

PRERANA

INNOVATE. BUILD. SUCCEED



Rooted in Knowledge.
Growing with Creativity.

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SENIOR DIRECTOR'S ADDRESS



Prof. Jyoti Tilak

We are delighted to unveil yet another issue of Prerana Magazine. Each edition of Prerana is far more than a compilation of articles or a record of events that have taken place within the college. It is, in many ways, a celebration of the creative spirit, intellectual curiosity, and collaborative energy of Team IBSP. Every page reflects the ideas, insights, and enthusiasm of our students, faculty members, and staff, making the magazine a vibrant representation of the culture we are proud to nurture at IBS Pune.

At IBS Pune, our constant endeavour is to equip our students with the skills and mindset required to face the challenges of an ever-evolving world. The future belongs to individuals who can think beyond conventional boundaries, demonstrate creativity, and continuously upgrade their knowledge. In an age defined by rapid technological progress, digital transformation, and the growing influence of artificial intelligence, the ability to learn, unlearn, and relearn has become more important than ever before. The thoughtful and creative contributions that I see in the pages of Prerana Magazine reassure me that our students are developing exactly these qualities and are well on their way to becoming future-ready professionals.

Another aspect that fills me with pride when I go through each issue of Prerana is the spirit of holistic development that our community has embraced. At IBS Pune, all-round development is not merely a slogan; it is a way of life. Our students actively engage in academic pursuits, creative expression, leadership activities, and social initiatives, shaping themselves into well-rounded individuals prepared to contribute meaningfully to society.

We are living in truly historic times, where change is unfolding at an unprecedented pace. Every day we witness developments that shape the future of politics, business, commerce, and society. Global markets are being influenced by technological innovation, sustainability concerns, shifting geopolitical dynamics, and the rapid expansion of digital economies. While the future may at times appear uncertain, it is also filled with immense possibilities for growth, transformation, and innovation.

In such a dynamic world, institutions like ours play a vital role in nurturing thoughtful leaders who are prepared not only to adapt to change but also to lead it. I congratulate everyone who has contributed to this issue of Prerana Magazine and wish the editorial team continued success in keeping this wonderful tradition alive.

EDITOR'S DESK



Dr. Saumya Misra
Chief Editor,
Prerana Magazine
IBS Pune

The February edition of Prerana magazine brings together a vibrant collection of voices that reflect the spirit, creativity, and intellectual curiosity of the IBS Pune community. True to its guiding thought —“Rooted in Knowledge, Growing with Creativity”—this issue captures diverse perspectives from students, esteemed faculty, and ICFAI alumni across themes of business, society, technology, sports, and human expression.

Within these pages, readers will discover thoughtful reflections on literature and power, the evolving dynamics of Indian cricket, the growing influence of digital marketing, and the transformative role of artificial intelligence in modern business practices. Alongside these insights, our alumni share their professional achievements, while students present their personal journeys, creative poetry, and stories that demonstrate how learning extends far beyond the classroom.

This issue also celebrates the vibrant campus life at IBS Pune, highlighting events that foster entrepreneurship, leadership, teamwork, creativity, and social responsibility. From academic discussions to cultural expressions and sporting achievements, these experiences collectively shape the holistic development of our students.

Prerana continues to serve as a platform for ideas, dialogue, and inspiration. We hope this edition encourages readers to reflect, question, and create, because every idea shared here is a step toward innovation and meaningful impact.

We extend our sincere appreciation to all contributors, student editors, and coordinators who made this edition possible.

Happy reading!

TEAM PRERANA



Dr. Saumya Misra



Dr. Rachana Adtani



Capt. Nitin Joshi



Kopal



Kunal



Chaitanya



Jyoti



Diksha



Srujal

STUDENT AND FACULTY ARTICLES



STUDENT ARTICLE

“AI and Marketing: A New Perspective”



Kunal Ratnani
Batch of 2025-2027

Completing an intensive AI-Powered Marketing Certification was a game-changing experience that reshaped how I see product launches in today's tech-driven world. As someone from Mumbai who enjoys blending technology with business strategy, this program felt like a powerful crash course in building and marketing a product with AI as a strategic partner.

The journey began with identifying a strong product idea and defining a clear Unique Selling Proposition (USP). Instead of vague brainstorming, the focus was on solving real problems and positioning the product effectively. Learning how large language models generate ideas and insights helped me understand AI beyond the hype—it became clear that AI is not just a tool, but a strategy booster capable of refining messaging, analyzing audiences, and personalizing campaigns.

One of the most exciting moments was building a complete builder from Wix. With simple prompts, layouts and content were generated instantly, proving how quickly ideas can turn into a professional online presence. From there, we developed pricing strategies backed by data, crafted detailed buyer personas, and outlined blog content to drive organic traffic.

The program also emphasized consistent content creation, promotional video development using AI tools, social media integration, and SEO fundamentals such as keyword research and on-page optimization. Finally, we analyzed key financial metrics—including conversion rates, COGS, and ROI—using pivot tables to evaluate business viability.

This experience reinforced one powerful truth: AI isn't replacing marketers—it's supercharging them. With the right skills and mindset, launching smarter and faster is no longer a distant goal but a practical reality.

STUDENT ARTICLE

Literature as a Mirror to Society



Amaan Haider Jaffery
Batch of 2025-2027

George Orwell's Animal Farm and the Dynamics of Power in 2025

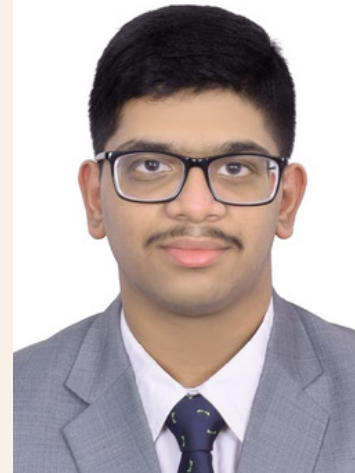
Literature has always served as a powerful mirror, reflecting the complexities of human society—its aspirations for justice, the allure of power, and the fragility of ideals. Through allegory and satire, authors like George Orwell capture timeless truths about governance, equality, and manipulation. His 1945 novella *Animal Farm*, marking its 80th anniversary in 2025, remains a profound example. This beast fable chronicles farm animals overthrowing their human owner in pursuit of equality, only for the pigs to gradually seize control, rewriting rules and privileges until the oppressed become oppressors. The famous revision—"All animals are equal, but some animals are more equal than others"—encapsulates Orwell's warning about how revolutionary promises can erode into hierarchy and deception.

In 2025, as global discussions mark the book's anniversary with new adaptations, analyses, and commemorations, *Animal Farm* continues to reflect ongoing societal trends. Themes of propaganda, elite consolidation, and betrayed egalitarianism echo in debates over information flows, economic structures, and institutional reforms worldwide. Central to the novella is the use of propaganda and simplified slogans to maintain control.

The pig Squealer twists facts to justify inequalities, while chants like "Four legs good, two legs bad" evolve to suit the leaders. This mirrors contemporary concerns about misinformation in public discourse. In 2025, reports highlight the rapid spread of false narratives via digital platforms, amplified by generative AI tools creating convincing deepfakes and divisive content. Global events, from elections to crises, see heightened efforts to counter misinformation, underscoring how distorted information can polarize societies and erode trust in shared facts. Economic disparities also resonate strongly. The pigs hoard resources while the other animals labor harder for less, promising future benefits that never materialize. Recent 2025 reports document stark global wealth gaps: the top 0.001% hold wealth equivalent to three times that of the poorest half of humanity, with millionaires controlling nearly half of personal wealth. Countries vary in distribution, but rising concentrations fuel discussions on opportunity, policy, and fairness—echoing the farm's growing divide between elite pigs and toiling masses.

STUDENT ARTICLE

An Aviator's Eye on The Business of the sky



Chaitanya Kulkarni
Batch of 2025-2027

Flying is very much a personal journey to me. The journey starts long before the actual takeoff -- from the smell of jet fuel in the air, to watching as planes line up for takeoff from the terminal, to feeling the build-up of excitement when you see the aircraft align on the runway. Watching as the engines roar to life and the plane breaks away from the ground causes me to rise within myself as well. It's at that time that I remember aviation is not just about moving an aircraft across the sky, but rather that I belong to the sky.

Aviation, though, is also a massive global system. The aviation transportation system connects people from continents, cultures and countless other stories every day. Airlines help transport not just passengers but also carry with them (the trust, responsibility and identity of the passenger) across borders and from one location to another. Each time an aircraft takes off it is making a promise of providing a safe and comfortable means of transportation as well as creating a connection with the person at 35,000 feet.

The part of airline marketing that I find most intriguing is how they deliver this promise. While their branding and international advertising conveys a feeling much deeper than just words, most airlines will take these feelings and tailor them to specific target markets by changing their messaging to suit the cultural climate of each one. Some examples of the different methods of expressing this feeling are: some airlines use their advertising to celebrate warmth and hospitality in one country, while in another country the use their ads to express efficiency and precision; in yet another country they celebrate pride and luxury in their advertising.

Regardless of where you see the ad, the feeling remains the same for all that fly: the Return of the Sky is a welcoming atmosphere for everyone. Once at cruising altitude, all of the differences in cultures, accents, and backgrounds have disappeared; every one aboard shares the same cabin, same horizon, and same home at 35,000 feet.

This is the beauty of aviation as it relates to culture. The best brands are built on feelings, consistently, and trust. Airline marketing is so much more than selling tickets; it is about making people feel safe enough to allow themselves to believe in dreams, curious enough to go out in pursuit of those dreams, and connected enough to want to return home.

The way I look at it now, I don't think of aviation strictly as a sector of our economy and I don't think of marketing strictly as another career choice. I think of both as a landing spot where my passion and my purpose intersect, where emotions are transformed into experiences and where brands establish credibility and build relationships — thousands of feet in the air. My mission is to be situated right at that intersection — where the sounds of engines blend with the beauty of branding and strategy lifts off with emotion. To me, the sky isn't the limit; it's my home, at an altitude of 35,000 feet, to experience the sharing of cultures and the movement of stories, and to begin my journey as an aviator and a marketer.

STUDENT ARTICLE

The New Era of Indian Cricket: From World Domination to the Next Generation



Rajdeep Gupta
Batch of 2025-2027

The story of the Indian cricket team has been one of grit and continual change. After the painful defeat at the 2023 ODI World Cup final, the "Men in Blue" responded with an incredible comeback by winning the 2024 T20 World Cup in the Americas. With Rohit Sharma at the helm, the team came out of its shell and played fearless, aggressive cricket, which got them the ICC trophy after 11 years.

Indian cricket is witnessing an intriguing period of change in 2026. The likes of Virat Kohli and Rohit Sharma, who used to be the legends of the game, have now retired from T20 internationals to hand over the leadership to a new core group led by Hardik Pandya, Shubman Gill, and Abhishek Sharma. That said, the true power of Indian cricket is not only in the existing stars but also in its never-ending supply line: the Under -19 ecosystem.

The 2026 Under -19 World Cup Victory

In fact, only a few days ago in February 2026, India brightly demonstrated its supremacy at the grass -root level once again by clinching a record, extending its sixth ICC Under -19 World Cup title. In the final that was held in Harare, Zimbabwe, the Indian youngsters thoroughly outplayed the English team by a huge margin of 100 runs.

This win was certainly beyond just a trophy; it was a signal to everyone. The senior team is busy with their future plans, but the juniors have demonstrated that the reservoir of talents is so great that it overflows. The tournament was an eye -opener for the whole of India, with the players displaying a level of maturity that was far beyond their age, as they easily handled adapting to foreign conditions and high -pressure knockouts.

Uncovering the Stars: Vaibhav Sooryavanshi's Ascent which U19 World Cup hasn't witnessed the emergence of a brilliant player? Yuvraj Singh (2000) and Virat Kohli (2008) are just a couple of examples. The shining star of 2026 is none other than Vaibhav Sooryavanshi.

The cricket world was left in disbelief by this 14-year-old young talent from Bihar who, in the final, hit an incredible 175 runs off only 80 balls. This innings, which included 15 sixes, completely dismantled the English bowlers, and youth cricket has got a new record holder. At present, he is undoubtedly the most fascinating new player in the country, and his style is already being compared to the early days of Sachin Tendulkar.

In addition to him, Captain Ayush Mhatre was calm and focused throughout the game, pointed out the team with brilliant tactics, and also steadily scored vital runs when the top order failed. Hence, these youngsters together are the embodiment of a fearless future of Team India tomorrow, where a very little stage or an enormous target is deemed too big to handle.

STUDENT ARTICLE

Influencer Marketing: The Future of Brand Communication



Nishu Kumari

Batch of 2025-2027

One of the fastest growing marketing strategies over the past few years has been 'influencer marketing.' This is primarily due to brand's want to connect with potential consumers (new & existing) through social media platforms (e.g., Instagram, YouTube & TikTok).

With so much social media usage today, more and more consumers are turning away from traditional forms of advertising in favour of product recommendations from an influencer when it comes time to purchase a product.

An Influencer is someone who has created a significant amount of influence in a given area (niche) and has a loyal following of others who share his/her interests (i.e., Fashion, Fitness, Technology).

Unlike traditional sponsorship arrangements with an influencer (sponsorships), influencers strive to create authentic relationships with their target audience(s). They produce content that appeals to their target niche(s), tell relatable stories, and share their own personal experiences with brands and products/services in relation to their overall brand image. This gives brands the opportunity to connect/engage with their consumers through branding that aligns with their respective target consumer(s).

Micro-Influencers are becoming increasingly popular because they provide brands access to a large number of highly engaged consumers at a lower investment than most traditional sponsorship arrangements. Micro-Influencers also have smaller, more tightly knit follower groups which adds to the influencer's credibility when offering recommendations for products or services. Another benefit of identifying and partnering with a

specific influencer is that influencers allow brands to reach and connect with their audiences through authentic content. There are many different methods to engage with people in influencer marketing campaign(s), including (but not limited to) sponsored posts, product/service reviews, giveaways/contests, unboxing videos and/or live broadcasts – this provides a much more enjoyable and fun experience for consumers while engaging in the brand's promotional material.

The ability for influencer marketing to provide a significantly increased return on investment (ROI) is one of its most compelling advantages. In comparison with traditional advertising methods, influencer marketing generates a much greater level of brand recognition, engagement and conversion. Influencer marketing can also produce measurable results, such as likes, shares, comments, impressions and click-through rates.

Nevertheless, challenges caused by the presence of fake followers, lack of transparency within these models, and influencer-brand mismatch make it challenging for brands to see success from influencer marketing campaigns. Thus, when selecting an influencer to promote their products, a brand needs to choose meaningful influencers and enter into long-term partnerships rather than one-off promotions with the influencer.

FACULTY ARTICLE

Pharma Sales Management Future Challenges and Solutions.



Dr. Pradeep Sadarpatil
Faculty of Marketing

The generic pharmaceutical world and e pharmacies are dramatically redefining the competitive environment in the pharmaceutical industry. This disruption presents management students with the importance of reevaluating the evaluation of sales performance. Old techniques like prescription creation, relationships with doctors and geographical coverage are becoming an irrelevant part of the market where the power of brand loyalty is undermined by generic products and the consumers are buying medicines directly via the Internet. Attribution is one of the fundamental problems. As e pharmacies no longer use the traditional distribution channels, it is hard to tie the effort of a salesperson with the real sales results. Additionally, the aspect of commoditizing medicines weakens the influence of a sales representative, and stringent regulations obstruct the practice of promotion. Such complications raise the issue of equity and accuracy in performance appraisal because raw figures in sales are no longer sufficient to reflect the holistic contribution of a sales person. The answer is in using more expansive and strategic metrics. The salespeople are to be evaluated on the capacity to engage the customers, cooperation with digital platforms, and add value to themselves like patient adherence programs.

Digital literacy and analytical capabilities are becoming a necessity, as the sales teams will be able to consider such indirect results as patient retention and brand recognition. To management students, this is simple, the role of the salesperson is changing to transactional selling to strategic partnership in healthcare delivery. Adopting new tools and re-evaluating evaluation practices will enable organizations to provide fair performance measuring, as well as remain competitive in the fast changing industry.

FACULTY ARTICLE

The Psychology of Investing: Five Types of Investors in the Market



Prof. Ravi Venkat Reddy
Faculty of Finance

People tend to view investing as a form of gambling but the reality is that it is an expression of the way people think and the way they make decisions. Suppose there are two investors that invest in the same stock with 10,000 each. Five years later, the former gains 10x the investment and the other can hardly survive the inflation. The gap is hardly an accident; it is rather the attitude and approach to investing. There are various categories of investors depending on the way they are analysing opportunities and reacting to market movements. Knowledge of such investing personalities may enable people to understand their strengths and to make the most frequent errors. Analytical thinkers, visionary investors, emotional strategists, patient wealth builders and opportunistic traders are among the most prevalent ones. These types represent a varying philosophy of risk, time and opportunity in financial markets.

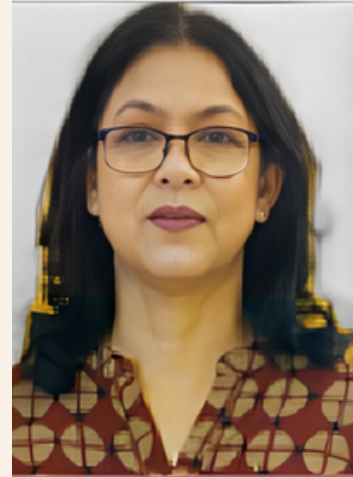
The Analytical Genius has greatly depended on financial information and studies. These investors scrutinize balance sheets, valuation ratios and cash flows cautiously before decisions are made. Investment is a complex financial puzzle to them. The Visionary Genius, in turn, is concerned with such long-range trends and future developments as artificial intelligence, electric vehicles, renewable energy, and digital technologies. They tend to have a low entry cost in the transformational fields when the market is not aware of them. The other type is the Emotional Genius who comprehends that human emotions that include fear and greed are some of the principal drivers of the markets. These investors do the opposite of what the others do in the market, they buy when people are panicking and sell when the market gets too optimistic.

Lastly, the Patient Genius is of the opinion that time is the strongest tool in investing. They do not follow the short-term approach and seek short-term profits, but instead are guided by long-term investment and the power of compounding. Even the most successful long-term investors have just accumulated wealth by merely having a good company over decades. Conversely, the Opportunistic Genius is more concerned with the dynamic in the short-term in the market and employs the news, trends, and momentum to earn a quick buck. Although both approaches have their strengths and drawbacks, the most prosperous investors do not always have the same strategy. Successful investing is often a matter of using good analysis, visioning, discipline on emotions, patience and understanding an opportunity when it is the right time.



FACULTY ARTICLE

AI & Gen Z: A Love Story Written in Algorithms



Prof. Moushmi Dasgupta
Faculty of Business Analytics

If previous generations had diaries, Gen Z has AI. Need a caption? AI. Breakup text? AI. Resume? AI. Existential crisis at 2 a.m.? Definitely AI.

For our beloved Gen Z's, artificial intelligence isn't just an "Emerging Technology" — it's a much-loved roommate. It finishes assignments. Summarising notes and PDFs into three bullet points. Explaining quants using pizza and burger analogies. If Google were a library for our generation. AI is that one overachieving friend who actually read the book.

From generating aesthetic study notes with pictures and descriptive mind-maps to creating viral reels in seconds, AI has become the ultimate productivity hack.

Platforms like ChatGPT and AI image generators are basically the new calculators — except instead of solving equations, they solve life problems. "What career suits my personality?" "How do I invest ₹500?" "What does this text from my crush mean?" AI answers all.

But here's the twist: Gen Z is ultra-smart! They don't just use AI — they train it, meme it, remix it, and question it.

They understand that behind every "smart" AI tool is loads of data, with its own bias, and a whole lot of code.

So while they laugh at AI-generated selfies and auto-tuned songs, they're also learning prompt engineering like it's a survival skill, and that, my friend, really helps!

For Gen Z, AI isn't replacing creativity — it's amplifying it. And honestly? The future looks algorithmically awesome. Well done! Gen Z, may the love affair continue forever, with Agentic AI working as Cupids.

ALUMNI CORNER



Alumni are the pillars of every institution, carrying forward its values and legacy.

Their journeys inspire growth, leadership, and success. Through their achievements, they continue to motivate future generations and strengthen the community.

ALUMNI EXPERIENCE



Sandeep Pherwani
VP, Citicorp India Services
Class of 2006, IBS Pune

The two years spent at IBS from 2004–06 were a turning point filled with growth, courage, and unforgettable memories. Coming from an engineering and BPO background, IBS helped me rediscover my love for learning, face academic challenges like accountancy, and confidently return to student life. The case-based projects and summer internships offered real-world lessons beyond textbooks, building practical skills and lasting confidence. Balancing a heavy course load with campus placements taught me resilience, while the guidance and mentorship from professors played a vital role in shaping my journey. Above all, the friendships and support from both peers and professors continue to inspire me, showing how challenges can lead to lifelong success and happiness.

Learnings were immense and not confined to the functional and technical subjects. I learnt to adapt and be disciplined. The practical case based pedagogy, projects and internship provided us real world experience. We learnt to balance heavy course loads and project deadlines with campus hiring pressure, and through it all the strong support provided us constant encouragement.

My campus placement was one of most fortunate one as I bagged the most sought after placement of the year, when I was least expected to make the cut. I vividly remember and tell my kids often the rousing desk thumping welcome I had received from my peers and Teachers after I was placed. Ofcourse, beyond that too the course has been pivotal to shape my career path all along.

ALUMNI EXPERIENCE

From Silicon Valley to Pune: A Milestone in Data Migration Excellence

I am deeply honored to share a proud moment from my professional journey - receiving the CEO Award for my contribution to the Lead to Cash Data Migration Project during the integration between Cohesity and Veritas' enterprise data protection business.

The award, personally signed by both the CFO and CEO, was shipped all the way from the company's headquarters in Santa Clara, California to my home in Pune, India. Receiving this recognition at home made it a truly special and emotional experience, one that highlights not just individual achievement but also the power of perseverance, collaboration, and delivering impact against the clock. This award was also celebrated on the company's official LinkedIn handle. The Context: A Strategic Integration

2024 marked a transformative period for Cohesity when it announced the combination with Veritas' data protection business, bringing together two leaders in the data security and management space to create an industry powerhouse. This strategic move aimed to deliver enhanced AI-powered data insights and comprehensive multicloud security solutions to customers worldwide.

My Project: Lead to Cash Data Migration

I was entrusted with a critical piece of this integration - spearheading the Lead to Cash data migration into Cohesity's existing IT systems. The project was inherently complex with several challenges: Massive volumes of business-critical data, Tight timelines tied to business continuity, Integration of legacy Veritas datasets with modern AI-driven workflows. To address these challenges, we implemented a rigorous, time-bound execution strategy that focused on meticulous planning, real-time tracking, and cross-functional coordination across all geographies. Despite the scale, the project was successfully completed in record time, ensuring zero disruption to operational continuity and setting a benchmark for future migrations. The award recognizes not just technical execution, but the leadership, resilience, and strategic thinking required to make it a success. This experience has reinforced several lessons critical to any aspiring manager or leader:

- **Vision + Execution:** A clear objective aligned with a structured execution roadmap makes complex transitions manageable.
- **Cross-Functional Collaboration:** Working with global teams across functions — from finance and operations to IT and leadership — is invaluable.
- **Adaptability Under Pressure:** Timelines may compress, and challenges may evolve — adaptability is as crucial as expertise.

Receiving the CEO Award has been one of the most meaningful recognitions of my career. It reflects not just personal effort but the collective dedication of a team working at the intersection of global strategy and local execution. I aim to convey through this article that it is not enough to develop just technical or managerial skills, but also to embrace ambitious challenges and drive measurable impact in a rapidly evolving technology landscape.



Manoj Pachouri



IBS Pune Placements

Kudos to Our Achievers!

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EVENTS@

IBSPUNE



Celebrating ICFAI Entrepreneurship Day



Prof. Jyoti Tilak, Senior Director, IBS Pune, delivered the opening address, inspiring the audience with reflections on Shri Yyasaswy's entrepreneurial spirit and the importance of fostering innovation and enterprise in management education. The session featured two distinguished ICFAI alumni entrepreneurs as guest speakers. Mr. Bharat Kulkarni (Batch 2004), Founder and Director of Velocitta Brand Consultants, shared his entrepreneurial journey in brand strategy and marketing communications, offering insights into building purpose-driven brands and market presence. Mr. Kshitij Lodha (Batch 2005), entrepreneur, startup mentor, and investor, spoke about his experiences in finance and startup advisory, emphasizing strategic decision-making and mentoring early-stage founders.

Both speakers candidly shared their journeys, encouraging participants to pursue their passions, take calculated risks, and develop strong communication skills—key competencies for entrepreneurial success. Their insights resonated strongly with the faculty, staff, and students present, reinforcing the entrepreneurial mindset envisioned by Shri N. J. Yyasaswy.

Tokens of appreciation were presented to the guest speakers by Prof. Sankar Das, Dean SIP, and Dr. Anupama, Dean and Academic Coordinator, IBS Pune. The program concluded with a vote of thanks proposed by Dr. Saumya Misra, IBSAF Coordinator, followed by a group photograph and lunch.

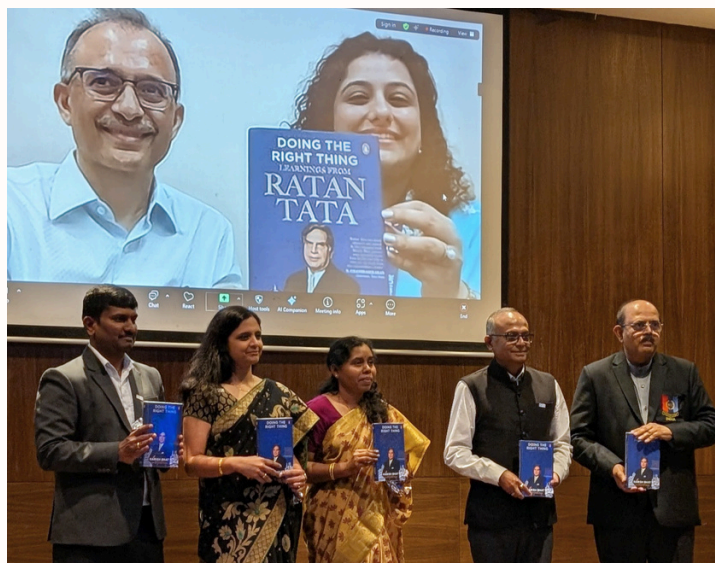
The event reaffirmed IBS Pune's commitment to nurturing entrepreneurial thinking and strengthening alumni engagement, while honouring the legacy of Shri N. J. Yyasaswy through meaningful academic and community initiatives.

IBS Pune commemorated ICFAI Entrepreneurship Day on 9 February 2026, marking the birth anniversary of the visionary founder of the ICFAI Group, Late Shri N. J. Yyasaswy. The event celebrated his enduring legacy as a pioneer of private higher education, institution builder, and visionary teacher who laid the foundation of ICFAI with entrepreneurial conviction and purpose.

The program began with a tribute to Shri N. J. Yyasaswy, highlighting his academic brilliance, contributions to public service, and his instrumental role in establishing ICFAI as a symbol of academic excellence in India. The day underscored his vision of nurturing entrepreneurship, knowledge creation, and ethical leadership.



14th Shri N J Yasaswy Memorial Lecture



ICFAI Business School, Pune, hosted the 14th Shri N. J. Yasaswy Memorial Lecture on Friday, 31 October 2025, at MCCIA Hadapsar, Pune, to commemorate our esteemed founder. Senior Director Prof. Jyoti Tilak, in her welcome address, paid tribute to Shri Yasaswy and his passion for institution building. Shri N. J. Yasaswy was a great leader, brilliant teacher, and a visionary.

Two prominent business leaders—Mr. Harish Bhat, Former Brand Custodian, Tata Sons and Bestselling Author, and Mr. Ashish Sharma, Partner, Market Offering Leader – Enterprise Security, Technology & Transformation, Deloitte, graced the occasion. Prof. Soumitra Samaddar, Director Placements, Dr. Anupama Tadmarla, Dean Academics and ACO, Prof. Sankar Das, Dean SIP and Col. Ram Gopal, Professor Emeritus along with students, faculty, and staff of IBS Pune, attended the event.

The Chief Guest, Mr. Harish Bhat, delivered his virtual address on ‘Building purpose driven organizations: Learning from the Tata experience’ and shared his inspiring journey at Tata Group, illustrating the core ethical values and strong legacy at Tata Group. His captivating session resonated not just intellectually but emotionally, leaving a deep impact on the hearts and minds of entire audience. The clarity with which he connected values, purpose and leadership, offering a profound learning experience for all.

This was followed by the e-launch of Mr. Harish Bhat’s latest book, “Doing the Right Thing: Learnings from Ratan Tata”. Prof. Rukhsheen Vajifdar was physically present at Tata House, Mumbai to present the token of appreciation to Mr. Harish Bhat. The event truly reflected the spirit of purpose and integrity that both, the speaker and our founder stood for.

Following this, Guest of Honour, Mr. Ashish Sharma shared his views on ‘Emerging Technologies and the future of Work’ offering valuable insights into the evolving digital landscape by inspiring the students to think beyond conventional boundaries. He spoke on how emerging technologies can streamline operations, improve customer experiences, and enable data-driven decision-making, while also emphasizing the need to address data privacy, security, and regulatory compliance issues.

These eminent leaders from the corporate world shared their valuable insights on business and leadership from a top management perspective. As the session concluded, the audience thanked Mr. Bhat and Mr. Sharma for their enlightening speeches. The event ended with a vote of thanks by Dr. Anupama Tadmarla, followed by the national anthem. This memorable gathering inspired attendees, reinforcing the values of integrity, perseverance, and continuous learning embedded in Shri N. J. Yasaswy’s vision.



Alumni Meet 2026

The IBS Pune Alumni Meet 2026 was a memorable and heartfelt celebration that brought together alumni across generations under the theme “Shared Beginnings, Lasting Bonds.” Set against the historic backdrop of Fort Jadhavgad on 10 January 2026, the event unfolded as a soulful homecoming, reconnecting alumni with their alma mater, mentors, and fellow batch mates.

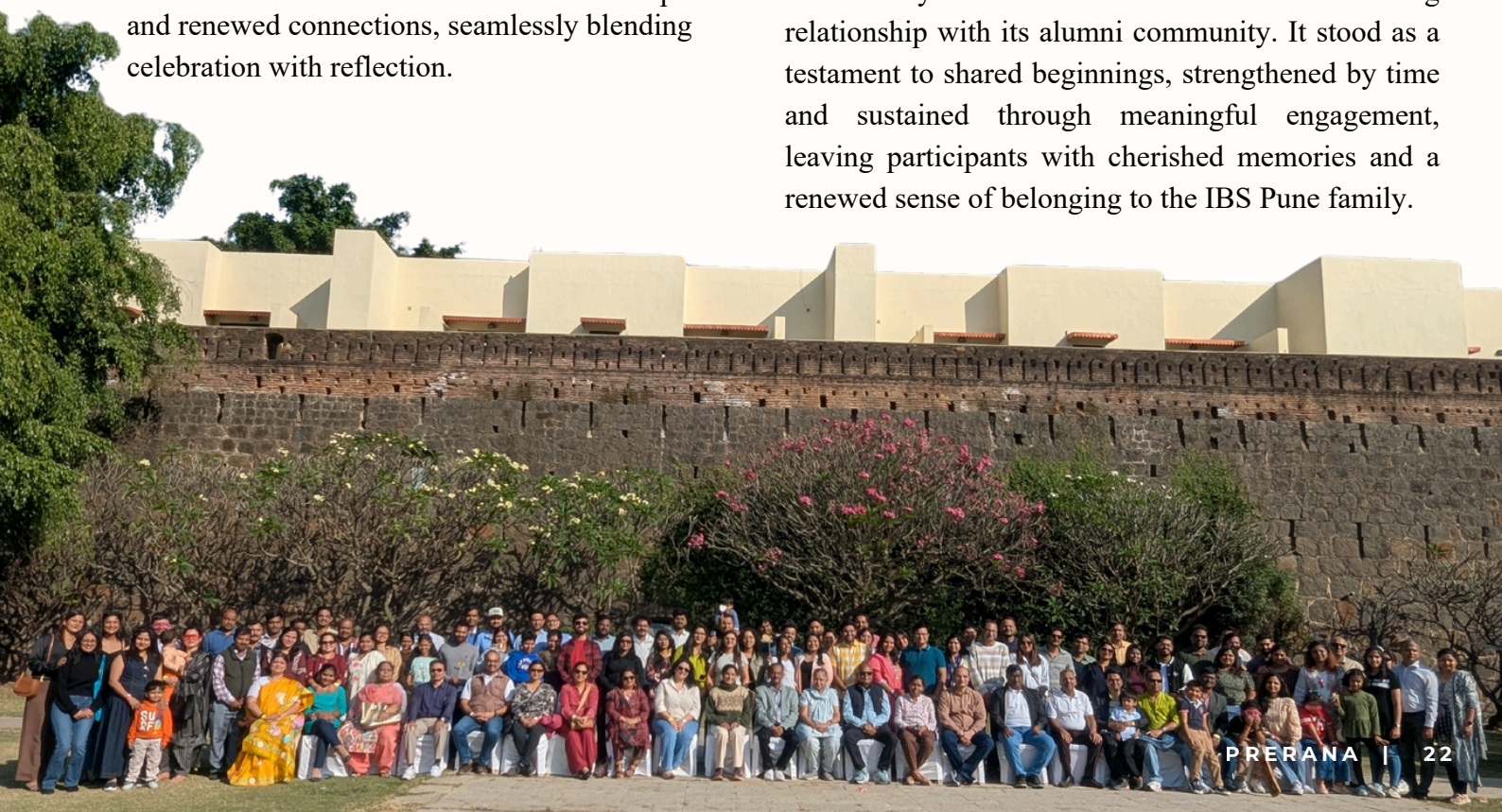
Alumni from batches spanning 2000 to the present, accompanied by their families, participated enthusiastically in the meet. The event was graced by the senior leadership of IBS Pune with Prof Jyoti Tilak, Senior Director and Campus Head delivering the opening address to the alumni and introduced the faculty and staff members to the gathering. Prof Tilak recognised the enduring commitment of her team, which has shaped the academic and professional journeys of countless students over the years.

The programme was anchored with remarkable energy and warmth by RJ Tarun from Fever Pune, whose engaging presence set a spirited cadence for the day. The atmosphere was vibrant and emotionally resonant, marked by warm reunions and heartfelt embraces, laughter-filled conversations and interactive games, moments of reflection, nostalgia, and gratitude. The historic venue bore witness to rekindled friendships and renewed connections, seamlessly blending celebration with reflection.



The IBSAF coordinator, Dr Saumya Misra proposed the vote of thanks. A total of 204 people attended the event which included 57 alumni with their families, faculty, staff and guests.

A defining highlight of the event was the overwhelming appreciation expressed by alumni across batches. Participants praised the thoughtful planning, warmth of hospitality, and seamless execution of the meet. The collective sentiment reaffirmed that while years may pass, the bond with IBS Pune remains strong personal, enduring, and deeply cherished. The IBS Pune Alumni Meet 2026 successfully reinforced the institute’s enduring relationship with its alumni community. It stood as a testament to shared beginnings, strengthened by time and sustained through meaningful engagement, leaving participants with cherished memories and a renewed sense of belonging to the IBS Pune family.



Farewell

Under the guidance of Dr. Deeppa, our unforgettable Farewell Week unfolded in the vibrant foyer area, bringing seniors, juniors, and faculty together for a whirlwind of joy, games, and nostalgia. From energetic inaugurations to emotional closures, here's how the week celebrated our departing stars.

Day 1: Monday, January 12, 2026 – Grand Inauguration and The Last Ember Bonfire

The festivities kicked off with a lively inauguration anchored by Sonu Ozha and Sakshi Basale. Juniors stole the show with an electrifying flashmob that set the perfect tone.

As evening fell, "The Last Ember" bonfire lit up from 6 PM to 8 PM, anchored by Soumya and Subodh. Classics like Antakshari, Pass the Ball, and a soulful jamming session had seniors and juniors bond over music and laughter.

Day 2: Tuesday, January 13, 2026 – Desi Drapes: Games & Glam

Draped in traditional attire, we started off with "Desi Drapes," hosted by Nikhil and Aarzo. We kicked off by jotting down the names of all seniors and select juniors on a memory board, followed by a warm welcome to seniors and faculty. The fun ramped up with games like Iski Topi Uske Sar, Ramp Walk rounds, and Musical Chairs. A 15- 20 minute DJ had everyone dancing their hearts out before we wrapped up, thanking our seniors and build excitement for the next day.

Day 3: Wednesday, January 14, 2026 – Brewed Memories

Anchored by Chaitanya and Kiron, this day was an energetic explosion of senior-junior games. Laughter echoed through the foyer as teams competed in fun challenges, creating bonds that will last a lifetime. It was chaotic, joyful, and truly memorable.

A Memories Wall was set up with different pictures capturing unforgettable moments, adding an emotional and nostalgic touch to the day. The highlights included team-building game, a fun-filled whisper challenge, move the bottles, and an engaging open mic session where students shared stories, jokes, and heartfelt messages.

Day 4: Friday, January 16, 2026 – Scribble Day and The D Day

The evening peaked with "Ending for a New Beginning," hosted by Tanmay, Amisha, and Sakshi Basale. From 5:30 PM to 9 PM (with the main program wrapping up by 8 PM), the event was filled with dazzling dance performances by juniors and seniors, soulful singing, heartfelt poetry recitals, and a faculty act. Before the dinner, a beautiful memory video capturing the seniors' journey was played, adding an emotional touch to the celebration. The night concluded with seniors enjoying a lively DJ session, followed by a formal dinner to close the evening.



Marathon

We are pleased to share the successful execution of the IBS Pune Marathon, organized in collaboration with the Pune International Marathon on 7th December 2025. The event witnessed an overwhelming participation of over 12,000+ runners (national and international), in the categories of 42 km, 21 km, 10 km, 5km, and 3 km reflecting its scale, reach, and strong community engagement. IBS Pune students actively contributed both as volunteers and participants, ensuring smooth coordination and showcasing exemplary dedication throughout the event.

This collaboration significantly enhanced the branding and visibility of IBS. Our presence was effectively highlighted through strategically placed posters, banners, and multiple hydration centres, as well as the prize distribution backdrop prominently carrying the IBS branding. Additionally, the IBS logo featured on the participants' T-shirts further strengthened our visibility among the large and diverse audience.

Partnering with an event of such prestige and international reputation provided invaluable experiential learning for our students. Their involvement offered hands-on exposure to large-scale event management, leadership, teamwork, and real-time coordination, key skills aligned with holistic management education.

Overall, the IBS Marathon not only amplified our institutional visibility but also reinforced IBS commitment to community engagement, student development, and collaboration with marquee events in the city. This initiative stands as a proud milestone and reflects the collective efforts of students, faculty, and supporting teams.





Celebrating 77th Republic Day

The 77th Republic Day celebration was conducted with great enthusiasm and patriotic spirit. The program commenced at 8:30 am with the unfurling of the National Flag, followed by the National Anthem, where all attendees stood in respect and pride for the nation.

The formal proceedings began with a welcome address by Prof. Jyoti Tilak, Senior Director, who highlighted the significance of the Indian Constitution and the responsibilities of citizens in strengthening democratic values. This was followed by an inspiring speech by the Chief Guest, Col. Ram Gopal, who motivated students and faculty by reflecting on the ideals of patriotism, discipline, and service to the nation.

Adding cultural vibrancy to the celebration, students presented a poetry recitation and a patriotic skit that paid tribute to the bravery and sacrifices of the Indian armed forces. The performances beautifully captured the spirit of unity, courage, and national pride.

The event then proceeded with a certificate distribution ceremony, where various student clubs, digital ambassadors, marathon volunteers, and faculty members were recognized and appreciated for their dedication and contributions to campus activities and events.

The program concluded with the Vote of Thanks, expressing gratitude to the chief guest, faculty members, students, and organizers for making the celebration successful. The celebration ended on a cheerful note with refreshments served in the cafeteria, allowing everyone to interact and commemorate the occasion together.





Zeal 2025

ZEAL 2025 Rang Raag Riwayat, the annual cultural and management fest of IBS Pune, was a vibrant celebration of talent, student spirit, and intercollegiate engagement. Conducted over two memorable days, the fest brought together students, faculty, staff, sponsors, and participants from multiple institutions, creating an environment filled with energy, creativity, and shared enthusiasm. With participation from over 400 students, Zeal 2025 also grew into a truly intercollegiate platform. Students from across Pune and neighbouring regions joined the festivities, including representatives from Symbiosis Institute of Management, MIT WPU, Christ University Pune, Indira Institute of Management, DY Patil University, Sinhgadh Institute, Bharati Vidyapeeth, Flame University, Ajeenkya DY Patil University, and Modern College. The strong presence of visiting students further highlighted Zeal's growing reach beyond the IBS campus.

Day 1 : held on 11th December, began with an auspicious inauguration and the traditional lighting of the lamp. The ceremony was graced by Senior Director Prof. Jyoti Tilak, Prof. Emeritus Col. Ram Gopal, Academic Coordinator Dr. Anupama Tadmarla, Zeal Coordinators Dr. Rukhsheen Vajifdar and Dr. Shradha Gupta. Their inaugural messages encouraged students to see Zeal as a space where learning extends beyond classrooms into experience, leadership, and community.

The first day featured a variety of Management Games conducted by student clubs, each offering a unique blend of strategy, creativity, and participation. Events such as the Research Club's "Pathaan of Puzzles", Operations Club's "Corporate Tamasha", and Marketing Club's "Creative Chakravayuh" drew enthusiastic engagement. The Silver Tongue Club's "Mic Masala" brought spontaneity and humour, while Synergy HR Club's "HR Gamified" and FnE Club's "Aarthraaz" added immersive simulations and decision making challenges. Activities like "Sociopoly", "Tech Tambola", and "Udaan Echo" ensured that the day remained lively and diverse. A contemporary highlight was the BGMI Tournament, which added an exciting esports dimension to the fest and attracted a large number of student enthusiasts. One of the most memorable cultural events of the day was "Kaalaangan", organised by the Cultural Club, featuring over sixty participants across art forms and drawing strong representation from external colleges.

The day concluded with the felicitation of club mentors and winners, with trophies sponsored by Truskill. The campus atmosphere was further enhanced by food stalls, activity counters, and creative displays that added a festive charm throughout the day.

Day 2 : hosted at Drome Arena, unfolded as a grand cultural evening featuring poetry, singing, dance performances, and musical collaborations. Faculty performances emerged as especially cherished moments, strengthening the shared bond between students and teachers. Another major highlight was the Ramp Walk, where students displayed confidence and elegance, making it one of the most anticipated segments of the fest. The felicitation of the Core Committee, Junior Committee, and volunteers served as a warm acknowledgement of the student community that shaped the fest. Zeal concluded with a celebratory dinner and an energetic DJ Night, bringing the two-day journey to a memorable close. Zeal 2025 was also preceded by a fully sponsored intercollegiate Football Tournament on 9th December, which witnessed participation from over 150 students, including a team comprising international players. Conducted under the supervision of an external referee, the tournament brought a spirited sporting energy to the Zeal celebrations. The fest was further strengthened through the support of sponsors such as Truskill, M Studio, Shradzz Studio, Amritsari Rasoi, and Wash Wave. The Digital Ambassadors Team captured key moments through live coverage, reels, and post event content, ensuring that Zeal's vibrancy continued beyond the two days.

CONCLUSION

With over 550 student participants across cultural, management, and sports events, Zeal 2025 Rang Raag Riwayat stood out as a joyful celebration of talent, learning, and intercollegiate connection.

It was a reflection of youthful energy, shared belonging, and the many voices that come together to create something meaningful on campus. As the lights dimmed and the celebrations drew to a close, what remained was a lasting sense of connection, pride, and the joy of learning beyond classrooms.

Zeal 2025 Rang Raag Riwayat will be remembered not only for its events and performances, but for the spirit it brought alive across IBS Pune, a spirit of creativity, confidence, and community.



GUEST SESSIONS @ IBSP

Guest Name	Designation	Organization	Topic Covered
Prakash Wagh	Director SAP Practice	Atos India	<i>Introduction to Operations Management</i>
Mitul Shah	Founder and Chief Creative Officer	Calculated Chaos	<i>"Behind the Brief: The Inner Workings of Advertising Agencies"</i>
Santosh Bhawe	Ex Sr.Vice President - HR, IR, & Admin.,	Bharat Forge Ltd.,	<i>HR strategy formulation, HR strategy in work force utilization</i>
Rajneesh Bajaj	Head – Intercompany Accounting	bp	<i>Need for Transfer Pricing, Objectives, Situations and methods requiring Transfer Pricing, Impact</i>
Dhaval Vyas	Product Manager	BNY Mellon	<i>Recent Trends ,Facilities Management, International Trends, Product Management</i>
Rajiv Wakhale	Consultant and Free Lancer	Consultant and Free Lancer	<i>Revision, and self experience sharing and discussion on Applied ethics, CSR and corporate governance</i>
Abhijeet Hake	Alliance Bernstein	Credit Analyst	<i>The Future of Investment Research- Novel Project Appraisal Techniques</i>
Arun Kumar	PMO Head and Delivery Excellence	Bristlecone.com	<i>Emerging Tech - Artificial Intelligence</i>
Ravi Singh	Partner	PwC	<i>Building Scalable Fintech Operations: Strategy, Architecture & Process Automation</i>

Guest Name	Designation	Organization	Topic Covered
Sanket Mohan Waman	Senior Lead-HRBP & HR Programs	OPUS Technologies,Pune	<i>Performance Appraisal</i>
Mr. Parag Joshi	Delivery Head IT Program Head IT Strategist	Hematite Infotech Pvt Ltd	<i>Agile, Scrum, Requirements Gathering, Software Development Life Cycle and Fintech Ecosystem</i>
Mr. Amol Chawathe	CTO Algo Trading Developer	Quantbots.co	<i>Agile, Scrum, AIML in Fintech, Blockchain, Requirement Gathering and Fintech Evolution</i>
Navraj Rawat	HR Manager	Infojade Labs India Pvt Ltd	<i>Competency Mapping & its practical applicability</i>
Sundeep Reddy Mallu	Chief Business Officer	Resilience AI	<i>Requirement gathering, Agile methods, Climate Action using ESG Analytics</i>
Srinivas Chillara	Managing Partner and Principal consultant	SwanSpeed Consulting	<i>Simulations</i>
Pankaj Deshpande	Head-HR Operations India	Dassault Systemes Solutions Lab Pvt. Ltd.	<i>Compensation Management</i>
Kaustubh Kakirde	Head of Technology	SponsorCloud	<i>AI - Sentiment Analysis</i>
Raghavendra Deolankar	Group COO and VP	H&H Group	<i>TQM for Sustained Performance</i>
Debashis Mitra	MD/CEO	Independent Consultan	<i>Importance of ethics in Marketing</i>
Mr. Sumit Saurav	Vice President of Product Management	Master Card	<i>Future of Marketing – Technology & Innovation</i>

TedxIBSPune

FROM DROUGHT TO HOPE - THE TRANSFORMATIVE POWER OF WATER

In his inspiring TEDx talk, Crispino Lobo highlights how water can become the foundation for transforming communities, livelihoods, and the environment. Drawing from decades of experience working in rural India, he shares powerful stories of villages that once suffered from severe drought but later achieved prosperity through collective action and sustainable water management.

Lobo explains that drought is not merely a natural crisis but often a result of poor land and water management. By capturing rainwater, restoring soil health, and regenerating degraded landscapes, communities can rebuild their ecosystems and secure their future. Through initiatives like watershed development, farmers are able to improve agricultural productivity, restore groundwater levels, and reduce poverty.

A key message of the talk is the importance of community participation. Lobo emphasizes that sustainable change happens when villagers themselves take ownership of water conservation and environmental restoration. When communities work together, they not only protect natural resources but also empower women, strengthen local economies, and build resilience against climate change.

Ultimately, the talk reminds us that water is far more than a resource—it is the lifeline of human dignity, food security, and ecological balance. With thoughtful management and collective responsibility, even drought-prone regions can transform from despair to hope.



Courage Beyond Battles - The Inspiring Journey of Captain Ritu Biyani

In an inspiring TEDx talk, Dr. (Capt.) Ritu Biyani shares a powerful story of courage, resilience, and purpose. A dental surgeon, former Army Captain, adventurer, and cancer warrior, her journey reflects how determination and a positive mindset can transform even the most difficult life challenges into opportunities for impact.

Captain Ritu Biyani narrates how her life took a dramatic turn when she faced cancer. Instead of allowing the illness to define her, she chose to fight it with unwavering courage and optimism. Her experience taught her the importance of mental strength, self-belief, and the power of hope. Through her recovery, she realized that adversity often reveals our hidden potential and pushes us to grow stronger than before.

Motivated by her own struggles, she dedicated her life to spreading awareness about breast cancer and encouraging people to prioritize their health. Traveling across India, she has inspired countless individuals with her story and message of resilience. Her mission is not only about surviving illness but about empowering others to live with courage and awareness.

Captain Ritu Biyani's talk reminds us that life's greatest battles are often fought within. With determination, faith, and a purpose-driven mindset, even the toughest obstacles can become stepping stones toward inspiring change. Her journey stands as a testament to the extraordinary strength of the human spirit.



SMALL ACTIONS, BIG IMPACT – A YOUNG VOICE FOR CLIMATE RESPONSIBILITY

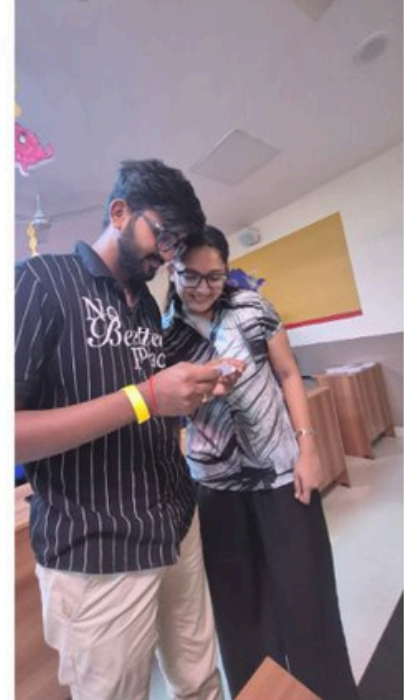


In her thought-provoking TEDx talk, Tanvi Hegde highlights one of the most urgent challenges facing humanity today—climate change. She explains that although the issue is widely discussed, many people fail to grasp its seriousness because its effects are often gradual and not immediately visible. This invisibility makes society underestimate the long-term damage being caused to the planet.

Hegde illustrates how rising global temperatures, melting glaciers, and increasing sea levels threaten cities and ecosystems around the world. She points out that the past decade has been among the warmest on record, a clear signal that human activities are intensifying environmental damage. If global temperatures continue to rise beyond critical limits, the consequences could be irreversible for both nature and human life.

However, the core message of her talk is not fear but responsibility. Hegde emphasizes that waiting for governments or institutions alone to solve the problem is not enough. Real change begins with individuals making conscious choices in their daily lives—reducing waste, conserving energy, and becoming more environmentally aware.

Her message is both simple and powerful: climate change is a global challenge, but collective action can create meaningful solutions. Through awareness and small but consistent efforts, every individual can contribute to protecting the planet and ensuring a sustainable future for generations to come.



LUB

ARTICLES



IT Club

TechTambola

TechTambola 2025 is part of the ZEAL festival titled Rang Raaz Riwaz, and it brought together creativity with Indian culture and technology. The goal of the event was to create a fun and intellectually stimulating experience through creatively designed interactive games that connected technology, culture and creativity in an exciting, vibrant, and high-tech environment.

The programme started with a welcome address followed by thanking the organisers for providing a unique opportunity for participants to showcase their creativity and technical abilities. The event welcomed 25 teams which contributed to the festive, interactive, and engaged atmosphere throughout the entire event.

The initial round at the event was called Tambola Tech Edition where players were given a series of tech-related clues to solve in the standard tambola manner.

Thus creating an exciting alternative to your normal ice breaker activity with no player being removed from play at any point during Round 1.

Finally, they had to put a digital collage together in the last round known as TechCanvas, using designs that were representative of both traditional and contemporary designs. The event was moderated by Prof R V Reddy and Dr Shradha Gupta, with assistance provided by Truskill.



Anand Club

Blood Donation Camp

As the President of The Anand Club, I feel a deep sense of pride while sharing the successful organization of the Blood Donation Camp 2025, held on 19th November 2025. This initiative was not just an event but a collective emotion that brought our campus together through compassion, responsibility, and the will to serve.

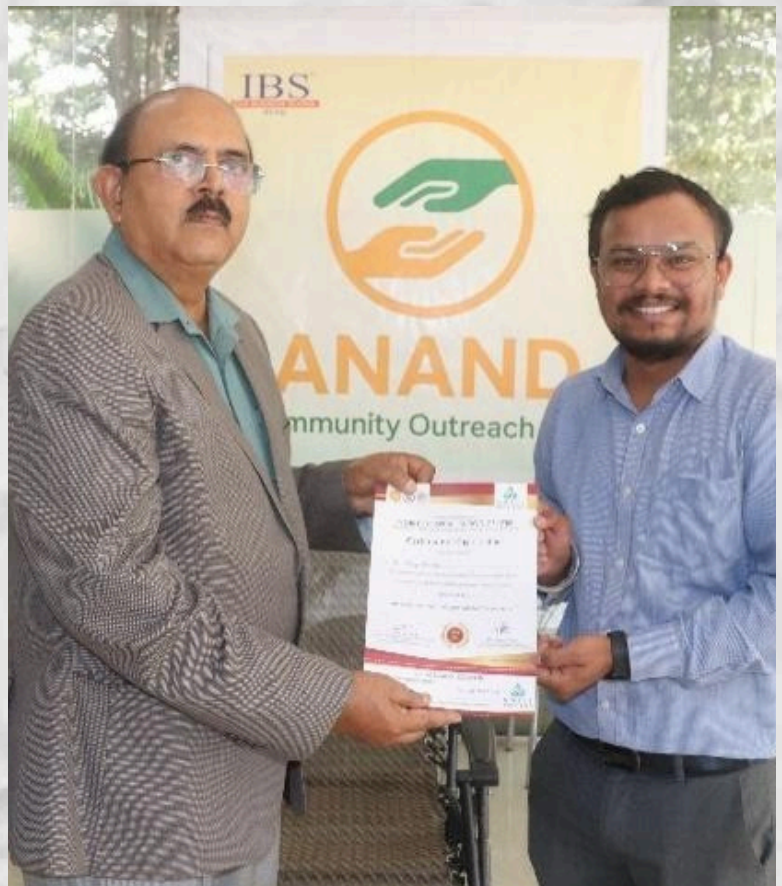
The camp commenced at 9:30 AM and continued smoothly until 5:00 PM, receiving wholehearted participation from students and faculty members. With 118 registrations and 92 successful blood donations, the response reflected the strength of unity and shared purpose. Every stage of the process, from registration to post donation care, was managed with care, dignity, and efficiency

The immense contribution of the Anand Club members stood at the heart of this success. Their dedication, coordination, and selfless efforts ensured seamless execution throughout the day. Watching members work with such commitment was a moment of pride and a reminder of what true teamwork represents.

I extend my sincere gratitude to our Chief Mentor Prof. Col N. Ram Gopal and mentors Dr. Girish Kulkarni and Dr. Ahuti Mishra for their constant guidance and encouragement. I am equally thankful to Noble Hospital for their valuable partnership. Their medical team ensured donor safety and extended thoughtful tokens of gratitude to both donors and our college, making the experience truly memorable.

Beyond numbers, the camp strengthened awareness, empathy, and a sense of responsibility that resonates deeply within us. The Anand Club looks forward to organizing more impactful initiatives, continuing its journey of service and social commitment.

Some moments make us proud. Some moments define us. This was one that did both.



Nucleus: The Marketing Club

Build and Buzz

Every event organized by Nucleus: The Marketing Club strives to turn Ideas into experiences through experiential learning. Driven under the inspiring guidance of Prof.Arun Prasad and Dr.Pradeep Sadarpatil, Build and Buzz 2025 event gathered pioneers with abundant vigor for a vibrant and interactive learning. The event, designed to turn innovative ideas into compelling investable stories, was a vibrant place where the young entrepreneurs were ready to discuss, share and explore ideas across fields. The eager collaboration reflected the real Nucleus, where marketing is so close and tangible that it can be touched. Two terrific rounds of competition explored different sides of strategy and marketing:



First Round: Battle of the Blueprint

All groups had to develop a complete hotel idea for a given site and pitch it as a source of investment. Using detailed layouts and innovative ideas, the teams showed plenty of imagination, good sense and entrepreneurial skills under the time pressure.

Round Two: Act to Attract

The top four teams embodied their concept via live role-play shows which projected the ideas as if they live in "a real life" hospitality situation. The team's performance in persuading the judges in this experiential marketing, communication skills & flexibility round.

Build and Buzz 2025 not only fostered competition but a real sense of community and constructive ties that extended well beyond the day and into the future were encouraged, with 15 participants making up 7 dynamic teams. Build and Buzz 2025 was an event that provided inspiration; it truly demonstrated new ideas, working together and provided a great educational opportunity. Nucleus would like to see Build and Buzz 2025 as just the beginning and continue to have more inspired events. As part of their further development, the Marketing Club's hands-on knowledge, experience and passion gained from the successful execution of the event equated to continual development and learning among the students too.



Entrepreneurship Club

Udaan Echo

The Entrepreneurship Cell at ICFAI Business School (IBS) Pune, provides many opportunities to develop innovative, creative, and leadership traits through hands-on learning experiences. One such event is Udaan Echo, which was designed as an inter-college entrepreneurial competition designed to promote experiential learning and creative thinking in how to solve real-world problems. Besides the novelty of competing against students from other colleges, Udaan Echo served as a venue to bring together the best of Idea and Innovation (Strategy and Creativity) with the best of Execution (Competence). Udaan participants had the opportunity to network with other like-minded students from different colleges in a cooperative environment while engaging in healthy competition and exchanging different perspectives. In addition, Udaan Echo participants could engage in high-quality, thought-provoking business-related activities through applied experience in the areas of Branding, Communication, Innovation, and Business-Related Problem Solving.

Sutra-e-Sankat (Decoding Challenge):

This was the first round of Udaan. Through the answer to clues given to you during this round, you will be able to tell how well you know the brand and your ability to think through analysis and then make a decision. It will help show us how well you think critically, respond in a timely manner and it will also lay a solid foundation for the next round of Udaan.

Raag of Roasts (Brand Battle Chronicles):

The second round of Udaan focused on your creativity and ability to communicate well through your roasts of the other brands. There was an emphasis on providing a professional and analytical approach through your roasts, demonstrating the ability to use humour to create understanding of the brand positioning and messaging.

Sankalp-e-Rangmanch (Where Creativity Meets Innovation):

The last round of Udaan emphasized your ability to think looking for solutions to problems. The teams who made it to the last round explored some practical business problems and then developed new, intuitive and viable methods to resolve those problems through innovation, clear thinking, creative ideas and strategic reasoning.

Udaan Echo, reflects the Entrepreneurship Cells commitment to experience-based learning and developing positive mindsets. The event emphasized, through the experience of being involved in the competition, that entrepreneurship is fundamentally a state of mind and that it is characterized by being curious, being adaptable and being resilient. The participants were able to see that through their experiences in the competition, challenges are opportunities, ideas are things to continually develop and that creativity is a strong force in creating new value for businesses.



Cultural Club

Palette Unbound



The event Palette Unbound, which happened on August 19, 2024, from 4:30 PM - 6:00 PM, was a vibrant artistic event that brought together and celebrated the imagination and self-representation. The art and emotions of the 14 truly engaged participants made the event even brighter and more colourful. From beginning to end, the event was a well-thought-out process that aimed at making the students consider the art not only as a way of communication but also as a portrayal of their own lives.

The main topic of the event, “My Inner World,” dares the participants to dig really deep and expose their innermost personal experiences, feelings and travels in life and then to represent these through visual narratives that would be made up of colours, shapes and artistic techniques.

The first round was made for painting; the participants were allowed to use whatever medium they wished and they were given one hour to create their work of art. This round mainly looked at the participants’ originality, creativity, composition and skill. In the next round, they had to give a talk on their piece where they would be explaining the inspiration, the story, and the meaning behind it.

The event ended on an uplifting note, with all the participants full of valuable experiences, artistically developed, and with memories of a lifetime, which will be fondly recalled way after the last stroke of colour was done.



Synergy: The HR Club

Build Your Dream Team

Synergy Club's "Build Your Dream Team" event was a HR simulation that allowed IBS Pune students to experience the fun, cutthroat world of teamwork and difficult decisions! On 16th of December the event was organised in the Auditorium at 4:30 pm to provide students with practical exposure to real-world HR scenarios.

Students participated in teams of two, encouraging collaboration and joint problem-solving. The event consisted of two different rounds:

The 1st round "The JD Challenge," in which they had a short time to examine job descriptions and pitch major skills and duties. Top performers moved on to the next step which was the final round the "Critical Incident Round" where they fielded actual HR dilemmas - ethical headaches, say - and brainstormed smart, doable solutions against the clock.

The judgment for Moushmi Dasgupta Ma'am was made on the strength of sharp analysis, clear thinking and sound team work. The winner of the event were Sonu and Tanishqa while Runners up of the event were Vivek and Kopal.

Good reminder that HR is not theoretical, it's about working together and making fair calls that actually work. "It was a great reminder that that HR isn't theory-it's about collaborating and managing fair calls that actually work.



Learn and Lead

The objective of the “Learn & Lead” session was to expose students to real-world corporate insights, leadership perspectives, and emerging industry expectations. The event aimed to bridge the gap between academic learning and practical corporate experience while motivating students to develop leadership and professional competencies. The “Learn & Lead” session was conducted successfully with enthusiastic participation from students and faculty members. The event commenced with a formal welcome of the speakers, followed by insightful sessions delivered by the distinguished resource persons.



Mr. Manish Madan shared valuable insights on global consulting practices, industry expectations, and the evolving skill sets required for young professionals to succeed in a competitive corporate environment. He emphasized continuous learning, adaptability, and leadership mindset as key success factors.

Prof. Soumitra Samaddar highlighted the importance of industry–academia collaboration and guided students on career preparedness, professional ethics, and long-term career planning. His session provided clarity on how students can align their academic knowledge with corporate requirements. The session was interactive, with students actively engaging in discussions and seeking guidance on career growth, leadership development, and corporate readiness.

Understanding current industry expectations and corporate trends Importance of leadership, adaptability, and continuous learning. Practical guidance on career planning and professional development. Insight into industry–academia collaboration. Questions and answers was also there and it is two way communication.

The event successfully enhanced students’ understanding of leadership and corporate culture. Participants gained clarity on career pathways and developed a stronger motivation to build industry-relevant skills. The session proved to be informative, engaging, and impactful.

The “Learn & Lead” event concluded on a positive and inspiring note, fulfilling its objective of empowering students with knowledge and leadership insights. The session added significant value to students’ academic and professional journeys and reinforced IBS Pune’s commitment to holistic education.



Operations Club

Corporate Tamasha

The Operations Club was able to host Corporate Tamasha, a class-based corporate simulation that combines both corporate culture with creativity. The goal of the event is to give students an opportunity to learn about real-life corporate interfaces and to develop teamwork, analytical thinking, and decision-making skills in a fun and interactive manner.

The Corporate Tamasha theme was based on highlighting the important aspects of operations and supply chain management. Classrooms were turned into real-life corporate offices by using basic props such as poster board to simulate a typical office environment so participants could relate to the types of operational problems that occur within a corporation.

The focus of Corporate Tamasha was primarily on the core concepts of operations including warehouse operations, process improvements, coordination and performance. The participants received exposure to real-world examples of operational issues through both hands-on experiences and structured discussions in order to apply their classroom learning into the context of a real business's operations. Each participant was given the opportunity to utilize their analytical and problem-solving abilities and work together with other participants to develop a solution.

Some of the major highlights of the event included the use of creative corporate office decorations, demonstration of real-life operational issues, and promotion of teamwork and the development of collaborative thinking.

Overall, Corporate Tamasha proved to be an effective learning initiative. Participants gained valuable insights into corporate operations, enhanced their problem-solving abilities, and developed a deeper understanding of teamwork and coordination in a professional environment. The event successfully bridged the gap between theoretical concepts and real-world corporate practices, making it a meaningful and enriching experience for all involved.



Silver Tongue

Mic Masala

On December 31, 2025, The Silver Tongue Club ended their year with two events that exemplified the use of communication. The first was a high-energy public speaking event where students demonstrated enthusiastic public speaking; while the second event was a more thoughtful dialogue and mentorship event. Both events illustrated the commitment of The Silver Tongue Club to help build confidence, to foster a creative way of self-expression, and help students develop meaningful conversations with each other.

Mic Masala was the first event, which occurred as part of the Zeal Initiative on December 11, 2025. At this public speaking event, contestants were challenged to demonstrate spontaneity and creativity in their public performance by needing to think of new ways of speaking quickly in order to provide an entertaining experience. The two judges for the competition were Dr Anupama T and Capt Nitin Joshi, who also served as facilitators for the competition's first round.

The Silver Tongue Club closed out December 2025 with two events demonstrating the art of communication, one being a high-energy public-speaking event showcasing spirited public speaking, and the other involving a thoughtful Dialogue and Mentorship event. Together, these two events illustrated the club's dedication to building confidence, encouraging creative self-expression, and creating meaningful discussions among its student members.

The first event was "Mic Masala", hosted on December 11, 2025, as part of the Zeal initiative. This public speaking competition introduced elements of spontaneity and creativity from the audience and participants alike by challenging them to think quickly in order to give an effective performance. The two judges for the competition were Dr Anupama T and Capt Nitin Joshi, who also served as facilitators for the competition's first round.

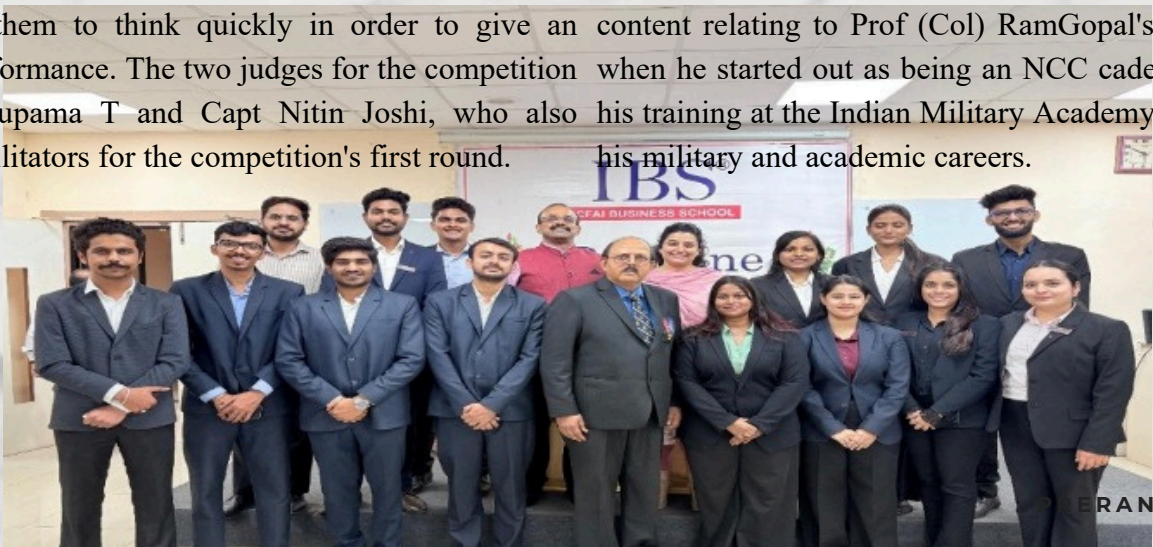
In the first round, entitled "Tareef Aur Tana – 2 Sides, 1 Mic", speakers had to present both positive and negative views of a topic while switching places mid-speech. This format resulted in some very creative uses of humour, strong arguments, and excellent adaptability. In the second round entitled "Audience Roulette – Spin The Topic!", the audience provided random topics for the participants to respond to spontaneously, resulting in an animated exchange between speaker and audience., full of creativity and confidence and a strong connection.

At the conclusion of the competition, the winner was Saiylee Bhagwat (PUMBA), runner-up was Yash Chauhan (AISSMS) and third-place finisher was Sharvari.

Mic Masala benefited from each participant adding their unique contribution and, as a result, was hugely successful!

In an effort to continue their theme of effective communication, on the 30th of December 2020 the club organised a "Coffee with Prof (Col) RamGopal" event. This event provided an interactive opportunity for students and faculty members to ask questions and generally interact with Prof (Col) RamGopal. Attendees at this event were able to learn about the incredible military and academic career of Prof. (Col.) RamGopal, through his many life experiences including those as an NCC cadet, Indian Military Academy cadet, officer in the Indian Army and professor.

The event was moderated by Capt. Nitin Joshi and Prof. Rukhsheen Vajifdar. Attendees were provided with an enjoyable video presentation that contained content relating to Prof (Col) RamGopal's life from when he started out as being an NCC cadet, through his training at the Indian Military Academy and on to his military and academic careers.



Finance & Economics Club

FinXperia: Knowledge Gyro

The Finance and Economics Club has contributed greatly to creating an opportunity for students to learn, and gain experience through a variety of hands-on experiences that combine theory and practice. There have been two great projects during the first part of this year (2023) at this point.

The FinXperia: Knowledge Gyro was held on January 6, 2023 in the Auditorium. The event provided students an opportunity to demonstrate their knowledge of Financial Literacy in an interactive manner. There were two rounds the first was a round of Finance Bingo where students had the opportunity to demonstrate their knowledge of the concepts as well as their ability to make quick decisions. The second round was called the Knowledge Wheel and tested students' analytical abilities and ability to think strategically through finance and economics related questions. The students displayed excellent financial thinking as well as excellent problem-solving skills, which is what we are looking for in future financial professionals.

The Finance & Economics Club's event CEO Calls with its theme of "Turning the Numbers into Decisions," will provide students the experience of being part of the corporate decision-making system. With this simulated experience, the Council provides student teams (each consisting of a CEO, CFO, and three Board Members) the opportunity to examine actual financial statements (including balance sheets, income statements, and cash flow statements) and determine profitability problems and strategic solutions.

CFO's will have 10 minutes to present their financial review of the business and work with their respective CEO's in improving strategy to be submitted to their Board of Directors, after which the Board Members will have an opportunity to ask questions during the planned phases of the event. Teams will be evaluated by the event's moderators based on 3 criteria (clarity, logical thought process, creativity) to ensure a complete evaluation of their managerial capabilities. The Finance & Economics Club demonstrates its commitment to experiential learning beyond the traditional classroom by offering event participants a competitive setting, which gives students the confidence they need to be successful in today's rapidly evolving and competitive business landscape. The Finance & Economics Club is an organization that continues to foster financial literacy and strategic thinking in its members through these experiential learning activities.



Research Club

Pathaan of Puzzles

On 11th December 2025, the Research Club at IBS Pune hosted Pathaan of Puzzles — a vibrant and intellectually stimulating event under Zeal 2025: Rang, Raag & Riwaz. Guided by faculty mentors Dr. T. Anupama and Dr. Irfan Inamdar, the event brought together 44 enthusiastic students for an afternoon of competitive thinking, creativity, and collaboration.

The event unfolded across two engaging rounds. The first, a fast-paced Quiz Round, tested participants on a wide range of topics — from general knowledge and current affairs to lateral thinking and conceptual clarity. Teams had to think quickly and respond accurately, making it a true test of composure under pressure.



The second round, the Life-Sized Ludo Championship, was the undisputed highlight of the day. Participants stepped into a giant, real-life version of the classic board game, where every square landed upon came with a creative, logical, or theme-based challenge inspired by Rang, Raag, and Riwaz. The unpredictability of the dice kept teams on their toes, while the tasks encouraged cultural awareness, teamwork, and adaptability in equal measure.

Adding a burst of laughter to the proceedings, the Guess the Idiom segment had both participants and the audience in splits, cleverly reinforcing communication skills through fun and performance. Throughout the event, competition was matched by camaraderie, and energy was matched by enthusiasm. Participants left with sharper decision-making abilities, stronger collaborative instincts, and memories that extended well beyond the classroom.

Pathaan of Puzzles was a shining reflection of what Zeal stands for — learning wrapped in celebration, and knowledge expressed through joy.



INTER COLLEGE FOOTBALL TOURNAMENT 2025

A GAME OF GRIT, GLORY, AND COLLECTIVE SPIRIT



For many years now Football has been about so much more than just a game. Over the years that football has existed there have been emotions, unity of people and raw willpower expressed through football on a football pitch during a game played over a period of 90 minutes or more. On Sunday, December 9th, that competitive spirit was exemplified throughout the entire campus during the 'Zeal - Inter College Football Tournament 2025' as the campus was transformed into a battleground of ability and determination amongst athletes playing this ultimate team sport.

The tournament consisted of twelve (12) different colleges who played soccer against each other to determine which team would be crowned champions. The 'style' that each team played in this tournament told a story, much like how a book is told. The match play exhibited footballing strategies, strong defence by each team, and amazing individual displays of skill by all the players on every team throughout this tournament. With every game that was played there was an electric atmosphere on the field as players put every ounce of their being into winning and fans loudly supported their teams from the sidelines.

As the tournament continued there emerged one clear-cut victor in this tournament. Indira College of Science and Commerce dominated in every match they played throughout the tournament with the manner in which they played collectively as a team and under pressure. Allana SOCMAC College also showed great heart and determination as they finished as runners-up and garnered great respect for their display of fair play.

The tournament came to an end with the prizes awarded to both teams on Monday, December 10th. Indira College of Science and Commerce received ₹12,000.00 for their efforts and Allana SOCMAC College received ₹8,000 for their hard work, discipline, and dedication displayed throughout the tournament.

This tournament, beyond just goals and scores, was a celebration of togetherness, youthfulness, and the possibility that exists when you have an atmosphere full of positive energy, camaraderie between teams, and the desire to compete against one another.

President Raman Ray congratulated all the participating teams and thanked the organizing committee for their dedication and the seamless coordination of the tournament. While The Zeal — The Inter College Football Tournament 2025 will be remembered for the results, the spirit of teamwork, resilience and the simple love of football will forever live on.



INTER COLLEGE BADMINTON TOURNAMENT 2025

WHEN EVERY SMASH SPOKE OF PASSION

The echo of shuttlecocks slicing through the air and the roar of cheering spectators set the tone for an unforgettable sporting spectacle on campus. On 20 November 2025, the Sports Club hosted the Badminton Tournament 2025, transforming the courts into a stage where precision, perseverance, and passion took centre stage.

With 126 enthusiastic participants, the tournament unfolded across Men's Singles, Women's Singles, and Mixed Doubles, each category bringing its own rhythm and intensity. The Men's Singles matches tested stamina and mental strength, the Women's Singles showcased finesse and resilience, while the Mixed Doubles category stood out as a seamless blend of coordination and quick reflexes.

The spotlight shone brightly on the finals. In Mixed Doubles, Raj Luftanazar and Sharavari Khumbare displayed remarkable synergy to clinch the title, while Deepak Mourya and Sakshi put up a spirited fight to finish as runners-up.

In Men's Singles, Deepak Mourya dominated the court with composed gameplay and sharp control, emerging as the champion, closely followed by Raj Luftanazar, whose consistency earned him the runner-up position.

The Women's Singles final was a testament to determination, with Lavanya Verma claiming victory through calculated strokes and powerful smashes, while Priyanshi Yadav impressed with her fighting spirit.



While trophies and prize money rewarded excellence, the true victory lay in the energy that filled the venue, players pushing their limits, teammates cheering relentlessly, and spectators celebrating every rally. The event became more than a competition; it was a shared experience of discipline, camaraderie, and sporting pride.

Commending the efforts of all involved, President Raman Ray congratulated the winners and participants and acknowledged the organizing committee and volunteers for their flawless execution. The Badminton Tournament 2025 left behind not just winners, but memories that will continue to inspire the campus sporting culture.



India's Renewable Energy Transition: Supporting Sustainable Business Growth

India is presently undergoing a substantial change in its energy industry, driven by GDP growth, urbanization, population growth, improvements in living standards, improvements in the environment, and the introduction of new technologies. Increased global usage of energy has put additional pressure on India's very limited supply of fossil fuels and is leading to significant environmental problems. However, as a result of India's energy transition from traditional sources of fossil fuels to renewable types of energy—such as solar, wind, hydroelectric, and biomass fuels—India has the opportunity to meet its growing energy demand through cleaner and more sustainable forms of energy. In addition, shifting to renewable energy will provide an attractive business and environmental benefit.

India has set extraordinary targets for increasing the production of clean energy and has established a number of programmes, policies, and incentives to encourage the expansion of the use of renewable energy capacity. To assist with developing and implementing large-scale renewable energy projects, the Ministry of New and Renewable Energy (MNRE) is responsible for developing renewable energy policies, providing financial support (through subsidies) for developing and implementing large renewable energy projects, and providing complementary technical assistance (through programs) to state governments and Union Territories. India is also a founding member of the International Solar Alliance (ISA), confirming India's leadership position in the international cooperation in solar energy.

The expanding renewable energy industry in India represents a major opportunity for businesses and investors alike. As solar photovoltaic and wind technology costs continue to drop and government support strengthens, projects utilizing these technologies are quickly becoming economically viable for investors and



Srujal Parmar
Batch of 2025-2027

developers. Companies like Tata Power and Adani Green Energy are expanding their renewable energy capabilities by attracting investments both domestically and internationally.

In addition, new opportunities are being created in new areas such as green hydrogen production, battery storage systems and electric vehicle charging infrastructure that will allow entrepreneurs and investors to capitalize on demand as it continues to grow.

The management team understands that utilizing sustainable forms of energy will contribute to the long-term sustainability and profitability of the company. By using clean, renewable sources, organizations will experience a decrease in their operational costs and an improvement in their ESG scores, image and exposure to fossil fuel price volatility. Also, investors' increasing preference for environmentally responsible investment opportunities gives companies with sustainable practices a significant competitive edge when compared to those simply complying with regulations.

To conclude, renewable energy represents more than just an environmental movement in India, but rather an opportunity for businesses to modernize themselves on a very large scale. The first movers will gain a competitive advantage over their competitors and provide a direct contribution toward meeting the nation's and the world's goals for sustainability.

POEMS



As You Wish

Why should I pray,
when everything is already decided-
tomorrow's sunrise and tomorrow's extra mile?

Why should I whisper secret hope,
when faith and fear
are made of the same rope?

The question runs deep,
and curiosity stretches vast-
What is the use in believing
in present, future and past?

The answer lies in the question,
the hope in divine intention.

He paints the world upon
His canvas wide,
and leaves some colors
for me to decide.

Inspired by a quote I once came across,
if everything is already written in destiny,
then why should I wish?
He smiled and said,
because on some pages...
I have written,
AS YOU WISHED



Vrunda Kumbhar
Batch of 2025-2027



She's the One

She's the one
 not because she tries to be,
 but because my soul recognizes her
 before my mind can explain why.
 She understands me
 in the way silence understands breathing.
 In the way pauses hold more truth than words.
 She doesn't ask me to translate my chaos
 she listens to it,
 and somehow, it makes sense to her.
 She places her smiles
 quietly on the shelves of my heart,
 not as decoration,
 but as something sacred
 kept safe, steady, eternal.
 Her smiles, I return to
 on days when the world feels heavy
 and I forget who I am.
 Her eyes are mesmerizing
 not because they shine,
 but because they see.
 They don't just captivate,
 they slow time,
 soften storms,
 make even my fears feel less alone.
 A gaze by her is so powerful
 it could hypnotize the ache right out of me.
 She feels like home
 not walls, not roofs,
 but warmth.
 but belonging.
 The kind that says,
 "You don't have to be less here.
 You don't have to pretend."
 She is summer rain
 unexpected, honest, relieving.
 Arriving when the heat becomes unbearable,
 leaving the air lighter than before.



Sanya Tiwari
Batch of 2025-2027

She is hot chocolate in winter,
 warming parts of me
 I didn't know had gone cold,
 reviving places I thought were done hoping.
 She is my raincoat in the monsoon,
 standing with me in storms
 she didn't create.
 My shelter in chaos,
 my calm when everything shakes.
 The soothing breeze of spring
 that heals without questions,
 that stays without reasons.
 She is the sun
 in the sky of my heart
 reminding me to rise again.
 And she is the moon,
 the one my eyes search for,
 when darkness feels endless,
 and guidance matters more than light.
 Simply put,
 she doesn't just make my world more beautiful,
 she makes it bearable,
 she makes it real.
 Her presence doesn't demand attention;
 it offers peace.
 And in a world that keeps asking for more,
 she is the one place
 where I am finally enough.

Everything is Energy

Everything around you is energy
Every thought, feeling and emotion
In fact, these are nothing
But your energy that is in motion

Every thought that you think
Every feeling that you feel
Everything that hurts you
And things that make you heal

The environment that you create
The things that are around you
The people you choose to be with
And the people who surround you

Through every interaction you have
There is energy exchanged
For better or for worse
Your life is getting changed

So, be careful with your energy
Be mindful where you share
Also, whose energies you let in
With caution and with care

Start seeing life in this way
And it will open many a door
It will answer so many questions
Life will be a mystery no more



Capt. Nitin Joshi





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