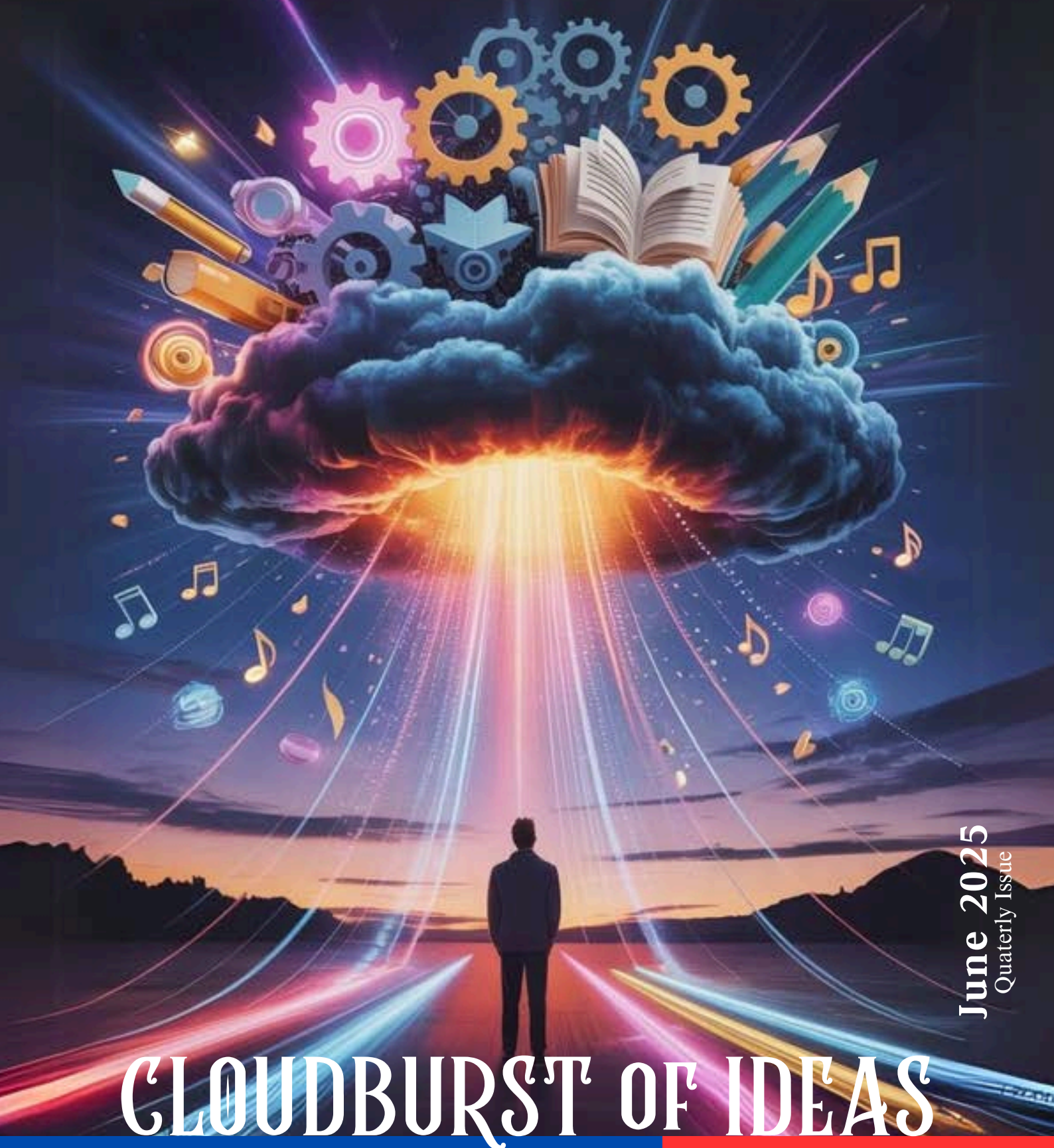


Prerana

INNOVATE. BUILD. SUCCEED



June 2025
Quarterly Issue

CLOUDBURST OF IDEAS

DIRECTOR'S MESSAGE



Prof. Jyoti Tilak
Sr. Director

With the monsoon and the academic year in full swing, it is time once again to take stock of the happenings at IBS Pune. What better place for the same than our Prerana magazine. After the lull during the SIP season, the arrival of the new students accompanied by a flurry of their enthusiastic activities is nothing short of a cloudburst. We have tried to capture it in the theme of the June 2025 issue. Besides welcoming the fresh batch of students, this is also a time for new initiatives and new beginnings. This is a time to write one more chapter in the history of IBS Pune. Like every year, no students on campus did not mean no activity on campus. Our faculty members and staff busied themselves with preparations for the new batch.

In this rapidly evolving world, keeping pace is the key to survival - be it with technology or with doctrines or the way of thinking. We at IBS take pride in keeping ourselves updated with every aspect of life, and we do not stop trying. The academic year 2024 – 25 was yet another challenging year with geopolitics, wars, diplomacy and other factors affecting the business scenario. Yet, we were able to achieve 99% placements in face of such odds. This speaks volumes about the incredible dedication, conviction and commitment of the academic, placement and support staff. The coming academic rides in with new set of challenges. We at IBS Pune are preparing to ace and overcome them.

For now, you are welcome to enjoy your new environment, ponder, sit back and browse through the June Prerana. Let us reflect on the thoughts, knowledge and information shared in these pages. The talent and creativity of our colleagues and students has always inspired and amazed us. We are sure you would be inspired and motivated to contribute to your Prerana soon. Kudos to Team Prerana for putting together yet another wonderful issue. In the midst of a flurry of activities, they have added smiles, rainbows and sunshine for our readers in this issue.

Happy reading !!

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EDITOR'S DESK



Dr. Saumya Misra
Chief Editor,
Prerana Magazine
IBS Pune

"A single idea can spark a revolution, but a cloudburst of ideas can transform a generation."

This powerful thought captures the essence of our theme for the June 2025 edition of Prerana — "Cloudburst of Ideas." It gives me immense happiness to present before you, yet another new edition of Prerana Magazine.

The beginning of the academic year is always a special time. Junior students are in their first semester and they are facing a whirlwind of emotions - fearing uncertainty and cherishing the love poured on them by the seniors and faculty. At the same time, our senior batch has returned after having finished their enriching summer internship. Now, they stand at the edge of the most crucial phase of their journey, the placement season and looking ahead for the next three to four months of intense placement activity. They are wary of going too fast and underestimating the challenges ahead but also have a quiet confidence and enthusiasm as they step up to face uncertainties and to guide the new batch with open arms. It is this mixed bag of emotions - hope and nervousness, past reflection and anticipation that prompted us to take up this theme.

We invite you to immerse yourself in this cloudburst and perhaps, let it rain on your own next big idea!

This edition of Prerana brings together a vibrant mix of articles that mirror the evolving intellectual landscape of our campus.

From first-hand internship reflections to placement journeys, our senior students share the lessons they've learned, the challenges they faced, and the milestones they've achieved. The issue also features insightful perspectives on personal growth, mental health, AI, and financial wellness — topics that speak to both today's world and tomorrow's workplace.

Our faculty and alumni have contributed with thought-provoking writeups, offering both inspiration and guidance to the student body. And in a special highlight, we have pieces from junior students who, despite being new to the campus, have voiced their views with freshness and honesty.

This edition is not just a magazine — it's a curated collection of the minds and moments that make IBS Pune what it is.



Capt. Nitin Joshi
Editor,
Prerana Magazine
IBS Pune

EDITOR'S DESK



Dr. Rachana Adtani
Sub-Editor,
Prerana Magazine
IBS Pune

Prerana inspires students, faculty and alumni to write and express themselves. Behind every page of this magazine is a dedicated team of thinkers, writers, editors, and supporters who made it all possible.

We extend our deepest gratitude to our contributors — students, faculty, and alumni — whose words gave this edition its soul. Special thanks go to the students of Team Prerana, who juggled academics, events, and deadlines with grace, creativity, and discipline.

Their ability to stay committed through a semester filled with classes, club activities, and personal responsibilities is truly commendable. Every article submitted, every draft edited, and every discussion held — has shaped this magazine into something meaningful and memorable.

Thank you for believing in the power of storytelling, and for being part of this creative journey.

As student editors, it's been incredible to witness contributions from both our newly-joined juniors and our experienced seniors. The juniors, though only recently inducted into campus life, have written with refreshing honesty, curiosity, and a genuine eagerness to be heard. Their reflections add a raw and beautiful layer to this edition. On the other hand, the seniors bring depth — drawing from their internship experiences, placement preparations, and all the wisdom gained along the way.

This balance between new voices and seasoned ones makes this issue of Prerana truly special. It captures the entire student journey — from stepping in with dreams to stepping out with confidence.

We're proud to present this blend of fresh perspectives and seasoned insights — a cloudburst of ideas that we hope leaves a lasting impact.



Amisha Sahu
Student Editor,
Prerana Magazine
IBS Pune

TEAM PRERANA



Bottom row Left to Right : Dr. Saumya Misra, Capt. Nitin Joshi, Dr. Rachana Adtani

**First row Left to Right: Abhay Pratap Singh Tomar, Amisha Sahu, Saloni Khandare,
Chandni Jain, Yeril Gor, Rashmi Chhajer**

Middle row Left to Right: Deepa Choudhary, Jyoti Singh, Kopal Dekate, Diksha Srivastav

**Last row Left to Right: Keshav Agarwal, Vedant Chavhan, Chaitanya Kulkarni, Srujal Parmar,
Kunal Ratnani**

GEN AI AND THE GEN Z



Prof. Moushmi Dasgupta
Faculty Member

Generative Artificial Intelligence is capable of producing content on the fly, be it text, images, videos, music, working code and even applications. As Gen AI evolves, one demography is emerging as both its most enthusiastic user base and its most creative co-innovator the Generation Z (born roughly between 1995 and 2012). The Gen Z is the first generation to grow up in a world saturated with digital technology.

Smartphones seem to be an extra organ of Gen Z, and Social media and constant high-speed connectivity are the basic requirements. Gen Zs familiarity with digital tools gives them a natural edge when engaging with generative AI platforms like ChatGPT, DALL·E, Mid-Journey, Runway, and many others. Unlike previous generations, Gen Z does not just consume technology. Gen Z has taken to Generative AI just like Duck takes to water because it vibrates with their core values of creativity, self-expression, efficiency, and social impact.



The creative Gen Z customizes AI content and remixes it to suit their creative needs. With a few tweaks and prompts, they can create AI-generated art, write lucid poetry, or design innovative business logos. Most social media platforms like X, Instagram, LinkedIn, and TikTok are filled with AI-generated content curated by young creators who use these tools, making sure that they have a say in this highly competitive digital media space.

Gen Z has an inherent desire for authenticity. This pursuit of authenticity extends to their personal identity as well they value creativity, inclusivity, self-expression, and diversity and are more AI technologies in a manner that promotes equitable learning experiences and social responsibility. open-minded about gender, self-expression, and cultural differences. There are increasingly more influencers, prompt engineers, AI agent creators, and AI tools experts who are Gen Z than others, and the numbers are skyrocketing.

To this end, it is crucial for educators and policymakers to develop strategies for integrating Gen AI technologies in a manner that promotes equitable learning experiences and social responsibility.

MY TRANSFORMATIONAL MBA JOURNEY: A YEAR OF GROWTH AND DISCOVERY



Ronak Chandak
Batch of 2024-2026

The past year of my MBA journey has been truly life-changing. I entered this program full of curiosity and ambition, and today, I look back at how much I have grown not just as a student, but as a person.

Academically, I wanted to explore the world of finance—to understand markets, numbers, and how businesses make smart financial decisions. Through classroom learning, real-world projects, and my summer internship in the financial services sector, I gained hands-on experience in areas like market analysis, demat operations, and digital marketing. It wasn't just about theory—I was applying what I learned and contributing in real-time.

Beyond academics, I stepped into leadership roles that helped shape my personality. Whether organizing events for the Finance & Economics Club and Entrepreneurship Cell, or being part of TEDx, I picked up key skills like public speaking, team coordination, and execution under deadlines. From hosting events to presenting my ideas, I became more confident and comfortable in my own skin.

Outside the classroom, I took the initiative to start my own content page—ResearchWithRonaak—where I simplify

finance concepts for a wider audience. This helped me build discipline, trust, and a consistent digital presence, all of which matter in today's professional world.

This journey of growth also helped me get shortlisted for the IBSAF Award, a recognition that I feel incredibly proud of. It reminded me that all the small steps I took over the year were leading me somewhere meaningful.

One of the biggest lessons this year taught me was the importance of adaptability. Balancing studies, internships, content creation, and event responsibilities wasn't always easy, but it made me better at managing time and staying focused. I realized that time management isn't just about being efficient—it's also about protecting your peace of mind.

With one more year to go, I feel excited and ready to keep building on this foundation. I now understand that growth isn't always loud or visible—it's in how you think, how you respond, and how you keep showing up even when things get tough.

FINANCIAL DISCIPLINE: A CORNERSTONE FOR EMERGING MANAGERS



Dr. Ahuti S Mishra
Faculty Member

In the fast-paced landscape of management, financial discipline is not merely a virtue—it's a requirement. For management students, achieving this skill early in their academic journey sets them up for effective decision-making, ethical leadership, and sustainable business operations. Financial discipline is the capacity to plan, track, and regulate financial resources effectively. Whether it's maintaining a personal budget, analyzing investments, or regulating company funds, it entails regular, purpose-driven action based on prudence and responsibility.

For management students, fiscal responsibility starts with personal finance behaviour. Budgeting, monitoring spending, shunning unnecessary debt, and establishing an emergency fund are small but mighty actions. These behaviours, not only create personal stability, but they also represent the mindset necessary to manage organizations effectively.

In the corporate world, fiscal discipline means strategic resource allocation, risk management, and long-term value creation. A fiscally disciplined manager understands when to invest, when to divest, and how to maximize cash flow while not sacrificing growth or integrity.

It also includes adherence to financial regulations and transparency in reporting a gospel in today's business environment governed by regulations. Crucially, financial prudence instils resilience. Companies typically encounter volatile economic environments, market fluctuations, and disruption in operations. Disciplined financial planning managers can guide their staff through adversities, maintain profitability, and capitalize on new opportunities with conviction. Discipline with finances is not all about figures; it's about attitude, character, and vision. To prospective managers, it's a craft that's a mix of analytical reasoning and moral judgment—both necessary to be leaders who inspire trust and create impact. Practice it now, and you will be able to make better decisions for yourself and the organizations you work for.

FROM SUITCASES TO SELF-BELIEF: MY IBS PUNE JOURNEY BEGINS



Kunal Ratnani
Batch of 2025-2027

Look who's excited about college life! But this time it's not ordinary. The result of the exams was announced, and I got the admission. That meant I had to pack my bags and embrace the next big change in my life: moving to Pune to join the prestigious ICFAI Business School Pune.

YES, I am feeling a mix of emotions like nervousness, excitement, and happiness. whatever the next two years have in store for me. The first wave of sadness that hits everyone is when parents bid a final goodbye after dropping their children off at their hostels or PG's. That moment was a bit difficult for me to process. In the room, there was one bed, a wardrobe, a fan, and a sea of emotions flowing from one corner to another, along with new faces (roommates). We met briefly, but we couldn't talk much, as it was a completely new experience for all of us. Then I started wondering—there must have been hundreds of students before me who stayed right here, arriving in the city knowing little or nothing about it. All they had were aspirations and a zeal to achieve something in the years ahead. I don't have movie-like expectations from college, but what I truly hope for are good mentors, dedicated teachers, and a strong academic work ethic.

When I entered on the first day in college, the greenery gave me a soothing feeling. I talked to a few batchmates and started getting familiar with the surroundings. Faculty members met us and encouraged us to be adaptable, reminding us that as future managers, adaptability is the first principle of leadership. From that moment, we began to understand the message and gained some conviction.

As days pass, we now feel like we belong here. I am proud of myself and my friends, and grateful to the faculty for their constant support and encouragement, which helped me transition from an ambivert to someone who can speak confidently in any situation and truly believe in myself.

BEYOND THE BRAND: WHY JOINING A SMALL COMPANY CAN BE A SMART CAREER MOVE



Dr. Pradeep Sadarpatil
Faculty Member

As you transition from a fresh graduate to a seasoned professional in the pharmaceutical industry, you'll face many difficult choices and learning experiences. One key decision is whether to join a well-known, established brand or a smaller, lesser-known company. Many of your peers and even students may have asked themselves how important brand reputation really is after graduation. The truth is—there's no one-size-fits-all answer. When I graduated, my dream was to start my own pharmaceutical company. To work toward that vision and stay relevant, I accepted a role as a Production Executive at T. Walker's Pharmaceutical Company in Navi Peth, Pune. Admittedly, the reality didn't match my expectations in terms of salary or the marketing and sales profile I hoped for.

Later, I moved to American Remedies in Chennai (which was eventually acquired by Dr. Reddy's Labs, Hyderabad). During that period, an Area Manager from Fulford (India) Limited now MSD, USA, one of the world's largest pharma companies offered me a role with their multinational operations. I went through a rigorous 35-day training program and was assigned to their new headquarters in Satara. It wasn't a perfect fit, but I took on the challenge, and we broke records together. I received recognition in the form of awards and financial incentives.

After that, a new opportunity came with Alembic Limited, one of India's oldest and most respected pharmaceutical firms.

Around the same time, I also had an offer from Sun Pharma for an Area Manager role. I chose Alembic due to a better compensation package, but that's not the point here. What I want to emphasize is the importance of adaptability, hard work, and thoughtful career planning. The brands we admire today—Dr. Reddy's, Sun Pharma—they all started as small ventures. Their growth stories show us that joining a company dedicated to learning, innovation, and stability can be far more rewarding than simply chasing a big name.

At the beginning of your career, before ambition and competition take over, it's important to look beyond the prestige of top brands. Some smaller companies provide incredible opportunities for growth, learning, and exposure to critical functions like manufacturing and operations. If you're open to learning and making a meaningful impact, these platforms can truly shape your career. So as you set out on your professional journey, think deeply. Choose companies that align with your values and are willing to invest in your personal growth. In the long run, it's not just where you start—it's how you grow

A STRONG PARTNERSHIP BETWEEN HUMANS AND AI



Diksha Srivastav
Batch of 2025-2027

With the help of Humanize AI, the way we think, work, and approach challenges is changing because of artificial intelligence (AI). But AI presents a chance for productive cooperation with people rather than taking their place. Humans and artificial intelligence may collaborate to maximize their strengths and increase productivity, innovation, and impact across sectors. Tasks requiring speed, data processing, and pattern recognition are where AI shines. It can process huge quantities of data in a matter of seconds, automate monotonous tasks, and offer data-driven insights.

However, humans possess creativity, ethical judgment, critical thinking, and emotional intelligence, which are traits that computers do not. Productivity and creativity may reach new heights if these talents are combined. For instance, AI can help doctors in healthcare by analyzing medical records, identifying potential diagnoses, and recommending treatment options based on huge datasets. But after considering the patient's emotions, circumstances, and values, the human doctor ultimately makes the choice.

In education, AI-powered platforms can provide students with customized learning pathways, while instructors concentrate on mentoring, encouraging, and meeting

unique requirements.

In creative fields, AI may produce drafts, aid with design, or provide ideas, which people then improve upon with unique and emotional content. Instead of replacing writers, artists, and musicians, AI tools may be used as a beginning point or co-creator.

Ethical concerns are also necessary for this partnership. AI development needs to be guided by humans through responsible use, which promotes transparency, fairness, and responsibility. Using a variety of data to train AI models and using them wisely might help prevent bias and misuse.

Ultimately, the future of employment is based on collaboration. We can use AI's capabilities in conjunction with human talents to address complicated challenges, make better judgments, and build a more productive and compassionate society. Cooperation, not rivalry, is the key to a brighter future.

WEEKEND MONEY MANAGEMENT FOR OUTSTATION STUDENTS: MAXIMIZE JOY, MINIMIZE SPEND



Prof. Ravi Venkat Reddy
Faculty Member

For outstation students, weekends offer a much-needed break from classes, assignments, and hostel routines. However, they also come with the temptation to overspend on food, outings, and shopping. With limited allowances and rising living costs, managing weekend expenses wisely is crucial. A few simple strategies can help students enjoy their weekends fully without feeling the financial pinch.

1. Set a Realistic Weekend Budget

First, decide how much you would like to spend over the weekend—for example ₹1000 or ₹1500. Break this down into basic categories: For example, ₹500 for food, ₹300 for travel, ₹200 for entertainment, and with the balance to spare for whatever. This will not only limit you from overspending but it will help you track where the money goes. Consider using expense tracking apps as an alternative to more manual accounting.

2. Explore Free or Low-Cost Activities

Most cities offer a variety of free or student-discounted events—college fests, public lectures, local exhibitions, music performances, or open-air movie nights. Parks, nature trails, and cultural sites are also great options for budget-friendly recreation. These experiences are not only fun but also help you connect with the city and people beyond your campus.

3. Eat Smart and Save More

Dining out frequently can quickly drain your wallet. Instead of ordering food multiple times, pick one meal to enjoy outside and cook or share meals in the hostel or PG with friends. Group cooking and communal meals can be a great deal of fun and save you substantial costs.

4. Reduce Impulsive Online Spending

It's easy to fall into the trap of scrolling through food delivery apps or shopping sites when you have a lazy weekend. To avoid falling into that trap, you can plan your day in a more structured way – read a book, binge on something with your friends, take a walk, and try a DIY, craft or a new hobby. You will be much more engaged in these options than short-term impulse spending.

5. Make Digital Payments with Caution

Digital wallets and UPI apps are quick and easy. They also enable quick, mindless spending. To counter this easy access spend, perhaps set spending limits in your apps or only take a limited amount of cash when you go out. This will also make you mindful of your spending, discipline, and containment.

SHE RISES: THE SPIRIT OF WOMEN EMPOWERMENT



Chaitanya Kulkarni
Batch of 2025-2027

In a world long shaped by patriarchal norms, women have always been quiet warriors—fighting battles not just in the spotlight but often in silence, within homes, workplaces, and even within themselves.



But the story of women empowerment today goes far beyond slogans and symbolic gestures. It's about recognition, dignity, and rewriting the narrative.

From the battlefield to the boardroom, women have consistently shattered ceilings. The Indian Armed Forces proudly salute pioneers like Captain Lakshmi Sehgal and Flight Lieutenant Avani Chaturvedi. Globally, names like Joan of Arc and Lt. Gen. Patricia Horoho remind us that courage is not bound by gender—it is timeless and universal.

This strength isn't a recent discovery. India's history proudly holds stories of warrior queens like Rani Lakshmibai, Razia Sultana, and Queen Velu Nachiyar—leaders who challenged empires and inspired generations.

Today, empowerment looks different, but its impact is just as bold. Women are at the helm of global businesses, nurturing innovation and leading transformation. Icons like Indra Nooyi, Kiran Mazumdar-Shaw, and Falguni Nayar have shown us that leadership is not about gender—it's about purpose, resilience, and vision.

Feminism is not about giving women power. It's about acknowledging the power they already hold—and creating space for it to flourish. True empowerment means having the freedom to choose, to lead, and to live with dignity.

As future leaders and changemakers, it's our responsibility not just to include women—but to champion them. Because when one woman rises, she lifts many with her. A family, a community, even a nation.

After all, she was never waiting to be saved. She was sharpening her own sword.

The Green Shift: How Conscious Consumers Are Driving Sustainable Marketing



Dr. Prathamesh S Nadkarni
Faculty Member

There is an understated but seismic shift happening within the world of shopping and it's not merely about price or quality any longer. Advancements in awareness lead today's consumer to go deeper. They want to answer the questions of how it was made, who made it, and what impact a given product has on the planet. The result is a consumer tendency we now refer to as the Green Shift in which people have switched over to much more sustainable and ethical ways of consuming.

With this change, companies are being challenged to go further than just clever tag lines that identify an interest in sustainability, they now have live these promises. From eco-friendly packaging, to sourcing ingredients responsibly, green marketing is not a wish but a requirement.

Consumers, in particular the younger generations, are starting to align their purchases with their morals. They are engaging closely with brands that care about the environment, support ethical and fair labour, and can demonstrate transparency in how they do business. Companies such as Patagonia, The Body Shop, and Tesla have now built a loyal customer base not just based on the products alone, but rather the purpose behind their product.

Additionally, it is equally important to note that it is not just the large brands who are taking this seriously. Businesses of all sizes are getting involved and switching from non-biodegradable packaging to compostable packaging, using a solar power source, or supporting local supply chains. Collectively, this awareness action cycle is resulting in a more thoughtful marketplace.

In the end, green marketing is more than just a marketing strategy. It's a manifestation of the world we want to inhabit, a world in which buying something doesn't cost the Earth.



ALUMNI CORNER

PEARLS OF WISDOM

I'm Nagaraj Kanagasabapathy, a proud member of the IBS Hyderabad family (Batch 2008–10), and currently working as Lead Business Analyst at BMC Software. Over the past 14 years, I've had the privilege of growing through roles at organizations like Citi, Royal Bank of Scotland, BNP Paribas, FIS, Mphasis, and now BMC. Each teaching me something new about leadership, systems thinking, and business transformation.

Every role I've taken up has added a new dimension to my journey, but the core principles I work with clarity in communication, empathy in leadership, and the ability to think analytically were all seeded at IBS Hyderabad.

When I reflect on my time, IBS Hyderabad has a special place in my heart. It is not just an institution that awarded a degree; it is the institution that nurtured me, adjusted me and most importantly, enabled me to discover myself. I remember reliving a few memories, in this case, activities that I cherished in those two unstuck years.

On my first day in the campus, I was hesitant. I come from a rural background; to be honest, the ambience of a metro was a little fast-paced for me. I can often look back fondly at the way my classmates and the faculty made me feel comfortable; their encouragement allowed me the freedom to find my own voice, think for myself, and grow in every learning experience! Academically, IBS was challenging and stimulating.



Nagaraj Kanagasabapathy

I specialized in Finance, and the experiences of case-based learning, discussions, and faculty guidance provided a solid framework for developing my framework of thought. SIP marked a unique transition that gave me an insight of the real-world working environment and helped form the foundation for all my future learnings.

IBS taught me to embrace change, to step out of my comfort zone, and to communicate with clarity. These are skills that have stayed with me throughout my 14-year journey in the IT and banking industry as a Business Analyst, and now as a Lead Business Analyst at BMC Software. Whether I was leading teams at Citi, RBS, or BNP Paribas, or managing client expectations at Mphasis and FIS, the foundation IBS laid for me helped at every step. The ability to think critically, work collaboratively, and lead with empathy all began on that campus.

Even today, as I step into boardrooms or mentor aspiring professionals, I carry those values with me. Gratitude, humility, and the willingness to keep learning these are the true gifts IBS Hyderabad gave me. And for that, I will always be thankful.

ALUMNI CORNER

PEARLS OF WISDOM

I'm Dayesh Angle. I'm a 1998 pass-out from IBS Pune. Currently, I work as a Finance Executive and bring with me over 25 years of experience in various domains such as FP&A, Business Finance, Commercial Finance, Controllership, and Taxation. Over the years, I've worked with multiple reputed organizations, and my journey in the finance domain has been nothing short of transformative.

I never intended to get into finance initially. My background was in engineering, and my primary interest was in marketing. While pursuing my course at IBS Pune, I realized the program was designed in a way that integrated core business subjects with an option to pursue the CFA program from ICFAI. This unique combination gave me an opportunity to explore finance in depth.

As an engineer, I was naturally inclined towards structured thinking and problem-solving. Over time, I found that finance also demanded similar capabilities. I started enjoying the challenges it posed and the strategic role it plays in business decision-making.

At IBS, the flexibility to pursue CFA alongside my MBA gave me deep exposure in finance—honestly, even better than some top B-schools. I began with management training at Tata Finance where I gained real-world finance experience—learning ratios, interpretations, and understanding banking needs. A habit that



Dayesh Angle

helped me most was attending classes regularly, which taught me punctuality—crucial in corporate life.

A book that shaped my thinking is “The 7 Habits of Highly Effective People by Stephen Covey”.

For Gen Z, strong communication skills are essential—it evolves across roles. I stay updated with trends by reading Newspaper, a habit developed at IBS. If I define my career in one word, it's focus.



"Article sourced from the Podcast transcription"

Brainstorming Session



EVENTS @ IBS PUNE

INDUCTION SESSIONS 2025



INSTITUTIONAL ARTICLES

INTERNATIONAL YOGA DAY



Dr. Pradeep Sadarpatil
Faculty Member

International Yoga Day was celebrated with great enthusiasm at the IBS Pune campus auditorium on June 21, 2025. The event was a part of a series of nine yoga sessions organized under the guidance and support of Senior Director Prof. Jyoti Tilak, aiming to instill the habit of regular yoga practice among students.

The International Yoga Day session began at 8:30 AM and concluded at 9:30 AM. The event promoter and lead was a well-known yoga guru Mr. Sanjay Gaikwad. Mr. Gaikwad led everyone through the process of asanas, breathing, and a mindful day. As Mr. Gaikwad led everyone through their yoga journeys, participants explored deeper depths of yoga as a union of body, mind, and soul.

The final session had 41 participants, with students, faculty and administrative staff attended the event. Everyone's energy and enthusiasm indicated the increasing awareness of holistic health and well-being.

After the session, Dr. Bidhan Datta graciously recognized Mr. Gaikwad for his special contribution to the event. Later, as the program concluded, Dr. Pradeep Sadarpatil delivered a warm vote of thanks. He, along with the participants, reflected on



the metaphorical messages of the mantra, "Inhale Future and Exhale Past," reinforcing renewal and optimism.

The event was inspirational and meaningful but also illustrative of how yoga can be a beneficial tool in one's daily life. With encouragement from IBS Pune leadership team, the yoga initiative can become a meaningful and productive part of campus life, encouraging more healthy and balanced individuals.



INSTITUTIONAL ARTICLES

HDFC INSIGHT SESSION

On May 5, 2025, HDFC Bank organized an enlightening and engaging session on Wealth Management and Investment Planning for the faculty and staff of IBS Pune. This session was focused on articulating financial awareness and facilitating informed investment decision-making. The session began with a brief orientation of HDFC Bank by the Wealth Management team highlighting the many banking services and exclusive salary account highlights.

The experts from HDFC Bank focused on the basics of wealth management and helping individuals align financial planning with personal and professional goals.



Dr. Saumya Misra
Faculty Member



We discussed investment avenues against different financial goals, along with beneficial tax planning strategies and instruments.

The session garnered positive feedback and sparked discussions about the overall health of finances. We look forward to many such sessions in the future and more initiatives to support every member of the IBS Community in financial literacy and well-being.

INSTITUTIONAL ARTICLES

CASE STUDY WORKSHOP



Dr. Bidhan Datta
Faculty Member

IBS Pune successfully conducted a two-day Case Writing and Teaching Workshop on the 10th and 11th of April 2025, in association with ICMR Hyderabad. The workshop featured esteemed resource persons Prof. Sanjib Dutta and Prof. Jitesh Nair, and saw enthusiastic participation from faculty members.

The workshop centered on building knowledge of the fundamentals of case writing, sharing examples of the power of experiential and research-based learning, and improving case pedagogy practices.

Each session covered the case methodology, the structure and components of a case study, sources of data, and the use of AI to support case development. The day concluded with a deep dive into trigger questions and their significance in classroom discussions.



On the second day, there were practical exercises and group discussions centered on cases. Following group reviews and helpful criticism, participants created case introductions utilizing the 5W model.

The sessions included a discussion of constructing teaching notes, screening triggers, using interviews productively, and collecting primary data. Thus, the event served as a valuable component of academic engagement, with participants leaving with practical tools, and renewed momentum for successful case development and delivery.



INSTITUTIONAL ARTICLES

INVESTITURE CEREMONY

The Investiture Ceremony 2025 at IBS Pune took place on 24th June 2025 with great excitement and pride. It was a special occasion to celebrate student leadership, responsibility, and empowerment. The event started with a quote by Robin Sharma: “Leadership is not about a title or a designation. It’s about impact, influence, and inspiration.” Hosts Sakshi Basale and Chaitanya Kulkarni gave a warm welcome to everyone.

The ceremony began with the lighting of the traditional lamp, symbolizing the victory of knowledge over ignorance. This was done by respected faculty members—Prof. (Col.) N. Ram Gopal, Prof. Sankar Das, Dr. Bidhan Datta, Dr. Pallvi Vadehra, and Dr. Deeppa. A beautiful Saraswati Vandana was sung by Tejaswi, seeking the blessings of the Goddess of wisdom.

Next, Prof. (Col.) N. Ram Gopal and Prof. Sankar Das shared inspiring words that highlighted the importance of excellence, service, and integrity.

The main part of the evening was the badge distribution ceremony, where newly selected student leaders were officially given their roles as president, secretary, and treasurer of various student clubs. The badges, given by the dignitaries, represented trust and responsibility.



Dr. K. Deeppa
Faculty member

The clubs that were honored during the event included

Finance & Economics Club, Synergy – HR Club, IT Club, Nucleus – Marketing Club, Operations Management Club, Sports Club, Cultural Club, Silver Tongue Club, Prerana-Magazine, Research Club, Learn & Lead Club, E-Cell – Entrepreneurship Cell, Anand Club – Community Outreach

A special thanks was given to the faculty mentors for guiding and supporting these clubs.

The ceremony ended with a warm vote of thanks by Dr. Deeppa, who summed up the event and encouraged the new leaders to serve with honesty, passion, and teamwork. Everyone left the event feeling inspired and proud, ready to take on leadership roles and continue their journey of learning and growth.



INSTITUTIONAL ARTICLES

HAPPINESS WORKSHOP



Dr. Bidhan Datta
Faculty Member

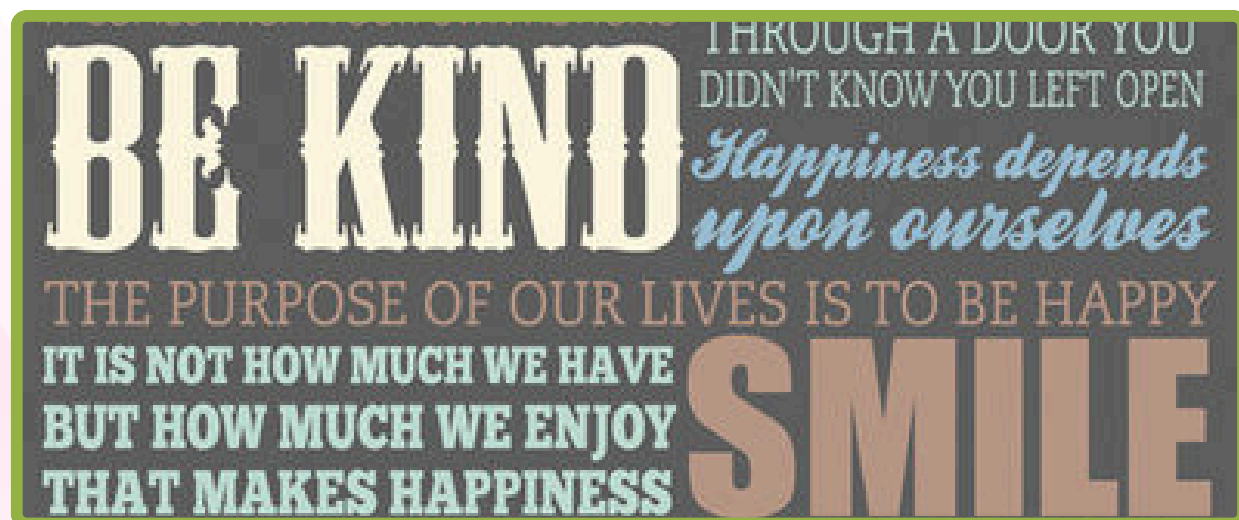
The core assertion of the workshop is that happiness is the end goal of human endeavour, that happiness comes from the state of being agreeable and that happiness will be obtained when we fulfil our aspirations. To aid us in doing this, the speaker introduced the 4H concept that maintains the health of our head, hands and heart. We maintain a healthy heart by managing stress and negative feelings, we maintain a healthy head through learning/reading and we maintain healthy hands through good nutrition, physical activity, and sleep.

Negative feelings are very potent inhibitors of happiness and can often stem from how we are interpreting our world. The speaker

suggested various inquiries we could pose to ourselves, "Is what you are thinking true? How often does this happen? Am I to blame? Can we talk it out? using these inquiries, one can reduce the intensity, frequency and duration of those feelings through awareness, action and revaluation.

The emphasis on Stephen Covey's 90/10 concept, which explains that 90% of life is how we respond to events and 10% is what happens to us. Our reactive state is built from our knowledge of events or artifacts, interpretable through the five senses, and our emotions.

Happiness isn't found outside, it lives within us. Let's embrace it. Stay happy!





INSTITUTIONAL ARTICLES

28TH CONVOCATION CEREMONY



Prof. Ravi Venkat Reddy
Faculty Member

On Saturday, June 28, 2025, ICFAI Business School (IBS) Pune proudly hosted its 28th Convocation Ceremony at the picturesque Suzlon One Earth campus. The event marked a momentous milestone for the Post Graduate Program in Management (PGPM) Batch of 2023–2025, celebrating their journey of academic excellence, personal growth, and perseverance.

The ceremony commenced with the traditional academic procession, the lighting of the ceremonial lamp, and a soulful rendition of Saraswati Vandana, setting an auspicious tone. The convocation was formally declared open by Prof. Jyoti Tilak, Senior Director, IBS Pune, who also delivered the welcome address. Prof. Tilak congratulated the graduating cohort on their accomplishments and urged them to uphold IBS's core values of integrity, innovation, and impact in their professional pursuits.

Sharing the stage with her were distinguished faculty members and guests, including Prof. Soumitra Samaddar, Director – Placements, whose steadfast commitment to enhancing corporate engagement and student readiness has significantly shaped the career trajectories of the graduates.

The ceremony was graced by two esteemed dignitaries:

Mr. Raghvendra Kulkarni, Ex-Managing

Director & Advisor to the Management, Catalyst Trusteeship Ltd., served as the Guest of Honour. Drawing from his extensive experience in India's financial and legal sectors, he delivered a compelling keynote address on the evolution of trusteeship and the importance of ethical leadership.

Mr. Nilesh Biniwale, General Manager – India, Pattern Technologies, was the Chief Guest. In his inspiring address, he encouraged students to embrace failure as a stepping stone to success, think beyond conventional boundaries, and become champions of innovation in their respective fields.

Special recognition was given through academic excellence awards:

- NJY Gold Medal (Topper of the Batch): Ms. Kulveen Kaur Rajpal
- Silver Medal: Ms. Muskan Damwani
- Smt. Chandrika Kutty Memorial Award (Best All-Rounder Girl Student): Ms. Neha Sah

A special note of appreciation goes to Prof. R. Venkat Reddy, Convocation Coordinator, for his meticulous planning and execution of the event. He was ably supported by Dr. Ahuti Mishra, whose dedicated efforts contributed significantly to the smooth conduct of the ceremony.



Convocation 2025



VOICES OF EXPERIENCE:

Internship, Placement & Beyond

SIP EXPERIENCE



Ritik Bhardwaj
Batch of 2024-2026

My internship at Rainbow Aviation Pvt. Ltd. assisted me in gaining practical exposure to aviation finance. From the start, I was working in real-time with financial data on real processes including Bank Reconciliation, Voucher Entry, GST and TDS tracking, and compiling financial statements. I had hands-on experience using systems like Tally, Priority, and Awery, and saw how financial information flows through the organization and compliance and accuracy are a critical part of the aviation industry. I gleaned not only technical knowledge, but also I attended workshops, learned from finance leaders, and experienced their perceptions of financial strategy and regulations. Most importantly I was reminded how soft skills like communication, time management, and teamwork are all important in a real life experience. My educational foundation of finance helped me facilitate myself into all professional tasks. All in all, my internship was a building block of experience that gave me information about aviation finance practices, provided me with the confidence to explore a career with finance within the aviation sector.



Neha Karki
Batch of 2024-2026

My 14-week SIP with Kirloskar Oil Engines Limited (KOEL), a manufacturer of engines and power solutions, provided me with significant exposure to global business and finance functions. I was a finance intern in the B2B International Business Group (IBG) and began a project titled "Study on Working Capital Management and its Impact on Financial Performance". My main tasks centered around the project, including conducting analysis on the aging of inventory for Kirloskar Americas Corporation, creating processes to enable the business to manage inventory effectively, and validating the IBG customer master database with assistance from teams across functions. I also examined the terms extended to customers with respect to payment, provided ideas for speeding up cash collection, and developed a template to automate reporting of profitability from customers based on reconciled customer sales and cost information. I used the experience to develop my analytical and problem-solving skills, as well as learn the more subtle aspects of business processes and finance. It also allowed me to examine the international business landscape, and the role that speed and collaboration play in generating results. It was beneficial to engage with experienced professionals. I was able to move from theoretical discussions in academics, to applied solutions to practical business issues, while at the same time, moving along some linear continuum of technical proficiency in Excel and other systems.

SIP EXPERIENCE



Krisha Mavani
Batch of 2024-2026

During my summer internship at Dream Plast India Pvt. Ltd., I worked on the project Optimizing Financial Operations, A Study on Banking, Receivable Payable Management, and Cash Flow, which allowed me to explore practical financial processes beyond textbook learning. I worked closely with the finance department during my 13 week internship, handling banking tasks like international inbound remittances and vendor payments through the HSBC and ICICI bank portals. I learned how to balance accounts using Bank Reconciliation Statements at Finsys ERP, where I also took part in statutory compliance duties like ESIC, EPF, and TDS filings. I witnessed directly how ERP systems increase productivity and decrease human error, underscoring the need of automation in the financial industry. Furthermore, controlling process delays without sacrificing quality improved my managerial abilities. This internship strengthened my financial knowledge, improved my confidence with ERP systems and compliance processes, gave me practical experience to support my future in finance.



Soumya Sinha
Batch of 2024-2026

I worked as an intern at SysTools Software Pvt Ltd last summer. The company specializes in software for digital forensics, cybersecurity, and data privacy. My project included using social media marketing principles to encourage better customer engagement. I focused on one organization's LinkedIn account, not as a user, but as a strategy. I used creative tools like Canva, to develop content calendars, posts, graphics, captions and track engagement for both posts and pages. I learned that engaging audiences depends on the format and wording of the content - even very minor changes in format or even wording can dramatically increase audience engagement. I enjoyed taking complicated and technical subject matter like cybersecurity and changing it into low hanging shareable, sometimes humorous, content. My favorite part of the entire experience was being named Employee of the Month. I was proud that they recognized me, I felt a little bashful, and the event really improved my confidence. I improved my planning processes and considering how to communicate with an audience. In addition to learning a few other skills, I realized that I do enjoy the creative sub-discipline of marketing. The opportunity did not just take up my summer, it gave me future career direction.

SIP EXPERIENCE



Chandni Jain
Batch of 2024-2026

Some experiences help you build your resumé; others will help build you – my 14-week summer internship with the Global India Business Forum (GIBF) was the latter and marked a pivotal moment within my MBA experience, merging international trade, strategic marketing, with an exposure to global leadership. The highlight being, I was invited to represent GIBF at the India–Latin America & Caribbean Conclave in Hyderabad, where I engaged with trade delegates and ambassadors from 16 different countries. After this experience, the way I viewed diplomacy and international connection was entirely changed with a newfound confidence to operate in spaces I never imagined I would be welcome in. During my time with GIBF, my overall responsibility included the development of comprehensive country trade profiles, maintaining social media/digital platforms, mentoring other interns, and supporting business tourism initiatives. This internship ended with a Pre-Placement Offer, which was validation, pride, and meaning all reflected in one extended moment. I want to thank GIBF and IBS Pune for allowing me this experience to redefine my learnings in meaningful ways.



Ananya Angle
Batch of 2024-2026

My summer internship at Mechatron Robotics was an important learning experience that helped to bring together my academic understanding and application. I was engaged as an HR intern and carried out core recruitment functions, which included writing job descriptions, screening candidates, developing interview templates, and managing the entire recruitment process. The second aspect of the role was leading outreach to academic partners to look at opportunities for developing robotics laboratories, distributing educational kits, developing apprenticeship support, and developing workshops and teacher training.

My internship helped to build my interpersonal skills through regular collaboration with both internal teams and external partners, enhancing my communication, adaptability, and professional relationship skills. This experience allowed me to fully immerse myself in a corporate environment which helped to expand my understanding of professional spaces and helped to provide a good foundation for my management skills.

SIP EXPERIENCE



Riya Murarka
Batch of 2023-2025

My journey at IBS Pune has been full of learning, challenges, and personal growth. Today, I am proud to share that I have been placed at Godrej Properties, a company I deeply admire.

Earlier in the placement season, I got rejected by Deloitte after clearing multiple rounds. That moment was tough. Soon after, I faced the biggest loss of my life; my father passed away.

The pain was overwhelming, and I felt completely broken, both emotionally and mentally. During this dark time, my mentors, the placement team, and my close friends stood by me. They didn't let me give up. Their constant support, encouragement, and belief in me helped me slowly gather strength and start again.

With the help of IBS Pune's structured training, resume building sessions, mock interviews, and most importantly, the emotional support I received, I kept preparing. Just when the placement season was about to end, I got the offer from Godrej Properties. To anyone going through a tough time, remember always keep going. Sometimes, the last step is where the magic happens.



Shubham Anand
Batch of 2023-2025

Joining IBS Pune was a turning point in my life. Coming from an engineering background with two years of work experience, I had the technical skills, but I struggled with communication—especially in English. In the beginning, I used to avoid speaking in class or giving presentations because of my lack of confidence.

But everything started to change once I came to IBS Pune. The faculty members and mentors were extremely supportive. Participating in class, working in teams, and slowly opening up. With time, I started feeling more confident, and my fear of communication began to fade. The placement process was challenging, but IBS Pune prepared us well through continuous mock interviews, group discussions, and skill-building workshops. All of this helped me improve my strengths and get ready for real-world challenges.

I am truly thankful to IBS Pune, the placement team, and the faculty for believing in me and helping me grow. Their constant support helped me convert my weakness into a strength. To anyone struggling with communication or confidence—believe me, growth is possible when you're in the right environment.

PLACEMENT REVIEWS



Deepti Rana
Batch of 2023-2025

From Preparation to Placement: My Journey to KPIT as an HRBP. When I first walked into the campus of IBS Pune, I carried dreams of becoming an HR professional who could make a real difference. Two years later, that dream found its first flight with my placement at KPIT Technologies as a Human Resource Business Partner (HRBP).

The path to this milestone wasn't paved overnight. It was built on quiet efforts—it was shaped by the guidance and encouragement of my professors, soft skill trainers, and the placement team. What helped me crack KPIT was not just my academic performance or resume points but the clarity with which I connected my learnings, my internship experience, and my vision for the HR role.

To the upcoming batch, I want to say this: begin early, Make use of every mock interview, soft skills session, and faculty interaction. Read, speak, listen—and most importantly, reflect because when preparation meets self-belief, success becomes inevitable.

In the end, a placement is not just about a company choosing you—it's about choosing the person you've worked so hard to become.



Pragun Kaushal
Batch of 2023-2025

When I first stepped into IBS, I never imagined how transformative the next two years would be. Like most students, I was driven, hopeful, and unsure of where the road would lead. Today, as I begin a new chapter with PwC, IBS has played an instrumental role in shaping both my professional skills and personal confidence.

The journey wasn't always easy. There were deadlines, presentations, long nights of preparation, and moments of self-doubt. But what made the difference was the support system around me—the faculty who constantly challenged me to think bigger, the peers who pushed me to perform better, and the numerous opportunities IBS offered, from live projects to mock interviews and corporate interactions.

The rigorous training, practical exposure, and soft skills I developed at IBS were key in helping me navigate the selection process with clarity and confidence.

As I move forward in my career, I carry with me not just the knowledge from textbooks, but real lessons in resilience, teamwork, and ambition—all thanks to IBS. I am proud to be an IBSian and deeply grateful for everything this institution has given me.



WOMEN WOVEN WITH WILL POWER

We have dreams that shine like stars,
Even if the road is full of scars.
We won't stop, though people try,
To hold us back or question why.

We don't need gold to feel complete,
Or someone's riches at our feet.
We respect the wealth that others own,
But want to stand on strength we've grown.

A cotton saree from our own pay,
Worn with pride at the end of the day.
Not borrowed shine, but honest sweat—
We wear our worth without regret.

They say "slow down," but we run fast,
Focused on futures, not the past.
We build, we break, we rise again,
With fire in heart and thoughts so plain.

We don't wait for a seat to be given,
We carve our space, bold and driven.
Not just beauty, not just grace—
We are vision, voice, and fearless face.

We are not weak for wanting more,
We knock, we build, we open the door.
No guilt for goals, no shame in tryin',
We hustle hard, no use in lyin'.

So here we stand, proud and free,
Living life on our own decree.
Unapologetic, bold and true—
We are women. And we are you.

BOOK REVIEW

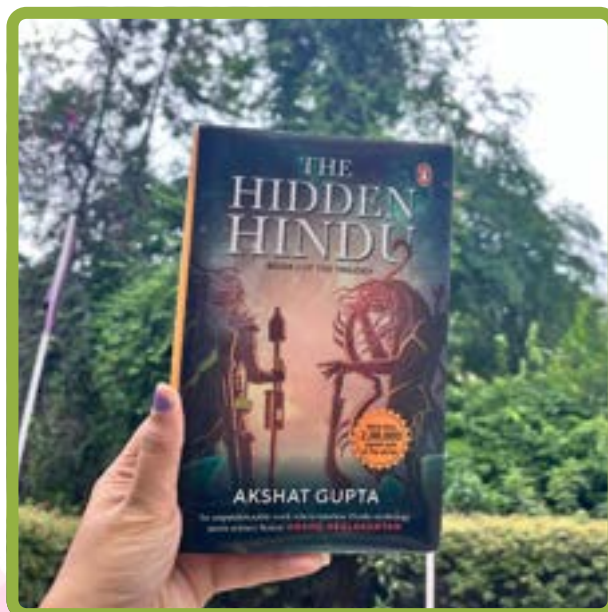


THE HIDDEN HINDU

Deepanshi Rai

Batch of 2024-2026

“THE HIDDEN HINDU” by Akshat Gupta is a thrilling mythological fiction novel that blends ancient Indian history with modern-day mystery. The story revolves around Om Shastri, a man who claims to be over 5,000 years old, having lived through the Mahabharata Era and beyond. He is captured under mysterious circumstances and kept under high-security surveillance, where a team of expert interrogators interrogates him to uncover the truth. As Om begins to reveal secrets buried deep in Indian mythology, the team is drawn into a world of immortals (Chiranjivis), hidden realms, and forgotten tales of Sanatan Dharma. The narrative explores questions about rebirth, karma, divine powers, and whether mythological legends could be real. With every chapter, new layers of mystery unfold, connecting science, spirituality, and history in a compelling way. The fast-paced storytelling, rich mythological references, and unpredictable twists make it a fascinating read. The book is the first in a trilogy and sets the stage for an even deeper exploration of Indian mythology. It's perfect for readers who enjoy mythology with a modern thriller twist.



Creativity Corner



Khushi Vitthal
Batch of 2025-2027

Creativity Corner



Prachi Khubchandani
Batch of 2025-2027



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