremendous achievements in his extraordinary career and continues to add more chapters to an already illustrious career.

Adding glory to this event were the Honorable President of The ICFAI University, Jaipur, Prof. Dr. H.P. Singh, VSM; Col. Sanjeev Banerjee, Registrar, The ICFAI University, Jaipur; and Dr. S. S. Jain, Senior Advisor, The ICFAI University, Jaipur.

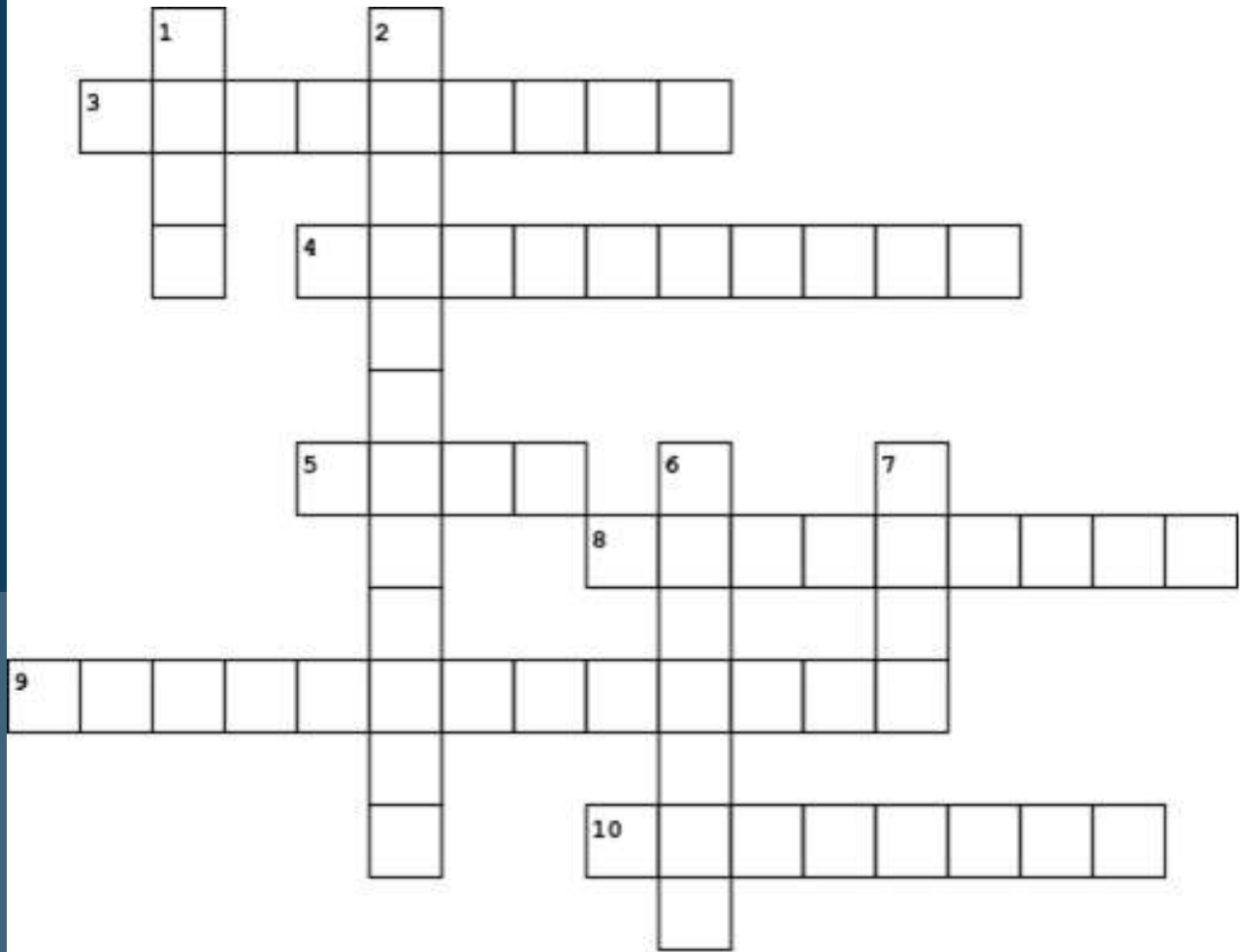
The occasion full of melody, gala and heritage filled our hearts with gaiety and fiery with the students enticing the occasion with their melody and prowess in dancing.



Manifesting more occasions to be able to share the same roof with such an illustrious persona.



CROSSWORD



Across

3. an offshore investment fund that focuses on high return investments.
4. a situation in which the price charged is more or less than the equilibrium price
5. the possibility of a commercial business making inadequate profits
8. a business jargon referring to the finite time and resources that a company possesses
9. a radical change in the core concepts and practices of a given domain, discipline or field.
10. to come together to form a group or a mass.

Down

1. pessimistic investors who expect prices to decline in the near to medium term
2. the decline in the monetary value of an asset over time due to obsolescence
6. a venture that yields a steady generation of profit.
7. strength, weakness, opportunity and threat

FACULTY

Jain, S. (2021). Paper (accepted) entitled “Readiness of Indian Parents for OTT Content” Journal of Oriental Research Madras (ISSN: 0022-3301).

Rathore, S. (2021) published a case entitled “At the Crossroads of Growth Strategy: Case of Small-Scale Industry”. The Case Centre (ECCH- European Case Clearing House), Cranfield University, UK.

Srivastava, A. (2021). Paper published entitled “Factor Analysis of Occupational Stressors among Academicians from Autonomous Colleges in Madhya Pradesh, India”. Asian Journal of Managerial Science, ISSN: 2249-6300.

Gupta, A. (2021). Book Chapter published in “Bio-Entrepreneurship: Emerging Stage”. In Edited Book Entitled Bio-Entrepreneurship-Technology Transfer into Product Development IGI Global Pennsylvania, USA.

Srivastava, A. (2021). Paper published entitled “Occupational Stress Coping through Spirituality: A Study among Academic Faculties in India”. Multi-Disciplinary Research Explorer, ISBN-13: 978-1685384975.



An Engineer by Qualification - a HR Partner by practice, Ms. Vijetha Shenoy has been ever present in guiding the students at campus.

A vibrant persona with a high cultural affinity and a keen inclination towards lifestyle, architecture, food and travel, Ms.

Shenoy's love for our four-legged friends is unparalleled.

One can easily access her page on WordPress to see her vivid imagination digitally penned down.

We thank Ms. Shenoy for her immense contribution in nurturing the students at campus.

Fostering a collaborative learning ecosystem, the faculty of management often engages in learning platforms to interact and collaborate with students and faculties of other universities.

The outreach programs for the students are termed as Student Knowledge Sharing Program (SKSP).

The outreach programs for the faculty are termed as Faculty Knowledge Sharing Program (FKSP).

Faculty Knowledge

Date	Event	Theme
12-07-2021	FKSP	Academic Leadership: Key Stone of Excellence in Professional E
17-07-2021	FKSP	Academic Excellence: Creating Climate through Communication
18-07-2021	FKSP	Preparing Tomorrow's Managers.
22-07-2021	FKSP	The 360 Degree Academician- Scope & Challenges
23-07-2021	FKSP	Innovation in Teaching & Learning Approaches
25-07-2021	FKSP	Paradigm Shift in Research & Development
25-07-2021	FKSP	Waste Management/Solid & E-Waste Management
31-07-2021	FKSP	Beyond Professorship: The 21st Century Academician
11-08-2021	FKSP	Academic Leadership- The Keystone for Excellence in Professio
17-08-2021	FKSP	Academic Leadership- The Keystone for Excellence in Professio
18-08-2021	FKSP	Academic Leadership- The Keystone for Excellence in Professio
19-08-2021	FKSP	Bring Out Leader in You
09-09-2021	FKSP	Paradigm Shift in Research & Development
18-09-2021	FKSP	How to conduct online session in present scenario
20-09-2021	FKSP	Innovations in Teaching & Learning Approaches
26-10-2021	FKSP	Pedagogical Innovations and Emerging Perspectives in Higher E

Date	Event	Theme
03-07-2021	SKSP	Career Opportunities for Students Post COVID Pande
17-07-2021	SKSP	Corporate Expectation: From Classroom to cubicles
17-07-2021	SKSP	Prepare for Online/Digital Interview
24-07-2021	SKSP	Career Opportunities for Students Post COVID Pande
25-07-2021	SKSP	Waste Management/Solid & E-Waste Management
26-07-2021	SKSP	Career Opportunities for Students Post COVID Pande
07-08-2021	SKSP	Resume Building
08-08-2021	SKSP	Goal Setting: How to set SMART goals?
21-08-2021	SKSP	Career Opportunities for Students Post COVID 19 Par
23-08-2021	SKSP	Importance Of Digital Skills
24-08-2021	SKSP	Emerging Careers Post COVID-19
07-09-2021	SKSP	Integrated Personality Development
11-09-2021	SKSP	Goal Setting- How to set SMART goals? and Resume
19-09-2021	SKSP	How to Study- The Smart & Effective Way
20-09-2021	SKSP	Goal Setting- How to set SMART goals?
23-09-2021	SKSP	Knowing Yourself, Employability Skills, Group Discus
27-09-2021	SKSP	Soft Skills & Corporate Expectations From 21st centur
05-10-2021	SKSP	Integrated Personality Development & Communicatio
05-10-2021	SKSP	Communication and Effective Leadership
08-10-2021	SKSP	Knowing yourself, Employability skills, Group Discus
21-10-2021	SKSP	Building The Brand Called "YOU"
22-10-2021	SKSP	Campus to Corporate
23-10-2021	SKSP	Knowing Yourself, Employability Skills, Group Discus

Sharing Programs	
	Partner Institution
Education	Aishwarya College & Faculty of Mgt., Udaipur
	Mahaveer College, Jaipur
	Nagaji Institute of Technology & Management, Gwalior.
	S S Jain Subodh PG Mahila Mahavidhyalaya, Jaipur
	Open - Academicians from Degree Colleges of Rajasthan
	Maharshi Arvind & Adarsh Tagore PG College, Jaipur
	Vasanta College for Women, Varanasi
	S V MIT Engineering College, Bharuch
Distance Education	University College of Commerce & Mohanlal Sukhadia University, Udaipur
Distance Education	SPEC College, VV Nagar
Distance Education	GWEC & St. Wilfred College, Ajmer
	Open - Academicians from Degree Colleges of Rajasthan
	Baikunthi Devi Kanya Mahavidyalaya, Agra (U.P)
	Jain College, Gwalior (M.P)
	LIET, Alwar
Education	Vision School of Management, Varanasi

	Partner Institution
Academic	R K Patni Girls College, Kishangarh
	SPEC College, Anand
	Anand Engineering College, UP
Academic	Mahila PG Mahavidhyalaya, Jodhpur
	Vasanta College for Women, Varanasi
Academic	B N University, Udaipur
	Kanoria Girls PG College, Jaipur
	GEC, Dahod
Academic	College of Technology & Engineering, Udaipur
	Engineering College, Tuwa & GEC Bharuch
	S D Govt. College, Beawar
	NIET, Alwar
Online Building	Birla Institute of Technology, Jaipur
	IMS, Jaipur
	LIET, Alwar
Discussion and Personal Interview	Dr. Ambedkar Institute of Technology (A.I.T.), Kanpur
Survey Young Professionals	PIT & PIBS, Udaipur
Communication Skills	GWEC, Ajmer
	JS University, Shikohabad
Discussion & Personal Interview	Kanpur Institute of Technology, Kanpur
	Endeavour Careers
	Maharana Pratap College of Technology, Gwalior
Discussion & Personal Interview	Pandit Prithi Nath College, Kanpur

FACULTY DEVELOPMENT PROGRAM

A five-day online Faculty Development Program was organised for Academic Professionals on the topic 'Personal and Professional Effectiveness Management' from September 6-10, 2021 by ICFAI Business School, Jaipur. The program was conceived to discuss the various aspects of personal and professional effectiveness management with the academic fraternity. Two sessions of 1 hour 30 minutes each were scheduled every day for the participants.

Date	Session No.	Topics	Speakers
September 6, 2021	Session I	New Age Leadership- The Academic Perspective	Dr. Shweta Jain
	Session II	Personal Learning Management	Dr. Nidhi Tak
September 7, 2021	Session I	Personal Development Planning: Goal Setting & Establishing Action Plans	Dr. Silpy Gupta
	Session II	Intellectual Enhancement and Holistic Growth	Dr. Tanjul Saxena
September 8, 2021	Session I	Personal Financial Planning	Dr. Priyanka Jain
	Session II	Financial Empowerment through Wealth Creation	Dr. Priya Agrawal
September 9, 2021	Session I	Managing Personal Wellness	Mr. Sandeep Menghani
	Session II	Developing Emotional Intelligence	Dr. Archana Rathore
September 10, 2021	Session I	Building Your Personal (Digital) Brand- Using Social Media & Networking Platforms	Dr. Vidhu K. Mathur
	Session II	Overall Framework for Effective Career Management	Dr. Nidhi Tak

Sixty participants registered from different Universities and colleges across India and abroad. Prominent were Wayamba University, Sri Lanka; SNTDWU, Mumbai; SRM Institute of Science & Technology, Vadapalani; Banaras Hindu University; Chandigarh University; Sadhu Vaswani Institute of Management Studies for Girls, Pune; AIMS-IBS, Bangalore.

During the Valedictory session, FDP participants shared that FDP sessions were interactive and informative and were well structured, insightful and thought-provoking. All the speakers were at par in their knowledge.

FDP participants found the overall theme engaging and found the learning invaluable for both professional and personal life. They expressed gratitude and appreciation for the organizing team.

The following excerpts are direct quotes received from participants at FDP:

“Thanks to the Team IBS Jaipur which has put in a lot of efforts to give us an insight about personality, investments and various interesting topics. Presenters were very sorted, knowledgeable no doubt”. Dr. Ranu Sharma

“Well organized FDP. All speakers and their presentations were excellent. Important thing is its theme. A big requirement of present time...as it was not discipline/domain-specific”. Dr. Sunita Bishnoi.

“Online training program organized by IBS Jaipur on the topic "Personal & Professional Effectiveness for Academic Professionals" was a wonderful initiative. The program was conducted effectively and was very fruitful for the participants. Such training has not only enhanced the skills and abilities of participants but also has given them an opportunity for their overall development. We hope to get benefited by such training sessions on other topics too from the IBS team in the near future”. Dr. Tapasya Julka Malhotra.

“The FDP conducted by ICAI Business School (IBS), The ICAI University, Jaipur was very good and informative. It has explained all the things with a new perspective. I am delighted that I got this opportunity to join this FDP. Hope you will conduct such programs in the future as well. Looking forward to such opportunities again”. Dr. Ruchi Seth.

Homecoming , 21

*“Sometimes you will never know the value of a moment until it becomes a memory.”
‘We called it a Reunion; they knew it was a Homecoming’*

With the Government providing for relaxations in COVID rules, The ICFAI Business School (IBS), Jaipur in October hosted the Alumni Meet adhering to all prescribed guidelines.

With the core team in place under the supervision of Dr. Shiv Kumar, the IBSAE Co-ordinator, proceedings began with identifying the various arrangements needed to make this Alumni Meet a huge success.

The team exhibited enormous skill and craft in micro managing the event. The event was graced by the presence of over 150 alumni of IBS (from all 9 campuses) along with their immediate family members. The alumni engaged in well-mannered frivolities all the while reminiscing their time with IBS. The event gathered widespread acclaim for the fashion in which it was conducted.

Reminiscing about their time spent in the campus, the meet, if to be described by the alumni in just one word, was ‘Nostalgia’. Factoring in not only the alumni but also their family members made the event closer to heart. Altogether, the proceeding was all beer and skittles.



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IBS Alumni

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Under the
IBS ALUMNI FEDERATION

PRESENTS

Home

October

"Reminisce... Reconnect"



IBS JAIPUR
Under the aegis of
IBS ALUMNI FEDERATION (IBSAF)

PRESENTS

Home Coming

October 23, 2021

"Reconcile... Reconnect"



IBS JAIPUR
Under the aegis of
IBS ALUMNI FEDERATION (IBSAF)

PRESENTS

Home Coming

October 23, 2021

"Reconcile... Reconnect"



Hope

*This darkness and sadness is
temporary
For now, let's just be safe in our
sanctuary
Be strong and patient, let the wind
subside
A new day will soon arrive on the
brighter side
Today, the Sun may not be shining
But someday, we will find a silver
lining
For this dark trend will soon begin to
descend
Don't give up. This too shall pass my
friend
This too shall pass!*

- Ms. Vijetha Shenoy

Crossword Answers

1. Bears
2. Depreciation
3. HedgeFund
4. Pricefloor
5. Risk
6. Cashcow
7. SWOT
8. Bandwidth
9. ParadigmShift
10. Coalesce

Guess The Logo Answers

Mitsubishi

NBC

Adobe

Beats by Dr Dre

Quicksilver

Target

Rolex

CBS Reality

Malibu

BP

Fruit of the Loom

Linux

Kodak

Bic

Atari



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