



UN CONVENTIONAL

JUNE 2022

DIRECTOR'S MESSAGE



It is with immense enthusiasm that I am writing a message for this edition of Prerana magazine – by now our classrooms have become smart. Yet the conventional physical presence of students and faculty, personal interactions, emotion laced dialogues and exchanges without digital paraphernalia certainly made us wonder about the times to come.

The pandemic has left its fingerprints on every aspect of our lives - education, employment, travel, shopping, physical and mental wellness etc. The vulnerabilities that emerged from it compelled all of us to face transformations in ways big or small to enhance resilience regardless of our primary goals. We were forced to break out of the shackles of comfort, culture and convention as the normal that we knew disappeared.

The unconventional became the normal.

When industry adopted remote / virtual working conditions, our interns experienced the industry's grit, determination and resilience. Out-of-the-box strategies, restructuring, recruiting from broader pools of talent and struggling with talent shortages was pretty much usual. This was the conventional scenario.

Yet the response mechanism originating in the survival instinct was very unconventional – human creativity, ingenuity, adaptability, sustainability found unique expressions in the way the (human) world rose to meet the challenges of the global misfortune.

We want our students to make the best of conventional and unconventional opportunities offered at IBSP. The seniors have returned after investing 14 weeks in their Summer Internship Program and are conversant with the industry expectations. They are now on the path of cultivating and honing their skills for the upcoming placement season.

The theme of our issue 'Unconventional' – not bound by or in accordance with convention encourages our students to have freedom of penning down their ideas.

The way forward would be not just in how we respond and rise but also for whom – the world has become our home and sustainability the new mantra. We welcome you to enjoy this edition of 'Prerana'.

Prof Jyoti Tilak
Director & Campus Head
ICFAI Business School,
Pune (IBSP)

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FACULTY EDITORIAL

Dear Readers,

Albert Einstein said, "The true sign of intelligence is not knowledge but imagination." And one needs to imagine and think of new ways of engaging in the new environment. And that is exactly what the theme of the issue is 'Unconventional'. Conventional wisdom propagates experience but disruptive innovations seem to have turned a blind eye to that. When everything around you is new the environment, the generation, the technology, then you too need to be novel in your thoughts and actions.

This era is an era of Gen Z, an era of entrepreneurship, an era of innovations aided by technology. Some of our articles will force you to rethink your current perspectives. Whether it is on Economy, Environment, and Crude Oil, discovering pet facts after having them with you for close to a decade, (job) offer shopping, the comfort of OTT, Laziness as energy saving and being mindful of where to put it to use; the creative art; and poems all add a rich flavour to this edition.

I invite all our readers to transcend the boundaries of conventional wisdom and think, "how can the same thing be done differently, efficiently and enthusiastically?"

Happy thinking!

Dr. Manisha Saxena
Faculty Member
OB, BC, PEM, HRM, HR
Analytics & Competency
Mapping



STUDENT EDITORIAL

It's a great pleasure to be back on campus after a long time. It feels good, right? Aren't you looking forward to seeing yourself in a year or two just to see how far you've come and how small steps will bring you to something we've all been waiting for?

"Small steps in the right direction can turn out to be the biggest steps of your life."

It brings me immense happiness to present the new issue of "Prerana Magazine Club", themed "Unconventional". With the purpose of accepting everything with an open mind and seizing each opportunity that comes our way to achieve our goals without any limitations, This issue will shed light on various facets of knowledge as well as candid opinions on the economy, the environment, and other subjects.

I believe that thinking outside the box rather than thinking about a specific topic represents the most creative person since writing your heart out is one of the most challenging and overwhelming experiences you will ever have. Congratulations! You are one step closer to becoming a writer.

After a year of online study, we are lucky enough to be able to live the campus life, and IBS students have adapted not just to academics but also to extracurricular activities, as seen by the plethora of events hosted by numerous clubs on a variety of topics and utilizing the online platform. We hope you enjoy this 'Unconventional' issue as much as we did.

Sejal Agarwal
(Batch of 2023)

TEAM PRERANA



From Left to Right

Subhransu Sahu, Pratik Suryavanshi, Anusha Mene, Dr. Manisha Saxena, Ms. Dipti Inamdar, Sae Borse, Sejal Agarwal, Atharva Rokde, Jai Singh

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Economy, Environment, and Crude Oil



As we all know that recently we have reached 400 billion in merchandise exports and it's a proud moment for all of us, but we have to be cautious because our trade deficit has widened. The reason was the upward movement of imports, and a major contribution to the upward movement is due to the elevated price of crude oil which occurred due to the conflict between Ukraine and Russia.

This war has made a hole in our forex kitty, and due to this our exchange rate goes in an upward direction, which makes our imports expensive and exports cheap. This is not good for our economy in the long run

So, the resolution for the same is that we have to shift towards electric vehicles, hybrid vehicles, or hydrogen-powered vehicles. This will help us in two ways.

Firstly, it will help in reducing our trade deficit and make us a trade surplus, which will help us in increasing our forex reserve which in turn will make our rupee strong and will help us to make hard currency -hard currencies are those in which investors feel confident to invest just as the dollar, Euro, or Yuan.

Secondly, as we all know that we produce surplus sugar in India. Now, the farmers are getting value for money, because of drought in Brazil which has the highest production among all 194 countries. What we can do is we can divert the additional sugar for ethanol production, which will be used in fuel blending, and thus reduce our crude oil import. We can produce ethanol from bamboo, rice, wheat, sugar, etc. We can also use hydrogen which will be produced by electrolysis of water, and then use ethanol in the generator for compressing hydrogen to fill in the cylinder which will again reduce our crude oil purchase and its by-product is water.

IOC (Indian Oil Corporation) is doing a pilot project, which uses stubble for ethanol production and the by-product is bitumen, which will be used in road construction. This will help us in reducing stubble-burning incidents, and help us in achieving the COP 26 target. In the end, it depends on which side of the history we want to be on.



Impact of Increasing Oil Prices on Indian Economy



The increase in commodity prices will have a direct clash on the economy as India imports 85 percent of its oil requirements. Based on the supply, the actual economic growth could be lower than forecasted. The targeted fiscal deficit as a percentage of GDP might be difficult to manage, even if nothing changes in terms of government spending. Fragility in markets may also have an impact on the government's receipts. For example, there is the risk of Life Insurance Corporation's disinvestment public issue getting postponed. Meanwhile, inflation, which is already out of the RBI's comfort zone, could be driven even higher not just by crude oil prices but also by consumable oils. The central bank and the economy could face the double conjuration of stalling growth and high inflation. The rupee is nearby to 77 a dollar. In spite of the Reserve Bank's attempts to control this fall, the rupee has been Asia's worst-performing currency in 2022. According to the report, a bump of 22 billion dollars might be directly supported by Indian households.

As oil marketing companies move to rise retail prices in the next few days after keeping them unchanged since November 4th, we have to see to what range the government is willing to give up its excise revenue to control inflation. Similarly, with the rupee at an all-time low against the dollar, the RBI has many new strategies at hand to contain volatility.

So, it can be concluded that to ease the collision on consumers, the government might have to further reduce excise duty on diesel and petrol. Suppose a 10-rupee depletion per litre, there could be a decline of 20 billion dollars in excise revenues. At an average crude oil price of 120 dollars a barrel, the report evaluates an additional freight of 70 billion dollars on the Indian economy in FY23 above the FY22 level. This additional freight would be 1.9 percent of GDP.



Happiness Starts With a Wet Nose and Ends With a Tail



If I wanted to write about anything unconventional, I could definitely write about one of the best members of my family, my dog, Sophie, but writing about a dog or other pet can be a cliché. However, there is a lot to talk about in this article that most of us did not know, and even I found out recently, so let's get to the topic.

One day, while embracing my dog, I pondered how she would perceive me as a human if she loved me the way I loved her.

My leisure time is to hug my puppy and be with her 24 hours a day. What should I say? I am a big fan of dogs. I always thought that my dog's unexpected actions showed me love—barking at the attackers proved that she loved me. The gaze in my soul was an expression of love.

After caring for my dog for about eight years, I have learned that not everything that seemed to love her showed how much she cared for her.

Why did my dog leap on me while I was sleeping? As I went away, I thought about what she was crying over. Why was my dog chewing on his favourite toy on my lap?

Because it is "sweet," we want to believe that it is love.

Unfortunately, many of the things we believe our dogs do to show love are actually indications of their "power" over us. Because our dogs are complex animals, how can we distinguish between the attachment of love and what is not?

However, if you feel bad because you believe your dog does not like you, there may be another opportunity to form a close relationship with your furry friend.

Everyone understands the importance of treating dogs. Dogs often protect their property from others. Successful animals are more likely to survive in the wild than those that do not. Jumping on top of you, like licking and hugging, may seem like a sign that your dog loves you.

Hugging and licking, on the other hand, are different because you are in charge. When it comes to jumping, that's what they want.

To escape is to show dominance. So, when your dog jumps on you, it lets you know who's in charge.

Jumping on your dog is not the most effective way to manage anxiety, so you should teach your dog that jumping is wrong and teach him to manage anxiety by jumping.

For thousands of years, humans and dogs have been close to one another. Even after all this time, it may be difficult to understand what your pet is thinking. By setting boundaries today, you and your dog will be on track to build your relationship and deepen your commitment for many years to come.

They will not consider you the owner if you do not have a deep relationship.

If that's your thing, that's great!

Keeping a dog is fun, and maintaining a healthy relationship is more than that; if I can do it, you can do it too.

Love Bijoria
(Batch of 2023)

Offer Shopping Trend in IT Industry



Offer shopping generally means giving multiple interviews to get the best offer and compensation, also to get a raise from your current organization or to negotiate with other companies.

The offer shopping trend is booming in the IT industry. Various reports from companies say that employees from technical backgrounds demand a high raise in salary. They always have the option to switch to another organization if their demands are not fulfilled.

Due to the increased demand for IT products and services, there is also an increase in online offers shopping. Companies cannot lose their clients, so they have to retain important employees or search for a different candidate who has the same skillset. This becomes a very important task for any HR team. Now, if any organization has to hire a new employee, there is always a risk of offering shoppers. Most of the candidates take the initial offer and resign from their current companies, and start giving interviews to various companies.

If we look at the company's perspective, it wants any candidate to join the organization after getting selected and offered. But, due to offer shoppers, it is difficult to determine which candidate is going to join and which will not. This is where companies start looking for "backup candidates." But also, again, there is a risk to offering another candidate because if the first candidate joins, then there will be a mapping problem for the second candidate.

From the candidate's perspective, candidates always want something more. It is not just about the salary, but they also focus on the environment, culture, benefits, and job description of the organization. It is a human tendency to always desire more. In terms of salaries, the IT industry has a lot to offer, and candidates also demand more by getting certifications and upgrading their skillsets.

Now, is it a question of satisfaction for candidates? Or is it a question of values and loyalty for organizations? Or is it a question of ethics?

These questions will always be controversial as each organisation will have a different point of view and each candidate will have a different say in this.

But with the pace that the IT and ICT industries are growing, we cannot bring down candidates' expectations as they will also keep growing, and companies will have to obey them as they are the most important assets for the organization.



OTT Platform vs. Theatres



Watching a movie at a theatre is a wonderful cinematic experience, but OTT platforms allow you to enjoy yourself in the comfort of your own home. Both provide excellent content and an enjoyable viewing experience.

'Over the Top' refers to television and film programmes that can be seen over the internet rather than through satellite or cable. Netflix, YouTube, Prime Videos, Sony LIV, and MX Player are some of the OTT platforms.

The magic of movie theatres can never be replaced by OTT platforms. Some films should only be seen on the big screen. However, several filmmakers experienced financial troubles as a result of the coronavirus.

Many prominent streaming services, such as Netflix and Amazon Prime, are buying digital rights to the highest-earning films in greater numbers than ever before. Young people play a vital role in the success of streaming apps. They desire fascinating, engaging, and relatable content, which OTT platforms can supply. They can view anything at any time and from any location, which is not the case in movie theatres. OTT platforms also allow you to watch customised content and provide recommendations based on your preferences.

The price of a movie ticket is determined by the film, show time, and seats. OTT platforms, on the other hand, charge a monthly or annual fee based on the plans that provide varied content and features. When you watch movies at home, you get more comfort, but you also get more pauses and breaks. In a movie theatre, on the other hand, you can watch your movie without interruption.

The Indian OTT-business could reach a market size of \$5 billion by 2023, according to an estimate published in The Economic Times. According to these figures, there are currently over 30 OTT platforms available, with the average user using three to four platforms at any given time.

As a viewer, you would opt to go to a movie theatre if you value the experience of viewing a movie on the big screen and prefer it to be old-school. If your comfort is more important to you, you will prefer OTT platforms.

The Lazy man's Perspective



An energetic man vs. a lazy man at work.

That's why today I am going to tell you the difference between two interpretations of mine and my friend Freya as energetic beings (the structure will be around three aspects: working, in free time, drinking grape wine, and socialising). Everyone on this planet, except a few, thinks that laziness is physical, and a few, including me, think there's more to it. Laziness is defined by the unwillingness to do any work, like confronting big problems or doing something as simple as switching on lights. The concept here is that every choice or piece of work is first processed in the mind, thus it's all in your brain and showing it off is considered lazy. In simple terms, your goal is to wake up in the morning and drink warm water for good health. Here, your aim is to wake up in the morning, and the motivation is to make yourself healthy. But your mind (working unit) is continuously telling you to sleep because you are not motivated enough, you are doing it half-heartedly, and most importantly, you have the habit of not achieving simple tasks.

On the other hand, energetic people tend to differ. In this aspect, they believe that being active will provide them with an advantage over others. True, but when, where, and why are critical questions to ask. I will give you both shoes to wear-let's see how you do it. Let me give you an example. Imagine there is a party going on in a cafeteria and it was organised by your boss.

No.1 Freya, the lunar one, will attend the party in full energy and will be there on time. She will attend to everyone and will laugh at every joke. She will try to connect with each and every person at the party and will be like a shadow of her boss, and every word of her boss will be noted and acted upon. She will be most remembered as the obedient one and the "yes boss" type.

Now it's time for the lazy man (keep a pen handy before reading it, write it)

Lazy Man the Sugar-he will first think about a party, like what are the things that are going to happen. He will create a world in his mind where he will simulate each and every situation and how he will respond. Through lazily observations, he will deduce the awkward situations and people he needs to avoid and will focus his attention and mark the person he needs to meet with a precise agenda. He will work at parties too, but in a way that he is not being highlighted by anyone because he thinks if he gets an unnecessary spotlight he will be pushed to do unsecured work in the future. He will be at the party for a short time, but he will be remembered as a man who talks sense and his opinions will be heard.

A lazy man's perspective decides the action. If the picture is clear, the colour will be bought accordingly.

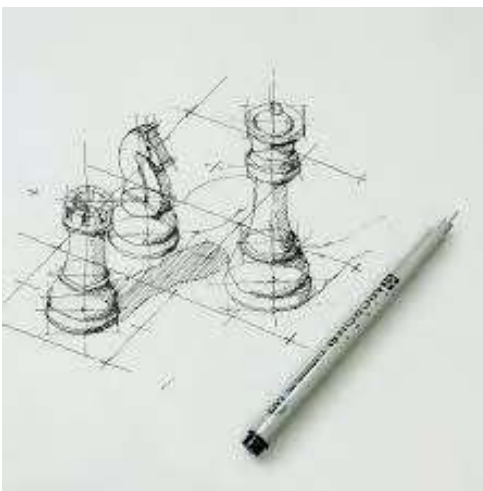
"SauSonharkiekloharki"

Humans are designed to be social, and some of them crave it, but some feel privileged to be a part of a large group. Their level of effort increases exponentially just to satisfy everyone in the group, which results in stress, herd mentality, and bullying. When we choose a group, we start to lose our own identity, thought process, decisions, and even goals align with them, which is good for work-oriented groups. The more the merrier does hold true when we are in a friendly relationship. Why don't I elaborate a little bit?

Imagine yourself in the centre and draw three circles around you. You are the centre. Now start filling in those circles. The last one is the smallest, as shown in fig. inner circle. Those are the most important ones because they affect you more in decisional aspects, thought processes, and your goals. Life takes an individual first from the inner to the outer (parents to the world) and then back from the outer to the inner (world to BFF, life partner, and parents).

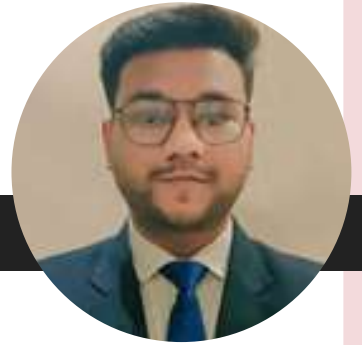
A lazy person is independent of all the outer circles. He is not an introvert or unsocial. He understood the way of socialising with people by keeping his own individuality, which is learnt through life experiences and obviously implies them. He discovered that when gathering data, he should be a "lohar," and when developing a plan or strategy, he should be a "sunar."

To the World from the Lazy Man



**Vedant Tiwari
(Batch of 2023)**

FINANCE & ECONOMICS CLUB



FINQUIZ

The Finance and Economics Club of IBS Pune, which is known for its class-apart conduct of various enthralling and engaging events, has concluded yet another distinguished event.

The event ended on a splendid note after an overwhelming response from all the students. It got great reviews and was greatly praised for its out-of-the-box approach to educating students on a plethora of imminent finance and economics-related topics.

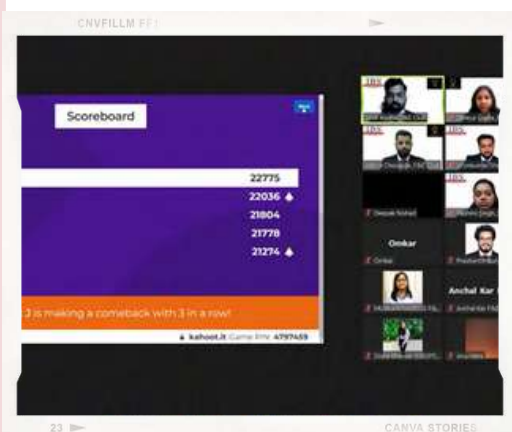
This could not have been possible without the exceptional guidance of our Club Mentors, Dr. Neha Parashar and Prof. Sudhir Dravid.

The event was very well received by all the students, the credit for which goes to the entire team, which worked and collaborated cohesively to bring forth an event in which the students were delighted to participate. It was because of their active response and participation that the event proved to be an immense success.

With the seats being finite, the event saw an expeditious filling up of responses, which were clear evidence of the fact that the event was going to be an exceptional one. We were on cloud nine to see such an active response of participation in the event from the very beginning.

A great number of students participated in the event and received the gratification of competing with their peers in a tightly-knit yet exciting quiz called FIN-Quiz. The quiz was viewed as an outstanding opportunity to garner as well as discern knowledge related to the quiz held over industry-trending topics during the students' summer internship programmes and also equip themselves with the various finance and economics related topics like-banking, IPO, financial institutions, microeconomics, and many more.

The quiz was organised with the basic aim of enlightening the students about the real-life practical topics related to their SIPs as well as the placement process. This gave them hands-on experience as to how to approach the process as well as prepare for it well in advance. Not only that, but it also trained them in dynamic and spontaneous situations and answering questions under pressure. The cut-throat competition among the students was invigorating to watch as they realised who their actual competition would be at the time of their placements.



Pranav Agarwal
(Batch of 2023)

Events

SIP GUIDES MEET

The pebbles of knowledge must be bonded together by the cement of experience.

In appreciation of all our summer internship recruiters, IBS Pune organized a SIP Guides Meet "Samvaya" (Union) on May 6, 2022. The event provided an opportunity to interact not only with SIP guides but also with industry leaders. The event was attended by 52 of our SIP recruiters.

A great deal of appreciation goes to the SIP companies who graced our event with their presence. Dr. Santosh Bhawe, Director H R & IR, Bharat Forge, Mr. Vikas Agrawal-Founder and CEO at AIF & PMS Experts India Pvt Ltd, Dr. Uday Bhosale, Head-Human Capital and Employee Relations, Wipro PARI shared their SIP experiences with the audiences. Being able to hear how they view IBS students from all perspectives was an overwhelming experience.



A few of the students of the current batch also shared their work for the SIP companies, which gave them a sense of professionalism while providing a better understanding of what it meant to be in the professional world. The faculty mentors also explained how these 14-week SIPs play an important role in preparing students for careers in management. The welcome speech was delivered by Prof Jyoti Tilak, Director of IBS Pune. process briefing was done by SIP Co-Ordinator Dr Shradha Gupta. A vote of thanks was extended by Prof. (Col) Ram Gopal (Dy Director & Dy.Campus Head (ACO).

WELCOME BATCH 2022

"Education is the most powerful weapon which you can use to change the world." – Nelson Mandela

When it comes to education, being present face-to-face with your mentors, teachers, and professors will always form a more formidable bond than any other way.

IBS Pune is all set to welcome its new incoming batch of 2022-24 to campus with a lot of hope, excitement, and, might we say, a little bit of nostalgia.

Seeing students on campus doesn't only make the experience worthwhile for the students but also for their fellow professors!



"IBS Pune organized a welcome seminar for the same which was enlightened and led by its very own director, Prof. Jyoti Tilak, and Deputy Director, Prof. Col. Ram Gopal, along with all the faculties. During the orientation, the students were introduced to different clubs of the IBS Pune, and we were told what they should expect now that they're back on campus. Students got a chance to envision what their campus life could and should look like! It was an afternoon to be remembered and cherished!"

PLACEMENT EXPERIENCE AT IBS,PUNE



I am Abhiraj Madan from ICFAI Business School, Pune, from the batch of 2020-22. I am a B.Tech focused in Mechanical Engineering with a PGPM with major specialisation in Finance with a minor in Marketing. I completed my summer internship programme at Future Generali India Insurance Company, and I was working as a finance intern. My job role was equity research on the IT industry and study commodity markets using fundamental and technical analysis, which included the knowledge of Mathematics, Statistics, and Probability for analysis and research. I got placed at Tata AIG General Insurance Company for the Claim Management profile in the month of August 2021 in the 1st phase of the placement process. The placement process had 3 rounds, which included an aptitude test followed by 2 interview rounds of the technical round and a business proficiency round on a virtual platform. My experience at IBSP was a roller coaster journey with faculties, friends, and campus. The college helped me a lot in the preparation for the campus placement process, for which the college had provided me with PACT sessions, which stands for Placement, Advisory, Counselling, and Training, along with soft skills classes which prepared me for group discussions, personal interviews. Finally, I want to say that my college helped me with many credentials for learning subjects, participating in club events, and also in placement opportunities. So, I would like to thank my family, friends, and faculty who helped me during each and every phase of the placement process.

So, the key takeaways for the placement are as follows:

- Take each and every session of different subjects very seriously, especially with PACT and soft skills sessions, which help students prepare for the placement process.
- Learn each subject thoroughly and thoroughly, and give your best effort in preparation.
- Never give up, even if you are getting rejected in any company's placement process, because there are many other opportunities that are waiting for students in the future.
- Always remember to note down the things that are for the strength and weaknesses of yourself.
- Enjoy each and every session with the utmost dedication and stay in touch with the faculties.

SIP Experience at IBS, Pune

I was intrigued by the family culture at AIF & PMS Experts after speaking to some of my seniors who had gone through the company program. As AIF & PMS Experts is the largest Phygital platform in the country, I felt that an internship at AIF & PMS Experts was a great platform for me to gain deeper insights into the wealth management sector.



I was interning in the wealth management sector, during which I was assigned to a couple of major engagements and had the opportunity to put my knowledge into practice and perform actual CRM procedures for the client.

I like how interns are treated just like full-time associates and get assigned actual and meaningful tasks that are crucial and beneficial to the CRM engagements. It feels great to be part of the current CRM team.

What I learnt from my internship:

I gained deeper insights into the wealth management industry, and it has helped me significantly with my career planning. Through the internship, I developed a better understanding of the career path of a CRM, helping me to make an informed career decision. My biggest takeaway would be the new long-term relationships and connections that I have forged with my colleagues and fellow interns at AIF & PMS Experts.

My advice for an internship:

- Always give your best shot. Don't hold yourself back to give anything less than your best is to sacrifice the gift.
- Build relationships with your colleagues. They will make working in a competitive environment enjoyable.
- When in doubt, never be afraid to ask. I found that my seniors are more than happy to answer my queries.

Greetings to everyone!

I am delighted to share my summer internship experience with you all.

I got the opportunity to work with one of the emerging financial services firms, Veracity Investment Management IMF LLP, as a management trainee. It was a 14-week SIP that came with lots of learning and industry insights, and an experience that would really help me for my placements as well.

The company's main business is to deal in different financial products that are available in the market. These mainly are mutual funds, insurance (life & non-life insurance), PF, and portfolio management, as well as financial planning and retirement planning services.

Working with Veracity has provided me knowledge regarding the financial products and helped me develop skills for customer interaction through cold calling and also the sales tasks that helped me learn the basic terminologies regarding the products. Veracity has helped me with my all-round development, be it soft skills or technical skills.

It was a magnificent learning experience, gaining valuable insights into corporate work and financial topic knowledge. I'd like to express my gratitude to Dr. Saumya Misra, my faculty mentor, for her advice and support throughout my tenure, as well as Prof. Jyoti Tilak, Director of IBS, Pune, and Col. Ram Gopal, Deputy Director of IBS, Pune. In addition, I'd want to express my gratitude to Dr. Neha Parashar for her assistance and direction in enhancing my financial knowledge, which ultimately helped me during this program.

During my 3.5-month tenure, I had a terrific time and learned a lot.



I got selected for SIP at Max Secure Software, and I was quite happy that I'd be getting a chance to experience corporate life again. On the very first day, I was asked to read about the company and to learn about its policies. After that, they made me sit with all the other employees and learn about the company.



As the company was in a growth stage, it became crucial to effectively analyze the goals of the company and filter them for employee hiring. Since the company was moving into cyber security, there was a need for technical staff in the same domain and the HR department was able to strategize the manpower planning accordingly.

They asked me to hire 2 candidates on 2–3 LPA for the role of Software Developer, which was next to impossible for me at first. In my mind, I was making new strategies, and after a day of brain storming, I came up with an idea where I started contacting all the colleges and asked them if they had any candidates who could be suitable for the job and were not yet placed, and I always wanted a candidate whose basics were strong at coding and had basic logic building skills.

We all know that the IT industry is in boom and where the average salary is 4LPA, it was hard but still possible to place a candidate.

There I learnt how to communicate with Training and Placement Department heads and Training and Placement Officers, as well as how to manage professional relations with them so that we can bring more business to the company.

As a part of my curriculum, I did my Summer Internship Program (SIP) at Amul (GCMMF Ltd., Pune). The duration of SIP was from February 14th, 2022, to May 20th, 2022. As a PGPM student, it was a great opportunity for me to work with one of the top FMCG companies in India. My role at Amul was as a sales and marketing intern. My SIP was accomplished in three phases. Initially, I worked on newly launched products. It was my pleasure to be a part of the new product launch where Amul had launched A2 buffalo milk and stirred fruit yoghurt. Amul is the only company that provides A2 milk in the buffalo section. The project gave me insight about the pricing strategy, competitors' analysis, and market research. As a marketing student, it helped me a lot to understand the sales and marketing strategies at Amul.



In the second phase of SIP, I performed different activities like grid activity, geo tagging, and kiosk activity for the business development of Amul in different areas in the Pune region.

I worked with distributors in the early morning at 6 am for a distribution network study because in the FMCG sector, distribution networks play an important role. I also added a new distributor for the company, and it was quite a challenging part of my SIP because many processes were involved in it.

While in the last phase of SIP, I did the sampling of newly launched products in Reliance Smart Stores. This gave me a different exposure to customer interaction, and I also studied customer taste, preference, and choice for product selection. I also collected the same data from customers so that the company could improve the product on those parameters. This was an enriching experience with Amul GCMMF. I can say that IBS Pune has really provided a great opportunity for students to get exposure to the corporate world.

For all this effective and efficient work, I also received an appreciation letter from the company, and this SIP was the best part of my PGPM program.

Look at How Far you have come



Did you ever think you would be where you are now 5 years ago? One year ago? Or even 6 months ago?

Did you ever think you could overcome what you did, meet people you have met, make memories that you have made, or care this much about someone to be this hurt?

Did you know that you would ever be completely okay as you are?

Not knowing is scary.

Change is scary.

Being out of control is terrifying.

But, you see, you may not be able to predict the future or know how to prepare for it or if the decisions you make are right. Maybe you will fail or fall and it won't work out.

You cannot tell the future, but you can remember moments where you surprised yourself,

Moments where you overcame the challenges you were not ready to face and climbed the mountains that you thought were too high,

Moments where you could not imagine finding happiness in anything ever again and realised that it was right there all along, within yourself.

Remember, even when you're stuck, scared, or feel like you've lost, you must believe in your own strength to keep going.

Remember that you have done it before and you can do it again.

Remember all the times you thought that you couldn't but did anyways?

Remember how much you have grown and how much you have learned.

Remember how you showed up every day and just tried?

Remember that this is all for you.

Remember your strength, your resilience, your power. Remember to just look at how far you have come.



मशाल



कुछ वक्त की गल्ती है, कुछ मती की,
कुछ कल की बातें , कुछ अभी की,
संघर्ष का वासता समय से, खुशी का रास्ता परशानी,
तू क्यों दुखी है इनसे? ये बात समझाना है जरूरी,
ये जिंदगी है तुझसे, ये जमाना नहीं तेरी कमजोरी,
तोड़ दे वो रिश्ते, जिन्हे निभाना है एक मजबूरी,
तू हार मत मान अभी से, जलने दे आग पूरी,
ये सब है रूई के, मत कर इनकी मजदूरी,
तू दिया नहीं मशाल है, बता दे-दया है; वरना खाक करदेती पूरी
भूमि।

नित्य



हातांना वळण हवं, पायांना गती
मन असावं समतोल, निर्मळ असावी मति
डोळ्यांनी पारखावे, मांगल्य टिपावे
ऐकू नये असं काही, कानांनीही विसरावे
पाहूनच स्वतः, ऐकून खरे-खोटे ठरवावे
जीवनात सत्य सदा नित्य अंगी राखावे



SKETCHES



Pranav Khasne
(Batch of 2023)



Shreya Gupta
(Batch of 2023)

Find me if you can

- 1. According to the report, a bump of how many billion dollars might be directly supported by Indian households?**
- 2. IOC (Indian Oil Corporation) is doing a pilot project that uses stubble for ethanol production and the by-product is bitumen, which will be used in road construction?**
- 3. What are the currencies in which investors have confidence, such as the dollar, euro, or yuan?**
- 4. The online shopping trend is booming in which industry?**
- 5. According to stats, there are currently over how many OTT platforms available, with the average user using three to four at any given moment?**

Winners of previous “Find me if you can”

- 1. Akansha Bilung (21BSP3552)**
- 2. Mihir Kanani (21BSP2548)**
- 3. Aisha Anam (21BSP2372)**
- 4. Balrish Kaur (21BSP2453)**
- 5. Sai Venketash K(21BSP3209)**



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