



Prerana

INNOVATE . BUILD . SUCCEED



JUNE 2024

DY. DIRECTOR'S DESK



Prof. Soumitra Samaddar
Dy. Director (Placements)

Dear Reader,

Welcome to this June 2024 edition of our in-house Prerana Magazine!!

In today's fast-paced business landscape, technological innovations are not just transforming industries but also redefining the skill sets required for management professionals.

It is crucial to stay ahead of the curve by understanding and embracing these emerging technologies. Let's explore some of these groundbreaking technologies and discuss how they can enhance your employability.

Artificial Intelligence (AI): AI is revolutionizing industries by automating tasks, enhancing decision-making, and providing deep insights through data analytics. As future managers, understanding AI can help you innovate and streamline business processes.

Knowledge of AI can be a significant differentiator during placements, showcasing your ability to leverage technology for strategic advantage.

Block chain: Originally known for foundation of cryptocurrencies, block chain technology is now being adopted across sectors for its potential to enhance transparency, security, and efficiency in transactions and record-keeping.

Familiarity with block chain can position you as a forward- thinking candidate, ready to tackle issues in finance, supply chain management, and beyond.

Internet of Things (IoT): IoT connects devices and systems, enabling smarter operations and enhanced data collection. Understanding IoT can help you propose innovative solutions in fields like manufacturing, healthcare, and logistics.

Employers value candidates who can envision and implement IoT strategies to improve operational efficiencies.

Augmented Reality (AR): AR is transforming user experiences in retail, real estate, education, and more by overlaying digital information onto the real world. Skills in AR can set you apart in sectors focused on enhancing customer engagement and training experiences.

Remember that staying updated with technological trends is not just about acquiring knowledge, but about demonstrating a proactive approach to learning and adaptation.

Employers are looking for individuals who can anticipate changes, embrace innovation, and drive progress within their organizations.

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EDITOR'S DESK



Ms. Dipti Inamdar
Soft Skills Trainer, IBSP

Greetings Esteemed Readers,

As a faculty mentor and editor for our quarterly student magazine, I'm glad to present to you the June 2024 edition of Prerana Magazine. Each edition brings different perspectives, insights and showcases the creativity and brilliance of our writers. Our magazine serves as a canvas for the same.

Our open theme for this edition has encouraged our students to express ideas on a wide range of topics ranging from their personal anecdotes to their final placements. The edition showcases articles on versatile topics focusing on various aspects of student life and development, explores the influence of social media on human relationships, and the significance of personal and professional growth. Beyond academics, it talks about the importance of maintaining a good LinkedIn profile for management students. Additionally, we are also featuring institutional articles like Convocation 2024, off campus brainstorming activities and coverage on student SIP and final placement experiences and creative content.

As an editor, it is very rewarding to see our young minds thinking and writing. Their creative minds are honed and it is amazing to see them penning down their thoughts beautifully, enhancing their thought process and writing skills. My role is to create an environment conducive for the student team to push their creative boundaries and bring out the best in them. It is an absolute pleasure to see the outcome after their work is published.

Each edition is a result of the collaborative efforts put in by the student magazine team, strongly supported and mentored by the faculty editorial team. I congratulate the student team for their diligent efforts keeping up with the time frame!

I invite all the readers to enjoy the June 2024 issue of Prerana. My heartfelt thanks to the editorial team, faculty and students who have contributed to this edition.

Your feedback and suggestions are valuable to us.

STUDENT EDITORIAL



Kulveen Kaur
Batch of 2023-25

Greetings Esteemed Readers,

With great pleasure, we present to you the remarkable June edition of the Prerana Magazine. As always, this issue is a testament to the collective talent and dedication of the faculty, students, and club members of IBS Pune. Within these pages, you will discover a captivating array of content, ranging from insightful reflections to practical advice, all centered around the theme of "Innovate, Build, Succeed."

Our primary aim for this edition was to provide a platform for our diverse writers to explore and express their innovative ideas and success stories. As a result, the content in this magazine showcases a wide spectrum of groundbreaking endeavors, promising a stimulating and enriching reading experience. From personal narratives to professional insights, this edition caters to a diverse range of interests and passions.

We trust that you will thoroughly enjoy the thought-provoking articles, immerse yourself in the excitement of club and institution highlights, and find inspiration in the creative expressions throughout. The contributors to this edition have poured their hearts and minds into its creation, making it a true reflection of the vibrant intellectual and creative spirit that defines our IBS Pune community.

We invite you to sit back, relax, and embark on a captivating journey through the diverse innovations and successes of our brilliant contributors. May this magazine serve as a source of both enjoyment and enlightenment, igniting your own drive to innovate, build, and succeed along the way.

Wishing you a truly enriching and inspiring reading experience!

TEAM PRERANA

MENTORS



Capt. Nitin Joshi



Ms. Dipti Inamdar

TEAM



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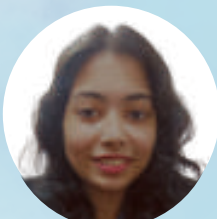
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ARTICLES:

STUDENT, FACULTY & INSTITUTIONAL
ARTICLES

THE POWER OF WORDS



Prof. Sudhir Dravid
Faculty, IBSP

In the grand scheme of human civilization, communicating with each other through any mutually understandable language is one of the most important aspects. Through the correct use of language, one can communicate one's thoughts, opinions, emotions effectively. However, when used incorrectly, it can end up in amusing or embarrassing situations.

A Few Illustrations:

• “Lost in Translation”:

When General Motors introduced the Chevy Nova (a very popular car model) in South America, the company was unaware that the Spanish expression “No Va” means “It won't go”. Indeed, the sales of that model “didn't go” anywhere far! And Mercedes Benz market name in China was translated to “Bensi”, which meant “rush to die” in Mandarin - not an ideal name for a car company.

• “The Perils of Auto correct”:

In today digital age, we are in such a hurry to post that whatsapp message, that we often don't notice an “incorrect” or unintended auto correct!

Wife: Happy Birthday to you! Happy Birthday to you! Happy Birthday to dead husband!
Happy Birthday to you!

Husband: Thanks. I assume you meant “dear”

Wife: Yes!!! I mean that is a crazy autocorrect! Sorry babe.

Maybe autocorrect has never figured out that you're (not your) “doing well”. . . not “doing we'll.” And then you type “gave”, but it wants you

to say “have.” Or it may even think that swapping words like “baked” and “naked,” or “stapler” and “stalker,” is a good idea. (Don't think so).

• “Tongue Twisters”:

Try repeating Peter Piper picked a peck of pickled peppers; or “She sells sea shells on the sea shore”. If you get good at this, proceed onwards to “Red Blood Blue Blood Black Blood”.

• “Malapropism” – viz. using a similar sounding word

For example, if you use “Statue” instead of “Stature”, you might end up saying “He was a man of great statue”. And if you wanted to say “He's a man of erratic habits” but used a wrong word in place of erratic, well, no need to explain... Take care of your words, mind your language, and all will be well!

SOCIAL MEDIA'S IMPACT ON HUMAN CONNECTIVITY



Tarang Patel
Batch of 2023-25

In an era where social media claims to foster connectivity, mounting evidence suggests it may be achieving the opposite. Rather than fostering genuine interactions, these platforms often exacerbate feelings of isolation and division.

A significant way social media contributes to disconnection is by substituting face-to-face interactions with virtual ones. While online communication can be convenient, it lacks the depth and nuance of in-person conversations. Essential nonverbal cues, like body language and facial expressions, are missing, leading to potential miscommunication and superficial relationships.

The growing popularity of social media has fundamentally transformed family dynamics, often at the expense of valuable time spent together. Before the rise of these platforms, family dinners were a precious time for bonding and discussing the day's events. Conversations flowed effortlessly, allowing family members to bond and support one another. Today, while families may still meet around the dinner table, the availability of mobile phones has greatly reduced meaningful engagement. Instead of conversing, people are immersed in their social media feeds, reducing significant family communication to just a few moments.

This has a major effect on the younger generations. Generation Z, in particular, is missing out on important lessons and customs that were formerly passed down through family connections. Their heavy dependence on social media, compounded by early exposure to digital content, restricts their ability to learn from their parents, grandparents, and the community as a whole. This problem is caused by parents who, in an attempt to calm their young children, turn to digital distractions like YouTube cartoons. This early dependency on

screens sets the stage for limited real-world engagement, which has a long-term impact on the child's development and connections with family members.

In conclusion, social media frequently destroys actual human contact and disturbs family dynamics. To offset its harmful impacts, individuals and families should schedule device-free interactions, prioritize in-person conversations, and participate in group activities. Parents may model responsible technology usage and provide alternatives to digital distractions for their children. By actively restricting our usage of social media, we may build better, more meaningful interactions and restore crucial real-world connections.



APPLY THESE FILTERS



Capt. Nitin Joshi
Soft Skills Trainer, IBSP

We are living in a world that is overflowing with information. We have access to information at the click of a button and carry all the world's data in our pockets. It is very easy to get overwhelmed by this data and information. Add to this the user friendly nature and the attractive interfaces of our devices; we end up wasting a large part of our time on useless scrolling and viewing.

Imagine this scenario – You log on to YouTube to watch a video on a specific topic. You see videos about the latest happenings in politics with catchy titles and feel like watching just one video. The next thing you know is that you have wasted more than an hour of your time on such videos. Sounds familiar? Been there and done that?

While it is a good thing to gather information and learn new things, remember that we are all human beings with limited time and energy. Also, just taking in information without processing it is like eating without digesting; we all know how that ends. So, the next time you are tempted to spend time on any platform gathering information, apply these filters: -

1. Will it add value to my life? In other words, will it help me in my work or bring joy to my personal life?
2. Is the content relevant to me?
3. Does it support my aim and objective in life? (Leisure and relaxation can be an aim at a specific time.)
4. Am I taking time off from another useful venture to pursue this?

If the answers to the first three questions is 'yes' and the answer for the fourth question is 'no', you are on the right track. These filters are equally

applicable to the information / data available in our immediate environment. This may be in the form of gossip or rumors or even a casual conversation. If you are investing time on it, the returns should justify the time so spent.

As mentioned above, leisure and relaxation can be the aim sometimes. Actually, they are required from time to time. But we need to be discreet about the time spent on these. After a point, leisure and relaxation become a waste of time. Do not feel compelled to join a conversation or go online just because you are not doing anything. The quality of inputs may actually not be worth it.

Last but not the least, apply these filters to self-development also. There is a lot to learn in every domain. You will be spending money, time and energy in learning. At the end of it, you should not feel like it was a wasted effort. Before you sign up for the course just because your friend just did, pause and ask yourself the filter questions.

JOURNEY OF A WALLFLOWER TO SOCIAL BUTTERFLY



Kavya Vijay
Batch of 2023-25

IBS Pune isn't just a business school; it is a metamorphosis. Stepping into the vibrant campus as a shy person was initially daunting, however, all my experiences in this institute have helped me blossom into a social butterfly. I feel blessed as I found a supportive network of mentors who challenged me to step outside my comfort zone. Their gentle push (sometimes a firm shove) led me to discover new facets of my personality. If I was feeling nervous, they would encourage me to participate in public speaking events. Seeing their trust in me, pushed me to move out of my shell and grab new opportunities.

I joined the digital representative team, transforming from a social media novice to the one managing IBS Pune's official handles. It was a daunting yet exhilarating experience. The exciting clubs at IBS Pune are a breeding ground for creative thinking. Surrounded by diverse and talented individuals, I discovered a new side of myself – the one who thrived on brainstorming and collaboration. These clubs also helped me to foster

everlasting friendships. We weren't just classmates; we were now a support system for one another, cheering each other on through the ups and downs of academic life. The healthy competitive environment at IBS Pune pushed me to be more proactive, a quality that earned me a coveted badge holder position.

These shared experiences forged an unbreakable bond, a testament to the fact that the friends you make in MBA programs become friends for life. I feel incredibly grateful that I am a part of this beautiful IBSP family. IBS Pune didn't just equip me with business acumen; it empowered me to discover the confident, outgoing person I never knew existed. This remarkable journey of self-discovery will forever be a cherished chapter in my life.



BEYOND THE CLASSROOM: SHEDDING LIGHT ON THE PERSONAL AND PROFESSIONAL DEVELOPMENT OF STUDENTS



Shreya Soni
Batch of 2023-25

“Unleash your potential, the classroom is just the beginning”

Throwing the light onto the area of education, the classroom frequently acts as the foundation of learning. However, the genuine nature of holistic growth extends beyond its boundaries. Internships, volunteer work, and extracurricular activities are cornerstones that help students grow personally and professionally.

Internships provide students with vital chances to bridge the gap between theoretical knowledge and real-world applications. By immersing themselves in professional settings, students develop practical skills, industry insights, and essential networking opportunities. These experiences not only improve students' academic performance but also provide them with the tools they need to succeed in their chosen fields.

Similarly, volunteer activity encourages personal development and social responsibility. Community service helps individuals develop empathy, compassion, and a better knowledge of society's challenges. Whether tutoring poor children, taking part in environmental clean-up activities, or volunteering at local shelters, these experiences instill ideals of charity and civic involvement that reach far beyond the classroom.

Extracurricular activities supplement academic pursuits by developing talents, polishing leadership abilities, and instilling a sense of community. Joining a sports team, participating in student clubs, or pursuing artistic hobbies all provide opportunities for self-expression and self-discovery. They also teach students significant lessons in time management, teamwork, and resilience, all of which are essential for success in any effort.

Internships, volunteer work, and extracurricular activities help students develop into well-rounded individuals who are prepared for success in the workplace and beyond. They offer opportunities for personal growth, skill development, and meaningful connections that enhance the educational experience. As a result, universities must recognize the value of these experiential learning opportunities and incorporate them smoothly into the academic curriculum. By doing so, they may raise a generation of children who are not only academically adept but also socially conscious, emotionally sophisticated, and ready to contribute meaningfully to society.



CULTIVATING YOUR PERSONAL BRAND: WHY LINKEDIN MATTERS FOR MANAGEMENT STUDENTS



Prof. Spurti Sushil
Faculty, IBSP

The landscape of Indian business is fiercely competitive. For students pursuing their MBA, a well-honed personal brand is no longer a nicety, it's a necessity. While academic excellence remains paramount, the digital age presents a powerful tool in LinkedIn: a platform to showcase your unique capabilities to potential employers.

What is a Personal Brand?

Think of your personal brand as your public-facing professional identity. It's a curated representation of your skills, experiences, values, and career goals. A strong personal brand goes beyond just a resume; it tells a compelling story about who you are as a management professional and the impact you can make.

Why is Personal Branding Important?

In today's digital world, your online presence often forms the first impression for potential employers. A strong personal brand on LinkedIn allows you to:

- **Increase Visibility:** Stand out from the crowd and get noticed by recruiters and hiring managers actively searching for talent.
- **Differentiate Yourself:** Highlight your unique skills, experiences, and career aspirations, setting yourself apart from other applicants.
- **Establish Authority:** Position yourself as a thought leader within your chosen field by sharing insightful content and engaging in industry discussions.

Strategies for Aspiring Management Professionals:

By strategically leveraging LinkedIn and the following tips, you can cultivate a management brand that sets you apart.

Crafting a Compelling Narrative: Invest in a professional headshot and a concise summary that emphasizes your core strengths, career objectives, and areas of interest.

- **Quantify Your Skills:** Don't merely list your skillset; substantiate them! Include relevant coursework, projects, and achievements that demonstrate your leadership, analytical thinking, and communication prowess.
- **Active Engagement and Networking:** Proactively participate in industry discussions, share insightful articles, and connect with professors, alumni, and professionals relevant to your desired career path. Liking and commenting demonstrates your informed engagement.
- **Content as a Differentiator:** Contribute well-researched articles, blog posts, or even original content related to management trends or challenges. This positions you as someone who's actively engaged with the business landscape and eager to contribute.

Avoiding Common Pitfalls:

- **Maintaining Professionalism:** Edit meticulously! Grammatical errors and typos create an unprofessional image.
- **Curating Professional Content:** Maintain a professional online persona. Refrain from sharing personal opinions on controversial topics or posting irrelevant content.
- **Beyond Passive Presence:** Avoid being a silent observer. Engage with others' posts, participate in discussions, and foster genuine connections.
- **Focus on Demonstration:** Showcase achievements that demonstrate your capabilities rather than simply listing accolades.

EMBRACING THE JOURNEY OF LEARNING: WHERE CURIOSITY FUELS DISCOVERY AND KNOWLEDGE GUIDES THE PATH



Kamna Agrawal
Batch of 2023-25

Picture a vast ocean of knowledge, each wave a new lesson, each tide an opportunity for growth. This is the realm of education, a boundless sea where curiosity becomes the compass, guiding us through uncharted waters.

Imagine standing at the shore, the horizon stretching endlessly, inviting us to dive in. Our thirst for knowledge propels us forward, pushing boundaries and encouraging exploration. Like the mariner driven by the stars, we navigate through books, lectures, and discussions, each moment a chance to discover something new.

Curiosity adds color to our academic pursuits, injecting our studies with enthusiasm and purpose. It's the spark that ignites a scientist's quest for innovation, the drive behind an artist's masterpiece, and the determination in a leader's mission for change. Curiosity is the heartbeat of education, making learning not just a task but an exhilarating adventure.

However, the pursuit of knowledge is not without its challenges. The deeper we dive, the more we realize the vastness of what we don't know. Yet, this realization doesn't deter us; instead, it humbles and motivates us to strive further. It teaches us resilience, patience, and the importance of perseverance.

Think of Einstein, whose curiosity about the mysteries of the universe led to groundbreaking theories, or Marie Curie, whose relentless quest for scientific discovery changed the world. Their journeys remind us that education is not a destination but a continuous process of growth and enlightenment.

The key is to balance our thirst for knowledge with the wisdom to apply it meaningfully. Education provides the framework for our curiosity to flourish, reminding us of the bigger picture—the long-term vision of personal and societal progress.

Remember, learning is a journey, not a race. Savor each moment, embrace the challenges, and let your curiosity guide you. The world of knowledge awaits, so dive in and explore its infinite possibilities.



UMAR BHAR KI YAARIYAN : FINDING LIFELONG FRIENDSHIPS AT IBS



Pavan B Kumar
Batch of 2023-25

When I first arrived at IBS Pune, I was an introvert, uncertain of what lay ahead. However, beyond the "9 lakh ki degree," the most valuable gift I received was "Umar bhar ki yaari" – friendships that last a lifetime. College friendships shape us profoundly. Each encounter with a stranger can evolve into a beautiful, chaotic, and fulfilling relationship. I remember meeting someone on the first day and finding them annoying, only for them to become my closest friends. Roommates, who know our darkest secrets, often become our most trusted confidants.

These bonds form despite our diverse backgrounds. Coming from different parts of India, we navigate cultural differences and still forge strong connections. These friendships push us out of our comfort zones. For instance, I hesitated to participate in extracurricular activities, but my friends dragged me to the Fresher's Ramp Walk. Though I was scared, the experience boosted my confidence and left me with cherished memories.

Friendships also change our perspectives. After a disappointing C1 exam, some friends were devastated, while others were thrilled to pass without much effort. Balancing these extremes taught me the value of different viewpoints. Friends help moderate our quirks; one may panic at the slightest issue while another remains calm even in a crisis, making it fun to be around them.

These experiences reveal new aspects of ourselves. As Jean Paul said, "Each friend represents a world in us, a world possibly not born until they arrive, and it is only by this meeting that a new world is born."

Our closest friends see us as we truly are, not as we present ourselves to the world. They can be annoying, but life without them would be unbearably dull. In essence, these friends bring necessary chaos to our peaceful lives.



TEACHING WITH CASES (TWC) SEMINAR AT IIM-A



Dr. Shradha Gupta
Faculty, IBSP

In my endeavour to grow from good to better; I attended a two-day Teaching with Cases seminar jointly organized by Harvard Business Publishing Education and IIMA at IIMA on 12-13th April 2024. I was privileged to be part of the engaging sessions of Prof. V G Narayanan, Thomas D. Casserly Jr., Professor of Business Administration, Harvard Business School, and Prof Saral Mukherjee, Associate Professor, IIMA. It was an immersive and exhilarating experience to interact with over 40 academicians and non-academicians from notable institutes across India.

The workshop aimed to discuss and learn the pedagogy of teaching with cases to make the management graduates a better manager by making them learn how to make decisions, eventually leading to making decisions a habit. The first-day sessions were led by Prof. V.G Naryanan taking a few cases and demonstrating the art of teaching with cases. The most important skill in case teaching is the art of questioning; one of the pillars of case pedagogy along with listening and responding. Further conversation happened on the preparation of a teaching plan for conducting a case. It involves opening a case, discussing pastures, handling landmines, and lastly closing the case. The discussion also included the use of long language modules like ChatGPT in preparation for the teaching plan.

Prof. Saral Mukherjee from IIMA introduced us to another compelling 30-year-old case highlighting the point that cases might be old but the business situation remains relevant and discussion may give valuable insights and innovative solutions. The assignments and hands-on exercises during the workshop helped in learning about nuances in preparation and conducting cases like how to make

the session engaging for students, the emotions of students as the instructor responds or does not respond to their points, how the same case can be taken so differently in different courses with a multitude of objectives, facts of group dynamics among teachers teaching the same case etc. The biggest takeaway from the session was the introduction of KASH for students i.e. knowledge, attitude, skills, and habit. The seminar ended with the presentation of certificates to all participants.



FREEDOM OF MEDIA IN INDIAN DEMOCRACY



Pragun Kaushal
Batch of 2023-25

Media freedom is the cornerstone of a vibrant democracy, acting as a watchdog, an informer, and a platform for diverse voices. In India, the world's largest democracy, the freedom of the press is essential for maintaining transparency, accountability, and an informed citizenry. The Indian Constitution, under Article 19(1)(a), guarantees the right to freedom of speech and expression, encompassing press freedom. This right ensures that the media can report on government actions, expose corruption, and hold power to account without fear of reprisal.

A free press is critical for transparency, allowing citizens to make informed decisions and participate actively in democratic processes. However, the reality is more complex. Increasing reports of harassment, intimidation, and violence against journalists threaten this freedom. The misuse of laws like sedition and defamation to silence dissenting voices undermines the democratic fabric. These actions create a climate of fear, discouraging investigative journalism and critical reporting.

The digital era has revolutionized media, giving

rise to social media platforms and online news portals. While these platforms democratize information dissemination and give voice to the marginalized, they also pose challenges. The spread of misinformation and fake news can lead to social unrest and polarization, making media literacy and regulation more crucial than ever. To safeguard media freedom in India, several measures are necessary. Legal reforms to prevent the misuse of laws against journalists, protection for media personnel, and support for independent journalism are essential steps. Promoting ethical journalism and educating the public about media literacy can also strengthen this pillar of democracy.

In conclusion, media freedom is vital for a healthy democracy. In India, protecting this freedom ensures that the media can continue to serve as a watchdog, a conduit for information, and a platform for diverse voices, ultimately strengthening the democratic process.



ALUMNI MEET



Dr. Saumya Misra
Associate Dean, IBSP

ICFAI Business School, Pune organized an Alumni Meet with the theme "Navrang" a Holi Bash on 16 March 2024 at The Westin, Koregaon Park, Pune.

The event commenced with the opening address delivered by Prof Samaddar, Dy Director, IBS Pune welcoming the alumni and sharing the achievements of the current batch. This was followed by Prof Jyoti Tilak, Director, IBS Pune addressing the alumni on the importance of responsibility, accountability, and positive attitude. The Director also thanked the alumni for mentoring the students through the Alumni Buddy Mentoring Program.

The meet celebrated the vibrant spirits of the alumni with a splash of colors and memories! From heart-warming reunions to exciting games, this Holi bash was filled with joy and nostalgia.

Alumni from different batches (Batch 2000 to 2023) came together to reminisce their college days and create new memories.

It was a day of reconnecting, reminiscing, and engaging in fun games. Alumni from diverse backgrounds gathered to celebrate their shared journey and accomplishments. The event also featured an Alumni Felicitation, highlighting success stories and encouraging networking opportunities. Col Ram Gopal, Dy Director, IBS Pune along with the Director presented tokens of appreciation to them. The event closed with Dr. Saumya Misra, IBSAF coordinator, IBS Pune proposing a vote of thanks.



OFF CAMPUS BRAINSTORMING ACTIVITIES



Capt. Nitin Joshi
Soft Skills Trainer, IBSP

The faculty and staff members of IBS Pune got a well-deserved break from their routine. On 14th of March, they all made their way to the picturesque hill station of Lonavala for an offsite where work was combined with fun. Everyone gathered at the famous Anna Idli in Baner in the morning for breakfast. After breakfast, the team boarded a bus and the journey to Lonavala was filled with fun, singing, and dancing. The destination was Rhythm - a resort at Lonavala.

After checking in and settling down, the offsite kicked off with a team building activity in the conference room – 'Build a Town'. The six teams which were created on the spot brought their engineering, architecture and town planning skills to the fore. But more than anything else, they displayed a sense of collaboration and teamwork. In record time, a town was created right there with a residential area, a commercial complex, a hospital, a recreational area and world class road network. Looking at the speed and efficiency of the execution, there was a discussion about offering our services for the ongoing metro project. But in consideration of the upcoming academic year, the plan was dropped.

Post a sumptuous lunch, there was a subject-wise presentation on the plans for the new academic year. One by one, the faculty members presented their thoughts and ideas on how their subject would be taught more effectively. There was a serious sharing of ideas with valuable inputs from the director, deputy director academics, deputy director placements, and the placement managers. While this was going on, the admin and support staff took part in an activity named 'Start, Stop, Continue'. They gave suggestions for making IBS Pune an even better place to work in. Some of the inputs are under active consideration.

The evening was all about fun and laughter. Everyone let their hair down and took part in games, dances, and fun activities. Everyone had to display their talents, hidden and not-so-hidden. The team games once again reinforced the spirit of team bonding and teamwork.

On the morning of the 15th, breakfast was followed by one more round of syllabus discussion and plans for the upcoming academic year. After this, everyone gathered for the mandatory group photograph and boarded the bus for the return journey. The two-day outing set the 'Rhythm' for the coming academic year.



WORK SHOP ON AIML



Dr. Girish Kulkarni
Faculty, IBSP

One-day work shop on AIML was arranged for the faculty members and placement managers of IBS Pune on 14th May 2024. Mr. Hitesh Motwani was the trainer and the workshop aimed to equip teachers and placement managers with the knowledge and tools to effectively integrate AI into educational and placement processes. This integration aimed to enhance both teaching methodologies and student placement outcomes, ensuring that educators and placement professionals are well-prepared to leverage AI technologies in their respective fields.

The session began with an introduction to AI in education, providing an overview of AI technologies, their evolution, and current trends. Participants then explored AI-enhanced teaching methodologies, including personalized learning platforms, and possibilities of automated grading systems. The application of AI in student placement

services also covered, focusing on resume screening, job matching, interview preparation, and career counselling.

Practical demonstrations allowed participants to engage with AI tools and platforms used in education and placement processes. Additionally, the session addressed ethical considerations and challenges, such as data privacy and the ethical use of AI in decision-making. The session concluded with insights into future trends and innovations in AI. Participants gained an enhanced understanding of AI and its applications in education, placement and collaboration, fostering a community of practice around AI integration in education and placements.



MINDFUL ART WORKSHOP



CA Pallavi Murdeshwar
Dean - Placements, IBSP

“Art washes away from the soul, the dust of everyday” - Pablo Picasso

When was the last time you focused on your thoughts and feelings? Are you at peace with yourself? How often do you check your mobile notifications? We are living in a cluttered environment... distracted by the ‘noise’ around. The noise of traffic, people, mobiles (and numerous other gadgets!), and the ‘noise’ of our own thoughts. In this chaotic, cluttered, distracted world, remaining mindful is a challenge. Mindfulness is the art of being aware of your surroundings; being engaged in the present moment. Techniques like meditation, yoga, and art can help you move towards being ‘mindful’.

Zentangle is an easy, fun and relaxing art, creating structured patterns called tangles. Rick Roberts (a monk), along with Maria Thomas (an artist) combined art and meditation to create Zentangle, which is now widely used as a therapeutic art. The intricate repetitive strokes help relax the mind and improve focus. Warli is the folk art form originating from the warli tribe of north Maharashtra. The tribal women used simple, yet attractive motifs to beautify their homes, focusing on elements of nature, and depiction of village life.

Art is a fun way to de-stress and to connect with oneself, and with others. It is also a great way to explore one’s creativity. The staff and faculty members of IBS Pune were engaged in a fun-filled Mindful Art workshop over 4 sessions. Besides learning basic patterns / borders, participants made bookmarks, zentangle tiles, and an A5 size warli artwork. The group thoroughly enjoyed the process of ‘creating’. Many picked up an art sheet and sketch pens after years, and displayed enthusiasm and excitement that is often lost in our daily routine.

We managed to wash away some bit of ‘dust’ accumulated in our lives!



SIP PRESENTATIONS: A CHRONICLE OF INTERNSHIP ACCOMPLISHMENTS

The culmination of months of dedication and industry experience unfolded at IBS Pune as the 2023-2025 batch presented their Summer Internship Program (SIP) projects on June 8th and 9th, 2024. This two-day event witnessed a vibrant atmosphere where students transformed from scholars to seasoned professionals, showcasing their internship journeys to a distinguished panel. The evaluation process involved a meticulous blend of perspectives. Company guides, external experts, and IBS faculty members comprised the panel, ensuring a well-rounded assessment. Students, brimming with enthusiasm, presented their projects, detailing the intricacies of their work undertaken during the three-month internship period. The presentations delved into a diverse range of industry experiences. From marketing campaigns and financial analysis to data science applications and operational streamlining, the projects mirrored the breadth of the IBS Pune curriculum and its focus on industry preparedness. A compelling aspect of the presentations was the students' candid discussion of challenges faced during their internships. From navigating complex corporate structures to adapting to unfamiliar technologies, the young professionals showcased their resilience and problem-solving skills. One student, for instance, spoke about overcoming initial communication barriers in a cross-cultural work environment. Another highlighted his experience of independently tackling a technical hurdle, demonstrating initiative and resourcefulness. The presentations were followed by a rigorous question-and-answer session. The panel, with their combined industry knowledge and academic expertise, engaged the students in thought-provoking discussions. Questions explored the theoretical underpinnings of the projects, their practical applications, and the student's future career aspirations. The evaluation criteria encompassed not just the technical aspects of the



Deepesh Patel
Batch of 2024-26

projects but also the students' presentation skills, their ability to answer questions confidently, and their overall professional demeanor. Witnessing the students navigate these evaluations was a testament to the holistic education imparted at IBS Pune. The SIP presentations served as a powerful display of the talent nurtured within the walls of IBS Pune. The students emerged from this experience not just with valuable industry exposure, but also with honed presentation skills, enhanced confidence, and a deeper understanding of their chosen fields. As the presentations concluded, a sense of accomplishment filled the air. The event marked a significant milestone for the students, and a promising glimpse into the future generation of industry leaders nurtured by IBS Pune.



FINDING ZEN ON CAMPUS: CELEBRATING INTERNATIONAL YOGA DAY



Dr. Pradeep Sadarpatil
Faculty, IBSP

In harmony with the global initiative, ICFAI Business School, Pune reverberated with the spirit of well-being on International Yoga Day, June 21st, 2024. Uniting students, faculty, directors, and non-teaching staff, the event fostered a sense of holistic health within the academic environment.

The morning unfolded with a rejuvenating yoga session led by the esteemed yoga guru Mrs. Ashwini Bhise. Her guidance resonated through the auditorium from 8:30 am to 9:30 am, accompanied by calming background music. This carefully curated ambience transformed the session into an engaging exploration of yoga. Participants actively embraced various practices, including asanas (postures), pranayama (breathing exercises), and meditation.

The program culminated in the felicitation of Mrs. Ashwini Bhise by Prof (Col) N Ram Gopal. As a testament to yoga's transformative power, sir shared his personal

experiences of improved health through regular practice. Dr. Pradeep Sadarpatil, concluded the session, emphasizing the importance of integrating yoga into daily life. He encouraged students to make yoga a cornerstone of their well-being, especially considering the demands of a corporate career. Dr. Sadarpatil further delivered a warm vote of thanks, expressing gratitude to all participants and organizers.

This International Yoga Day celebration at ICFAI Business School served as a powerful reminder that physical and mental well-being are integral aspects of academic excellence. By promoting yoga as a holistic practice, the event empowered students and faculty to embrace a healthier and more mindful approach to life on campus and beyond.



27TH CONVOCATION CEREMONY FOR THE CLASS OF 2024



Dr. Girish Kulkarni
Faculty, IBSP

The 27th Convocation Ceremony for the Class of 2024 of ICFAI Business School (IBS), Pune, was held on Saturday, June 22, 2024, at the Suzlon One Earth Auditorium in Pune. The event was graced by the presence of the Chief Guest, Mr. Robin Banerjee, Chairman of Nucleon Research Pvt Ltd, and the Guest of Honor, Mr. Kulwinder Singh, Chief Marketing Officer of SG Analytics.

Prof. Jyoti Tilak, Director of IBS Pune, officially opened the event with an address highlighting the accomplishments of IBS Pune. She emphasized the school's efforts to integrate senior corporate guests as practicing managers to share their insights with students, alongside ongoing mentorship sessions offered by a dedicated faculty. Prof. Tilak stressed the importance of being independent and efficient managers, encouraging graduates to bring glory to their companies, families, and country.

Mr. Kulwinder Singh, in his address, focused on the importance of learning from failure, treating it as a 'breakthrough' rather than a 'breakdown.' He shared his personal experiences with failure and emphasized the need to embrace and learn from it, as we often encounter failure more than success.

The Chief Guest, Mr. Robin Banerjee, delivered the convocation address, discussing the ABCDEs of soft skills: Attitude (A), Bearing (B), Communication skills (C), Discretion (D), and Ethics (E). He highlighted their importance for personal and professional growth. Mr. Banerjee also stressed the significance of understanding finance, operational efficiency, unique selling propositions, risk management, technological enablement, and the importance of people in organizations.

The ceremony included the unveiling of the IBS Pune Yearbook by the dignitaries. A total of 138

students were conferred with PGPM certificates. The Gold Medal for the best student, along with a cash award of Rs 20,000, was awarded to Mr. Sugandh Gupta, while the Silver Medal with a cash award of Rs 10,000 was awarded to Ms. Nidhi Agarwal. The 'Smt. Chandrika Kuty Memorial Award' for the most deserving all-rounder girl student went to Ms. Vaishnvi Shukla.

The event concluded with a vote of thanks proposed by Prof. Col. N. Ram Gopal.





VOICES OF EXPERIENCE :

INTERNSHIP, PLACEMENTS & BEYOND

PLACEMENT REVIEWS



Anurakshit Gaur
Batch of 2022-24
(SG Analytics)

I am delighted to share that I have been appointed as an investment banker at SG Analytics. From the moment I stepped foot on campus, it was clear that IBS Pune takes student placement seriously. The faculty and dedicated placement team work tirelessly to cultivate well-rounded individuals, both personally and professionally. My experience was truly outstanding. IBS Pune doesn't just focus on finding students' jobs; they invest in individual development.

This starts with internships (SIPs) and continues with workshops on presentation skills and mock interviews. These mock interviews, featuring industry professionals on the panel, were eye-opening for me. They weren't just practice sessions; they were immersive personality development experiences. Each step of the process, guided by IBS, became a valuable learning opportunity. This commitment to growth played a significant role in my placement.



Ifra Zainab
Batch of 2022-24
(Markets and Markets)

I am placed in Markets and Markets, Pune, as a research associate. The bustling streets of Pune were a far cry from the familiar comfort of my small town. But amidst the initial cultural shock, there was an exhilarating buzz—the start of my PGPM journey at ICFAI Business School, Pune.

Adapting to academic rigor was no easy feat. The professors, renowned for their expertise, pushed me beyond my comfort zone, fostering intellectual growth. But alongside this, the placement team became my silent cheerleaders. Aptitude classes, mock interviews, and industry insights equipped me with the confidence to conquer any interview room.

The most significant takeaway is not just the placement, but the transformation I've undergone. Leaving ICFAI, I'm not just a graduate but a well-rounded individual with a broader perspective, sharpened skills, and a newfound confidence.

PLACEMENT REVIEWS



Mrunmai Nande
Batch of 2022-24
(PWC)

To quote Nelson Mandela, "Education is the most powerful weapon you can use to change the world." The ICFAI Business School carried it out. I received coaching from the professors, the soft skills team, and the placement team, which helped me perform well in the interview and land a job with PWC as a tax consultant. IBS gave me the self-assurance to show myself by assisting me in developing my soft skills. IBS Pune's faculty members have assisted me in finding the answers to my inquiries and have offered me advice when needed. I will be forever grateful to the college and the faculty members for kick starting my professional journey.



Shashank Agrawal
Batch of 2022-24
(Kotak Mahindra Prime Ltd.)

My journey at IBS Pune was more than just academics; it was a launchpad for my career aspirations. The institution's focus on practical learning and industry exposure equipped me with the skills and confidence to excel in the real world. During my internship at CSB Bank, I gained valuable insights into the banking sector and honed my analytical and problem-solving skills. The guidance and mentorship provided by the IBS faculty and placement team throughout this process were invaluable. Landing my final placement at KMPL was a dream come true. The rigorous curriculum at IBS Pune, combined with the mock interviews and GD sessions, prepared me thoroughly for the rigorous selection process. I am grateful for the opportunities and support I received at IBS Pune, which played a pivotal role in securing my dream job.



Nidhi Agrawal
Batch of 2022-24
(WNS Global Services)

Landing my dream job wouldn't have been possible without IBS's phenomenal placement support. Not only did they ensure a smooth process, but their commitment to the soft skills sessions conducted throughout the semester, both before and during placements, which have been instrumental in refining my interpersonal abilities, has truly made the difference. The IMPACT lectures have not only provided insights into various companies but also shed light on market dynamics, emphasizing the importance of continuous upskilling in today's rapidly evolving business landscape. Putting these learnings into practice, honed by exceptional faculty support, led me to achieve the highest package on campus at WNS Global Services.

SIP REVIEWS

I explored the world of share markets with Future Generali Life Insurance Company India Limited. Through the study of indicators, candlestick patterns, and intraday trading, interns obtained useful knowledge about the workings of the market.

Examining case studies such as "The Failure of YES Bank" and "Scam 1992," the program clarified ethical issues in the market and regulatory obstacles. Furthermore, a thorough grasp of market evaluation was offered by fundamental analysis, which included the Gordon Growth Model.

Interns' skills were further enhanced by practical portfolio creation exercises and client acquisition techniques that connected theory and practice. All things considered, the curriculum gave investors the knowledge and skills they needed to successfully negotiate the intricacies of the financial markets.



Karishka Srivastava
Batch of 2023-25

I'm Debangshu Dutta, a PGPM student at ICAI Business School, Pune. I was a marketing intern at Pantaloons, part of Aditya Birla Fashion and Retail Ltd. My internship at Phoenix Market City Pune, offered a comprehensive view of the fashion and retail industry covering visual merchandising, customer relationship management, data analysis, and marketing campaigns.

During my time at Pantaloons, I learned about the brand's positioning, focusing on providing fashionable yet affordable products. I gained insights into consumer segmentation and targeted marketing to boost sales and customer loyalty. I explored various marketing techniques, including online marketing and in-store visual merchandising, and understood how data analytics drive marketing decisions. Collaborating with the sales team, I saw the direct impact of marketing campaigns on sales. I also learned the importance of an omnichannel strategy for a seamless customer experience and the growing significance of sustainability in marketing.

This internship has been a transformative experience, blending academic knowledge with real-world applications, and equipping me with valuable skills for my future career.



Debangshu Dutta
Batch of 2023-25

SIP REVIEWS

My summer internship at SSPL, a real estate company has been transformative. As a Digital Marketing intern, my role was to revamp strategies for "The Strand," their residential and commercial project. From captivating Instagram reels to informative YouTube videos, I honed my creative skills to attract and engage potential buyers. Beyond sales, I also contributed in amplifying SSPL's brand awareness, resonating with the target audience. In three months, I mastered Canva and navigated social media algorithms, efficiently managing Instagram, YouTube, Facebook, and LinkedIn for maximum reach. This internship experience has been both rewarding and enlightening.



Kavya Vijay
Batch of 2023-25

My internship at Bharti Axa Life Insurance Company has been transformative, providing hands-on experience in equity research through fundamental and technical analysis, tax planning, and portfolio creation. Exploring diverse investment options like IPOs and engaging in wealth management, I analyzed mutual funds and examined various case studies, gaining insights into financial scams and crises. These experiences have equipped me with invaluable skills for a career in finance. From understanding fundamentals to navigating complexities, each lesson learned serves as a stepping stone towards confidently traversing the dynamic world of finance, shaping my professional journey with profound insights and practical expertise.



Muskan Damwani
Batch of 2023-25

My name is Raj Patel, and I worked as a marketing intern at Shoppers Stop. This endearing journey started in the month of February, and it was a great learning curve. Various aspects of marketing like customer retention, customer loyalty, customer interaction, product management, brand management, inventory handling, keeping track of performances, visual merchandising, and feedback through the Net Promoter Score were emphasized here. All these learnings gave me an idea of how retail stores operate and why an organization like Shoppers Stop is very successful. I am extremely grateful to ICFAI Business School and my faculty guide, for providing me with this crucial opportunity.



Raj Patel
Batch of 2023-25

SIP REVIEWS

Immersed in Agile Capital Services' summer internship in New Delhi, I experienced a dynamic blend of Finance & Marketing roles. From promoting insurance products to engaging in finance projects, every day was a learning adventure. This internship was a crucible for refining communication, financial, and marketing skills, while also nurturing personal growth and expanding professional networks. Exploring the intricacies of the BFSI sector provides hands-on experience and invaluable industry insights. Punctuality was the key to fostering discipline and efficiency. As I journeyed through this transformative experience, I gained practical skills and a deeper understanding of finance and marketing, setting a strong foundation for my future endeavours.



Navya Kapoor
Batch of 2023-25

In the dynamic realm of real estate, understanding the market landscape is key to success. At Shapoorji Paloonji Real Estate, market research and lead generation are pivotal in driving growth. As an intern, I witnessed firsthand the importance of diving deep into competitor strategies and customer preferences.

By conducting thorough research, we uncovered potential leads and prioritized them based on conversion potential. But it's not just about gathering data – it's about innovation. We collaborated across teams to develop unique sourcing strategies that set us apart from the competition.

Digital marketing, targeted campaigns, and forging new partnerships were our tools for sustainable growth. With a finger on the pulse of the market, Shapoorji Paloonji Real Estate aims to stay ahead of the curve, delivering value and excellence in every venture.



Nishant Kachhawa
Batch of 2023-25

SIP REVIEWS

At Figments Experience Lab, my role as a research intern was exhilarating. Collaborating with seasoned professionals, I delved into diverse projects, from user testing to data analysis. Each day presented new challenges, pushing me to expand my skills in human-centered design and research methodologies. Engaging with cutting-edge technology and innovative concepts was truly inspiring. Despite occasional hurdles, the supportive team environment fostered continuous learning and growth. Overall, my internship at Figments Experience Lab was an invaluable opportunity to gain hands-on experience and contribute to meaningful projects in the field of experiential design.



Satarupa Banerjee
Batch of 2023-25

I embarked on an insightful journey as an HR intern at Transcendence Human Resources Pvt Ltd. As a recruiter, I delved into end-to-end recruitment processes, sourcing candidates, and aligning job descriptions with client needs. This experience was a profound learning journey. Every task was a stepping stone towards professional growth. This summer internship program reinforced the significance of adaptability and collaboration in achieving organizational goals. I am filled with gratitude for the opportunity provided by ICFAI Business School Pune and Transcendence. Their trust and support have been instrumental in my professional development, laying a strong foundation for my future endeavors in the HR domain.



Shravnee Padwal
Batch of 2023-25

THE ALUMNI CORNER



Abhiraj Madan
Training Manager- Agency Health
(TATA AIG)

I started my career as Management Trainee in the year 2022 with TATA AIG at Hubli, Karnataka which is between Bangalore and Pune. In the previous department (Motor Claims), there was given different responsibilities and was also involved with different projects as per the company's requirements. At the new phase of my career, the organization had given the chance to align with customer relationship management, stakeholder management, customer eccentricity in the field of automobile and giving a valuable outcome to the company. After completing one year I got transferred to Bangalore and was promoted to manager and was given to head Karnataka and Goa in stakeholder management fulfilling the needs of corporate and consumers.

I am interested to train people in development and softs skills with respect to product and behavioral management. So, I joined Learning and Development team (TATA AIG ACADEMY) after serving 2 years at the current organization. In the current job role, the company has given me to handle North and North East to give training to

our stakeholders and employee for better sustainability and growth. The main objective to move into the leaning and development team is to understand the needs of stakeholders and fulfil company's vision for better upliftment with respect to professional and personal growth also.



ART GALLERY



Ritoban Basu
Batch of 2024-26



Prutha Purohit
Batch of 2023-25



POETRY CORNER



Khushboo Nema
Batch of 2024-26

Is it a 6 or 9 ?

Some chapters are incomplete!
Or...they simply don't need a perfect end.
We see those fables as a 'whole'
while they are ultimately just a part of life's book!
Likewise...it's all about the way you perceive,
two people on either side...can find a digit to be 6 or 9.
Try to look the other way round coming over your uniformed
stiff view and you'll find queries resolved and sometimes your
relations saved!
Looking a shooting star, the childish self always make a wish,
but for some, that's just a burning rock arriving from space!
Ah! Perspective again.
So...just try acceptance and see things changed!

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