

PROWESS

FURBISHING THE PRODIGIES

INTERNSHIPS AND
PLACEMENTS

STUDENT ENGAGEMENT
ACTIVITIES

KNOWLEDGE SHARING
PROGRAMS

EXPERT/ALUMNI
BLOGS





***MESSAGE FROM
PRESIDENT***

Knowledge sharing is a key challenge for modern organizations, especially in periods of uncertainty such as that of the COVID 19 pandemic. However, the global lockdown has increasingly forced organizations to adapt to the new ways of working. In such unprecedented times, the processes, mechanisms and systems in the higher educational institutions and corporate sector have undergone dramatic transformation. The online mode has over a period of time assumed dominant role and has proven to be an effective, reliable and promising media for providing continuity of operations and work. We, at the IBS, have evolved our processes to carry on with the academics and research in online mode effectively. The knowledge sharing, internships and training activities in various domains have been carried out effectively and impact fully with full satisfaction of our student fraternity. Our latest edition of Prowess provides the glimpses of the success journey of the University notwithstanding the extraordinary times we all are passing through.

Prof (Dr) H P Singh, VSM
President

The ICEFAI University, Jaipur



***MESSAGE FROM
DEAN'S DESK***

The maiden edition of PROWESS received much appreciation from our valued readers and well-wishers. Actuated by the same, we are glad to present the second issue that serves as a dossier of the prominent initiatives and accomplishments IBS Jaipur has witnessed during recent times.

This edition would also help our readers appreciate the diverse talents and artistries of our students. IBS Jaipur is growing on all frontiers and even a cursory glance through the contents of this edition would establish an endorsement to the same.

“Everybody is talented because everybody who is human has something to express.”
- Brenda Ueland

PROWESS was conceptualized as a platform for all talents, expressions and virtuosity. Much to our delight and gratification, it is receiving wonderful contributions from our students, colleagues and corporate partners. With an earnest desire to promote this comradeship and foster a culture of positive expressions, we would strive to bring in richer content and profound themes with every edition. I am hopeful that our readers would keep encouraging us with feedback, suggestions and contributions.

Happy Reading!

Dr. Shweta Jain
Dean
ICFAI Business School, Jaipur



MESSAGE FROM ASSOCIATE DEAN'S DESK

Dear Readers,

The Second Edition of Prowess celebrates the spirit of the Class of 2022 and 2023. These young vibrant minds and their initiatives have strongly reaffirmed “*where there is a will there is a way*”.

During these difficult times, we have strengthened our commitment to excellence, access, and opportunities for student developments and our passion for engaging and enriching the community we serve. Throughout this phase, we had successfully kept our students involved and engaged in multiple activities both within and beyond the university realms.

IBS Jaipur has been constantly endeavoring to instill in our young aspirants the values, knowledge, and skills in the students, required to navigate rapidly changing markets and careers and address global challenges through sustainable business models and practices. This edition also reflects and encompasses the diversity inherent to the academic and extra-curricular spaces in IBS.

I wish our readers a wonderful reading experience.

Dr. Archana Rathore
Associate Dean
ICFAI Business School, Jaipur

EDITOR'S NOTE



Dear Readers,

“Health is the greatest gift, contentment the greatest wealth, faithfulness the best relationship”

-Buddha

Health is the supreme wealth. The second hit of COVID-19 makes it abundantly clear that you can't procure health by your materialistic wealth. The preservation of health is easier than the cure of disease. Many of us have lost our dear ones, leaving a void that no one will ever be able to fill. Everything heals, your body; your heart; your mind; your wounds and bad times do not last forever. Your happiness will find its way in your life.

Since we had the past one-year experience of on-screen collegiate life, this year was not so much challenging unlike the foregoing year but not completely trouble-free.

I am glad to introduce the second edition of our magazine “Prowess- Furbishing the Prodigies” which will give you a throwback of online campus life at IBS Jaipur. You will come across club activities, group discussion sessions, corporate talk series, knowledge sharing programs, internships, placements and many more. This magazine also incorporates glimpses of our emerging editors, artists in the creative dash and some interesting facts and puzzles for our readers.

Hope you will enjoy reading this edition and we welcome your feedback as it helps us in ameliorating our upcoming editions.

**“लोकाः समस्ताः
सुखिनो भवन्तु”**

“May all beings everywhere be happy and free, and may our thoughts, words, and actions contribute to that happiness and freedom for all.”

Dr. Shivangani Rathore
Editor

*"The best teamwork comes from men who
are working independently toward one goal
in unison."*

~ James Cash Penney

EDITORIAL TEAM

Ojasvi Ahuja (Team Lead)

Jerome M. Thomas

Mansi Singh

Nisha Rathore

DESIGNING TEAM

Anukriti Pandey (Team Lead)

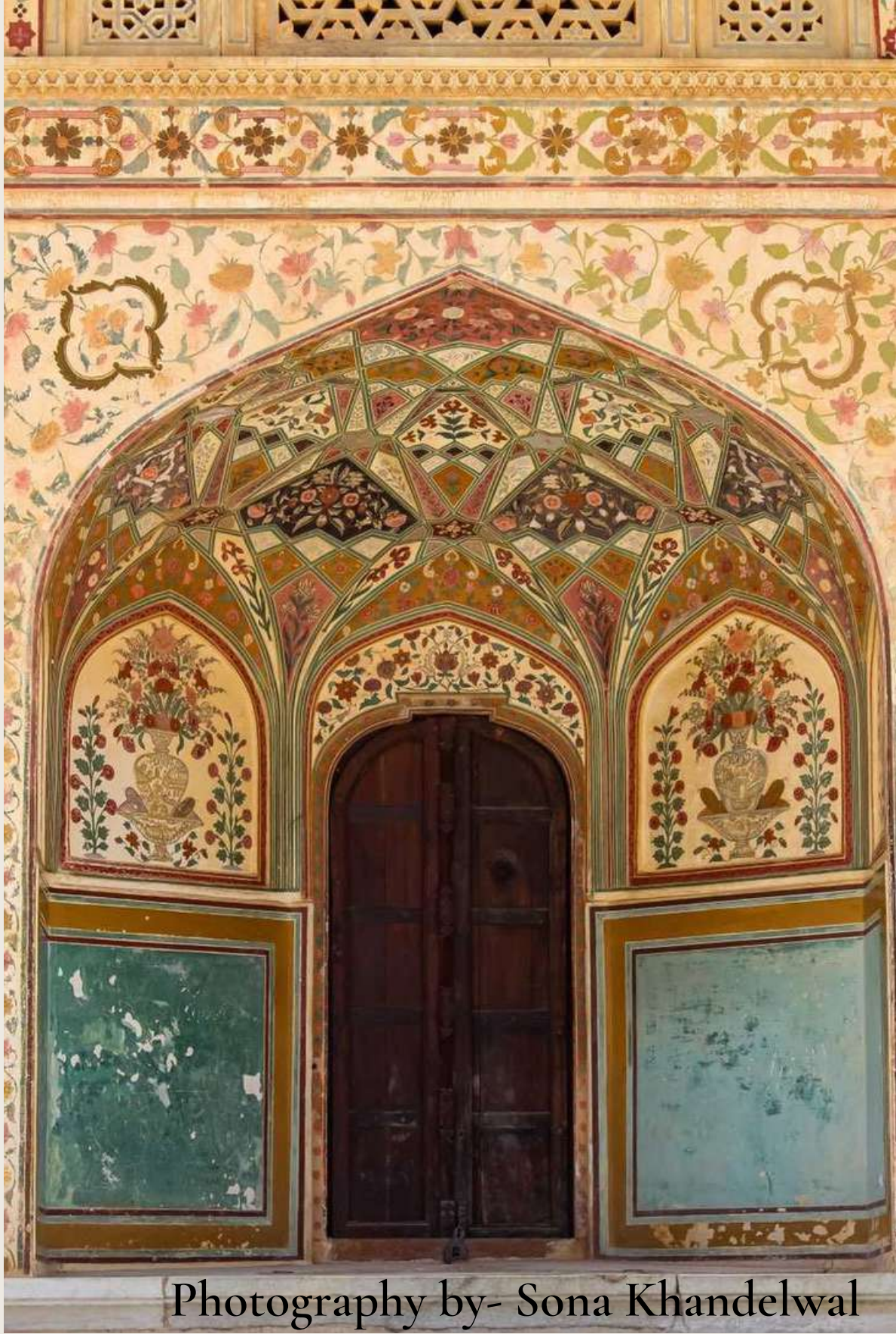
Ayushi Rajpopat

Muskan Varshney

Sona Khandelwal



Photography by- Ayushi Rajpopat

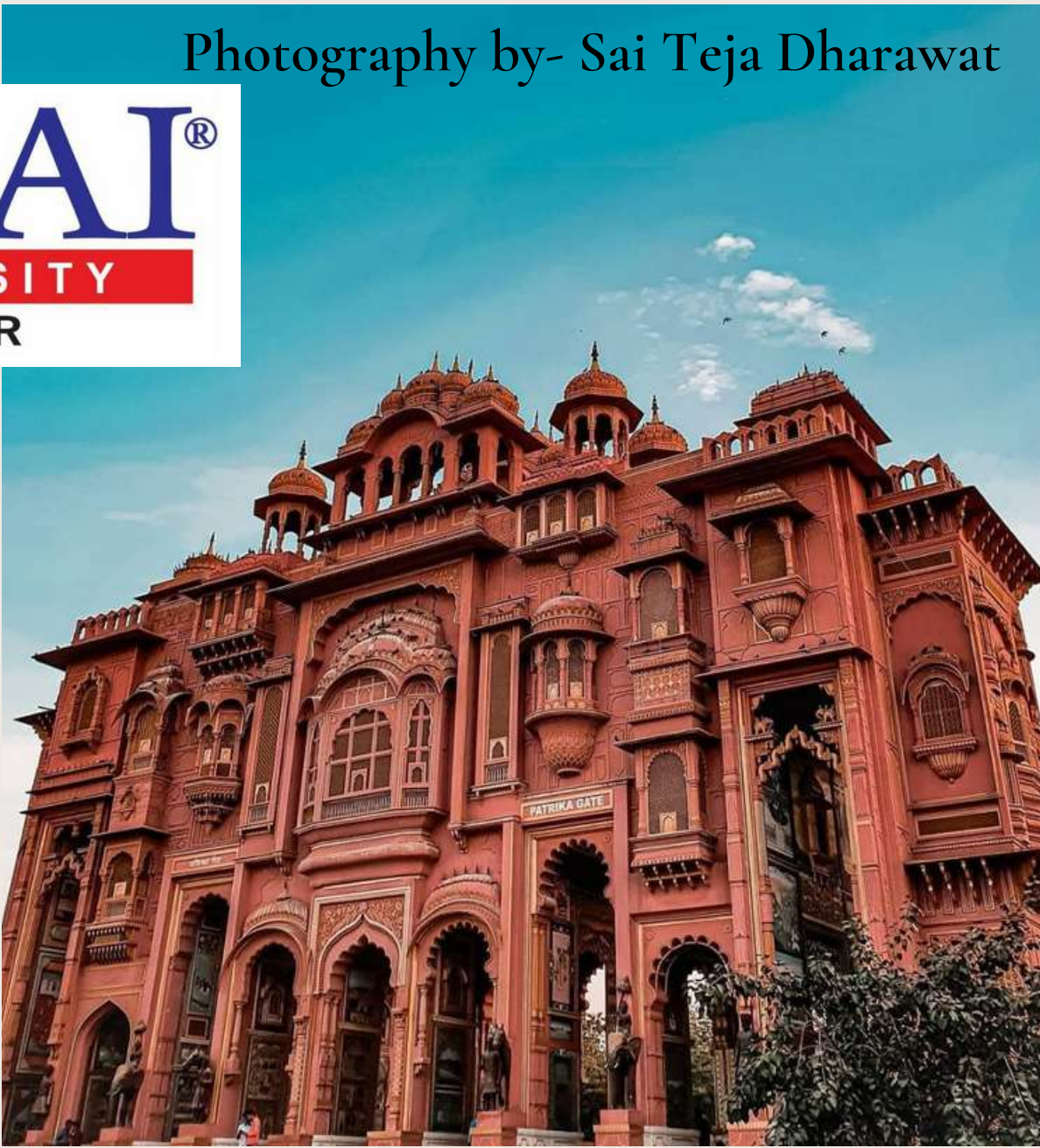
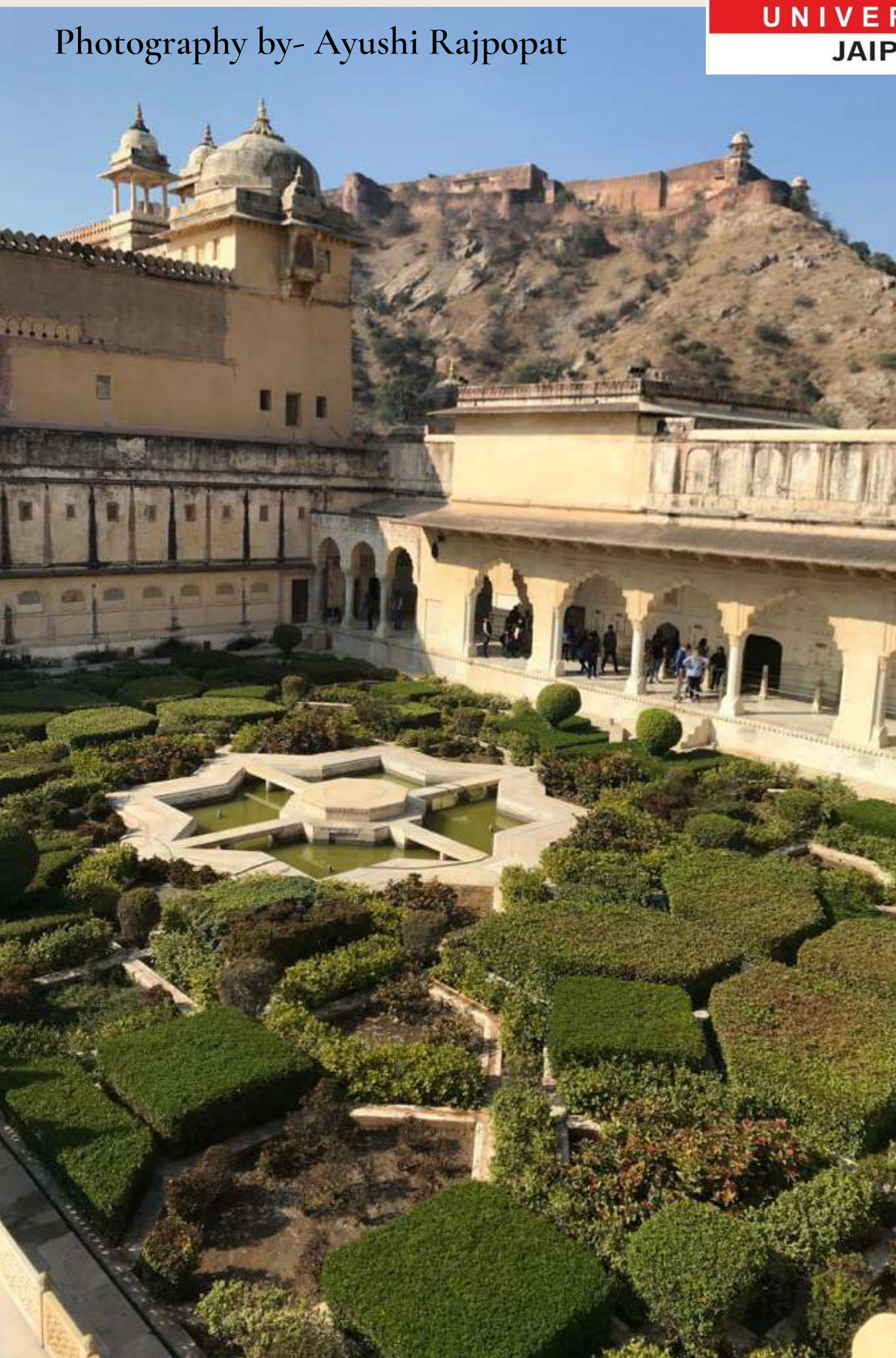


Photography by- Sona Khandelwal

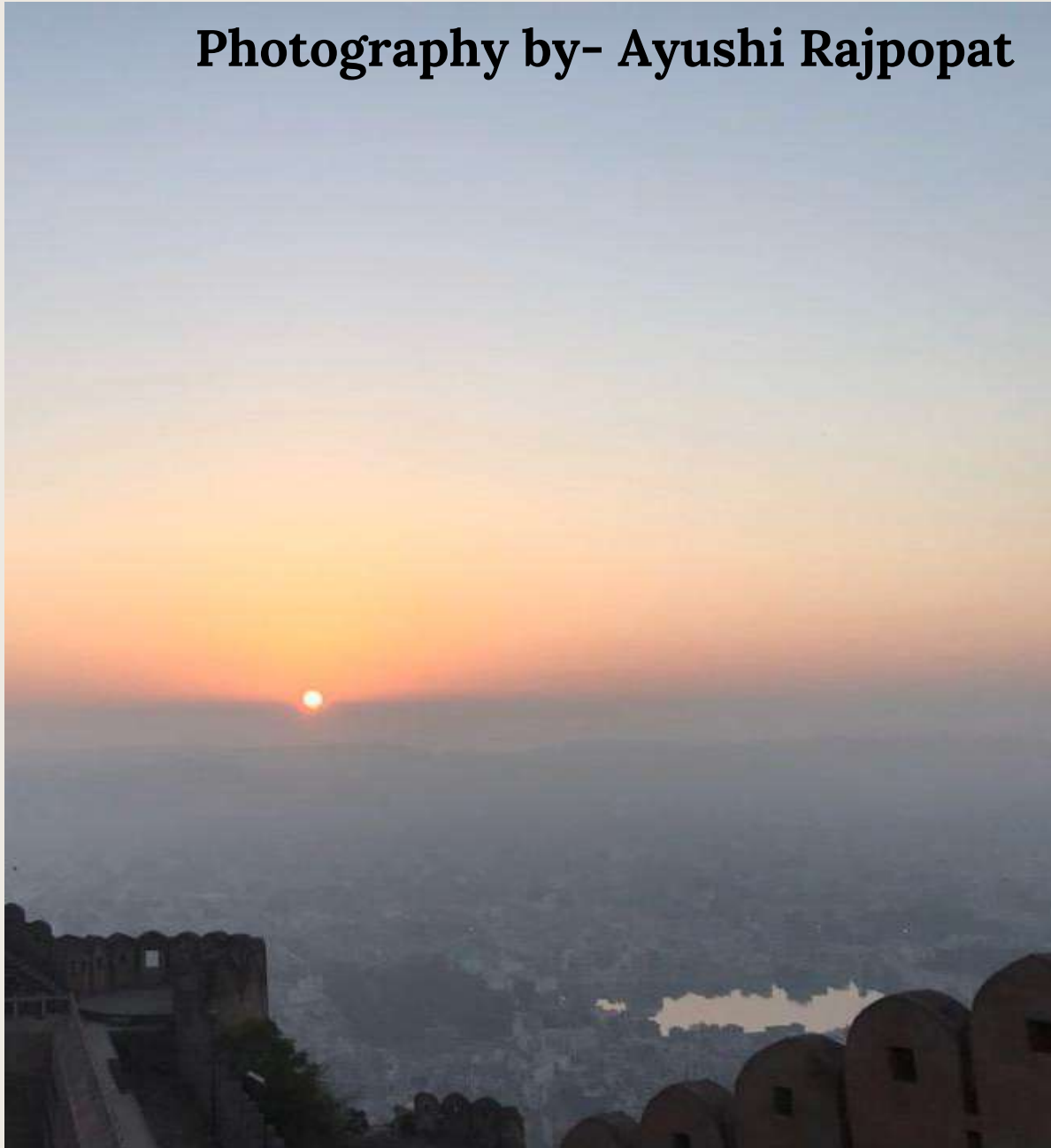
Photography by- Sai Teja Dharawat



Photography by- Ayushi Rajpopat



Photography by- Ayushi Rajpopat



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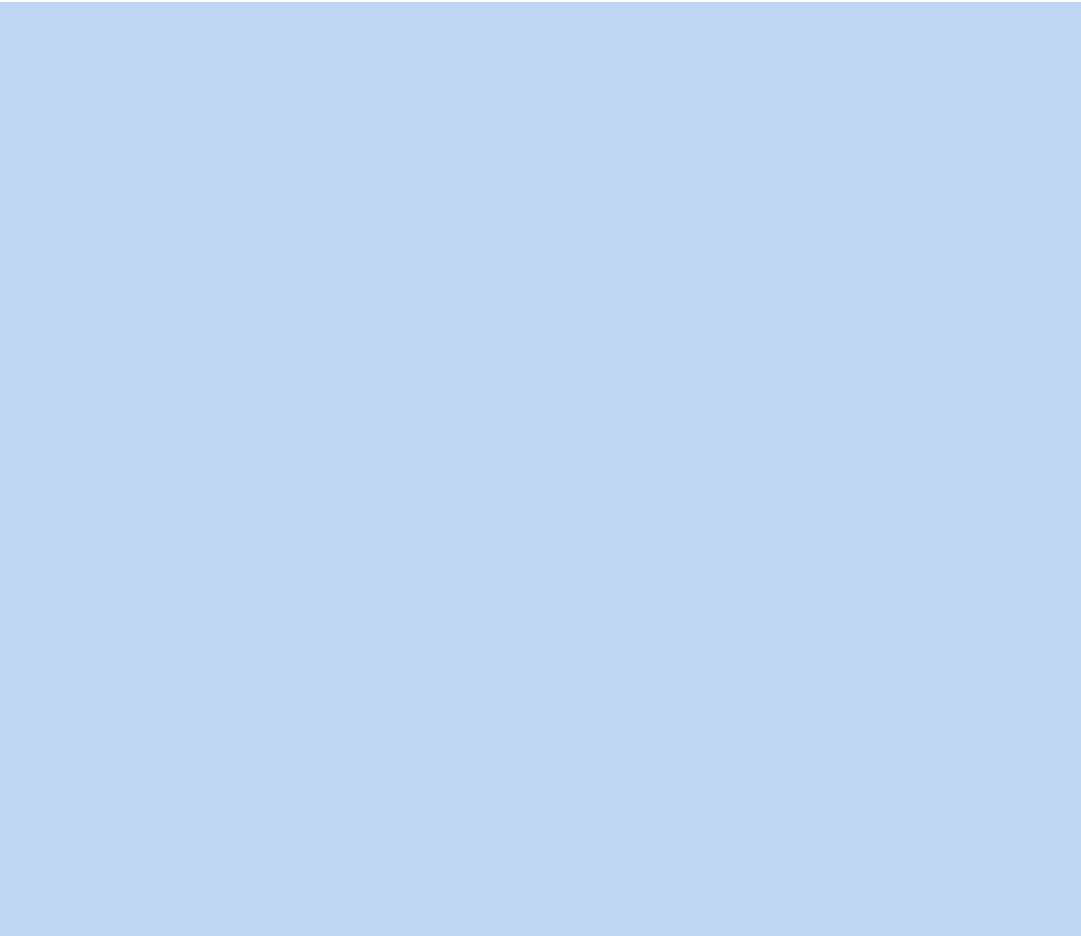
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EXPERT MENTORSHIP PROGRAM
FOR STUDENT CLUBS

IBS JAIPUR THRIVING IN ONLINE MODE

Life in online mode has been one of the most difficult phases of our lives but IBS Jaipur, with its grit, determination and relentlessness has thrived through this phase and come out to be victorious with its committed and adaptable staff along with cooperative and disciplined students.

Along with online teaching, webinars, corporate talks with the leaders, club activities, internship preparation, resume writing, group discussions, mock interviews have been constant throughout the year.

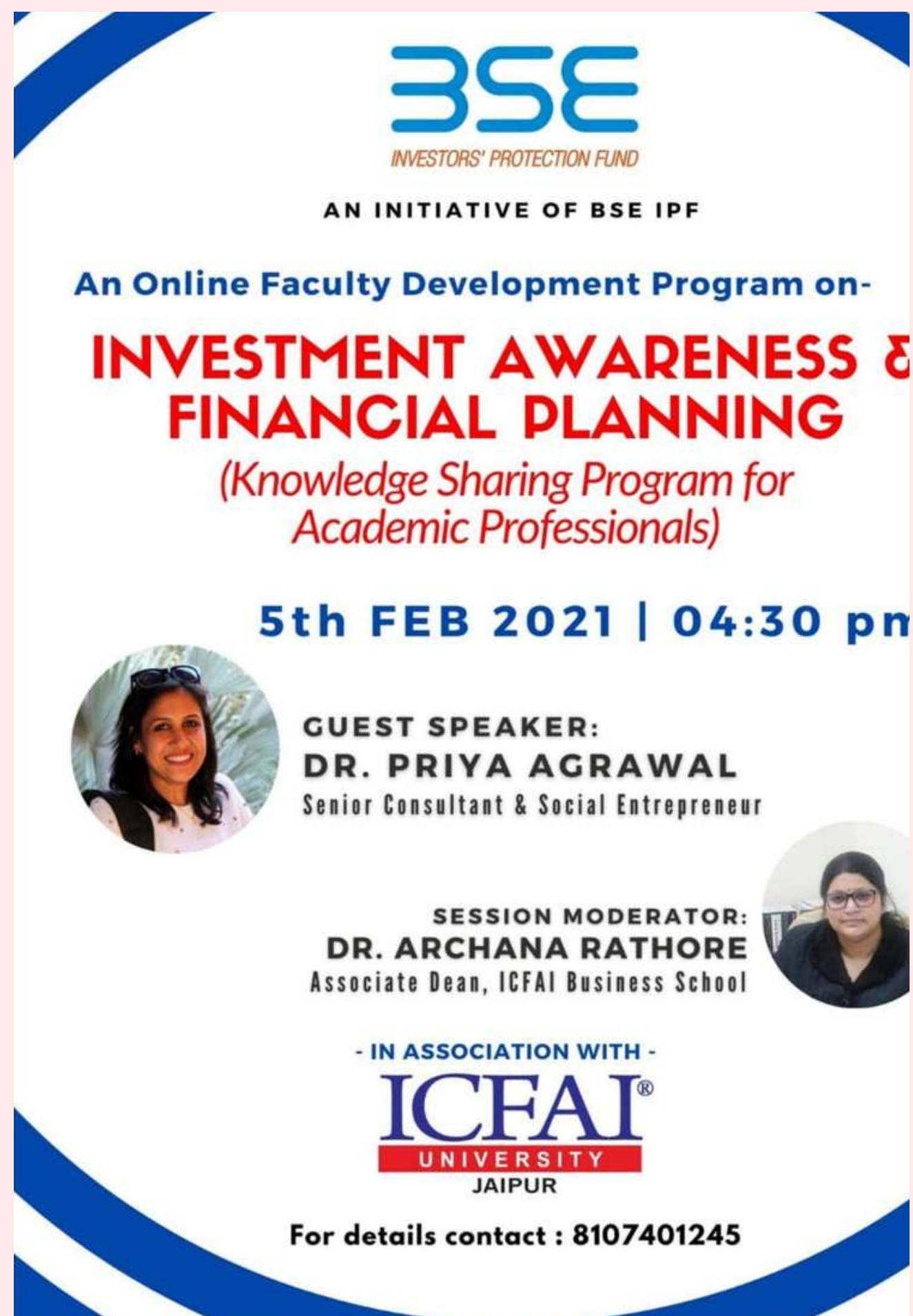


KNOWLEDGE SHARING PROGRAMS

"The only irreplaceable capital an organization possesses is the knowledge and ability of its people.

The productivity of that capital depends on how effectively people share their competence with those who can use it."

~ Andrew Carnegie



Indian Society for Training & Development
-: Jaipur Chapter :-

WEP –Webinar , Events & Planning –Focus Area Group
Presents

“Academic Leadership” –
Identifying the Key Deliverables
By
Dr. Shweta Jain, Dean & Associate Professor
ICFAI Business School (IBS),
ICFAI University Jaipur

9th January 2021, 5.30 pm

HOSTED BY : **ISTD JAIPUR CHAPTER**

Mr. Mukesh Vyas,
Chairperson
ISTD Jaipur

Dr Sanjeeb Pal,
Vice Chairperson
ISTD Jaipur

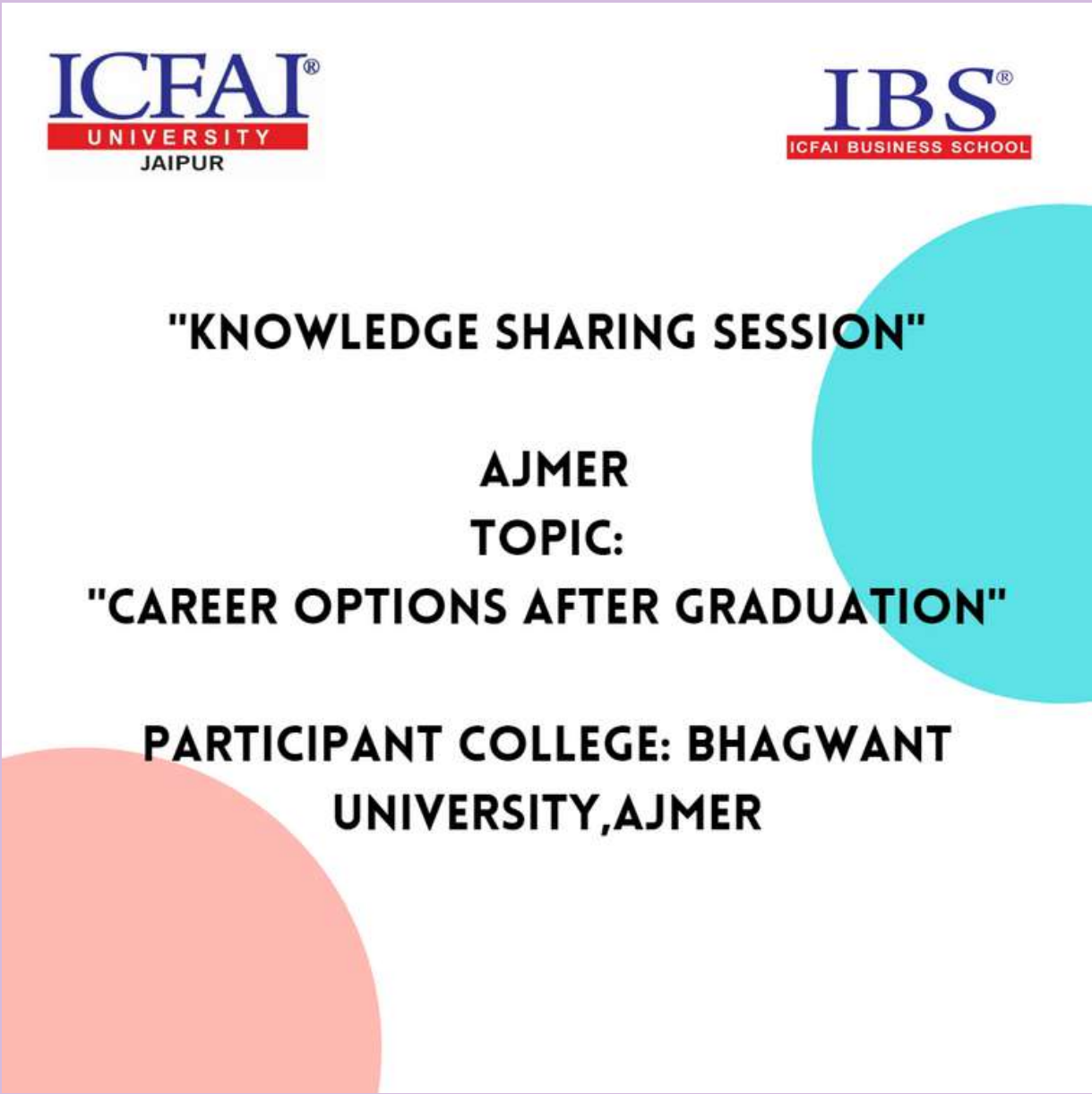
Dr Deepali Bhatnagar,
Hon .Secretary
ISTD Jaipur

ICFAI Business School, Jaipur has always taken pride in its knowledge-sharing programs organized with its partners in academia for enhancing the intellectual capital and learning opportunities for all. During recent times, when it was not possible to conduct live seminars and conferences, IBS-J made the most out of video platforms to conduct the same in the form of webinars.

Over the past few months, IBS organized over 25 Student Knowledge Sharing Programs and 15 plus Faculty Knowledge Sharing Programs.



KNOWLEDGE SHARING PROGRAMS Cont....



This webinar gave an insight into the various career options available to graduates ranging from campus placements, higher studies, government services and entrepreneurship. Each area has its opportunities and challenges which were well explained by the speaker. The speaker also mentioned the concept of ‘Ikigai’ that would have helped the students understand how passion, mission, profession and vocation shape an individual’s life. This helped the audience develop a clear understanding of career planning.

This webinar highlighted the importance of effective communication skills with emphasis on how communication is a dynamic process and can positively and negatively affect the relationships one has on work and social life. The speaker talked about the barriers to effective communication, skills required to develop communication proficiency and also the significance of the first impression.



KNOWLEDGE SHARING PROGRAMS Cont....

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JAIPUR

"KNOWLEDGE SHARING SESSION"

AHEMDABAD
TOPIC:
"CORPORATE EXPECTATIONS: FROM
CLASSROOM TO CUBICLES"

PARTICIPANT COLLEGE: HA COLLEGE OF
COMMERCE, GLS CAMPUS AHEMDABAD

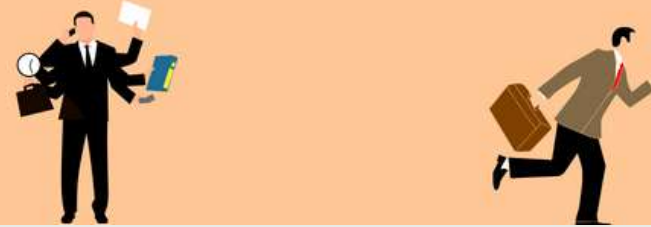
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"KNOWLEDGE SHARING SESSION"

AJMER
TOPIC:
"ENHANCING EMPLOYABILITY SKILLS"

PARTICIPANT COLLEGE: SD GOVT.
COLLEGE, BEAVER



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"KNOWLEDGE SHARING SESSIONS"

SURAT
TOPIC
"HOW TO CONDUCT ONLINE
CLASSES"

PARTICIPANT COLLEGE-
OPEN FORUM

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"KNOWLEDGE SHARING SESSIONS"

SURAT
TOPIC
"CAMPUS TO CORPORATE"

PARTICIPANT COLLEGE-
KP COMMERCE COLLEGE, SURAT

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"KNOWLEDGE SHARING SESSION"

UDAIPUR
TOPIC:
"ENHANCING YOUR EMPLOYMENT
PROSPECTUS"

PARTICIPANT COLLEGE: APC POST
GRADUATE COLLEGE, PRATAPNAGAR





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"KNOWLEDGE SHARING SESSION"

BARODA
TOPIC:
"CAMPUS TO CORPORATE"

PARTICIPANT COLLEGE: GEC
GODHRA & MS UNIVERSITY

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"KNOWLEDGE SHARING SESSION"

UDAIPUR
TOPIC:
"IMPACT OF COVID-19 ON EDUCATION
INDUSTRY IN INDIA- CHALLENGES &
OPPORTUNITIES"

PARTICIPANT COLLEGE: SYMIT ENGINEERING
COLLEGE

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"KNOWLEDGE SHARING SESSIONS"

SURAT
TOPIC
"NEW AGE LEADERSHIP: THE
ACADEMIC PERSPECTIVE"

PARTICIPANT COLLEGE-
OPEN FORUM



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"KNOWLEDGE SHARING SESSION"

AJMER
TOPIC:
"INNOVATIONS IN TEACHING & LEARNING
APPROACHES"

PARTICIPANT COLLEGE: R.K. PATNI G.
COLLEGE KISHANGARH & OTHERS



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"Knowledge sharing session"

Ajmer
Topic:
"Building A Brand called YOU"

Participant college: Aryan College, Ajmer



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"KNOWLEDGE SHARING SESSION"

UDAIPUR
TOPIC:
"IMPACT OF COVID-19 ON
EDUCATION INDUSTRY IN INDIA-
CHALLENGES & OPPORTUNITIES"

PARTICIPANT COLLEGE: OPEN
FORUM

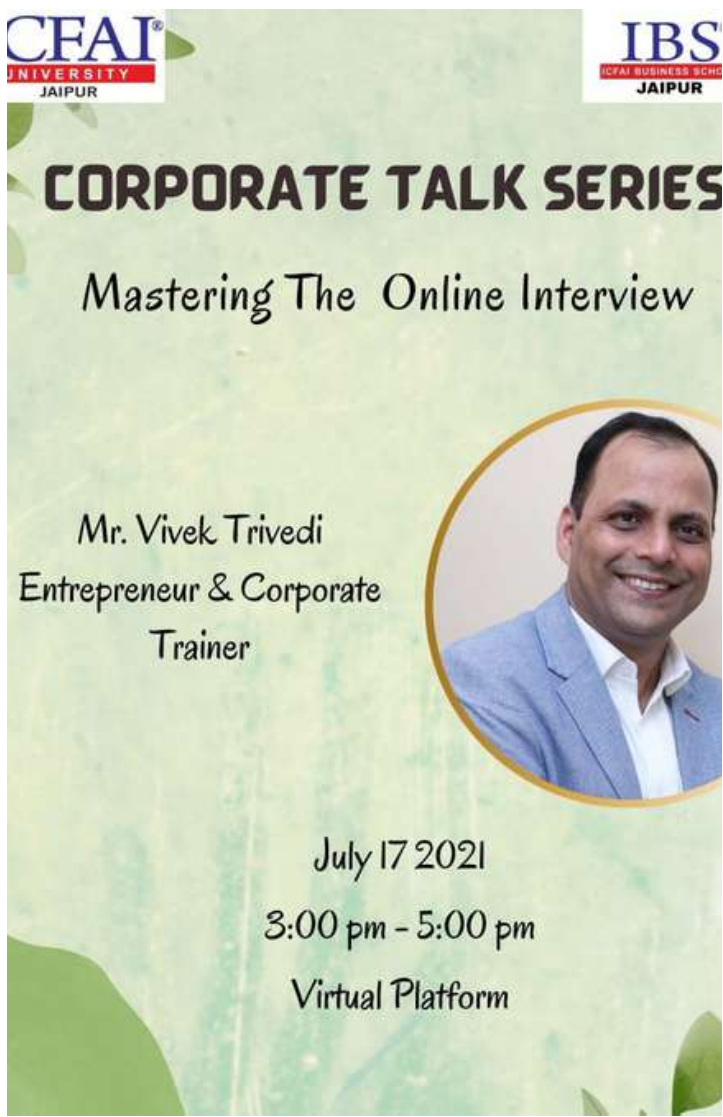
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JAIPUR

"KNOWLEDGE SHARING SESSION"

UDAIPUR
TOPIC:
"ONLINE LEARNING & STUDENTS
ENGAGEMENT TECHNIQUES"

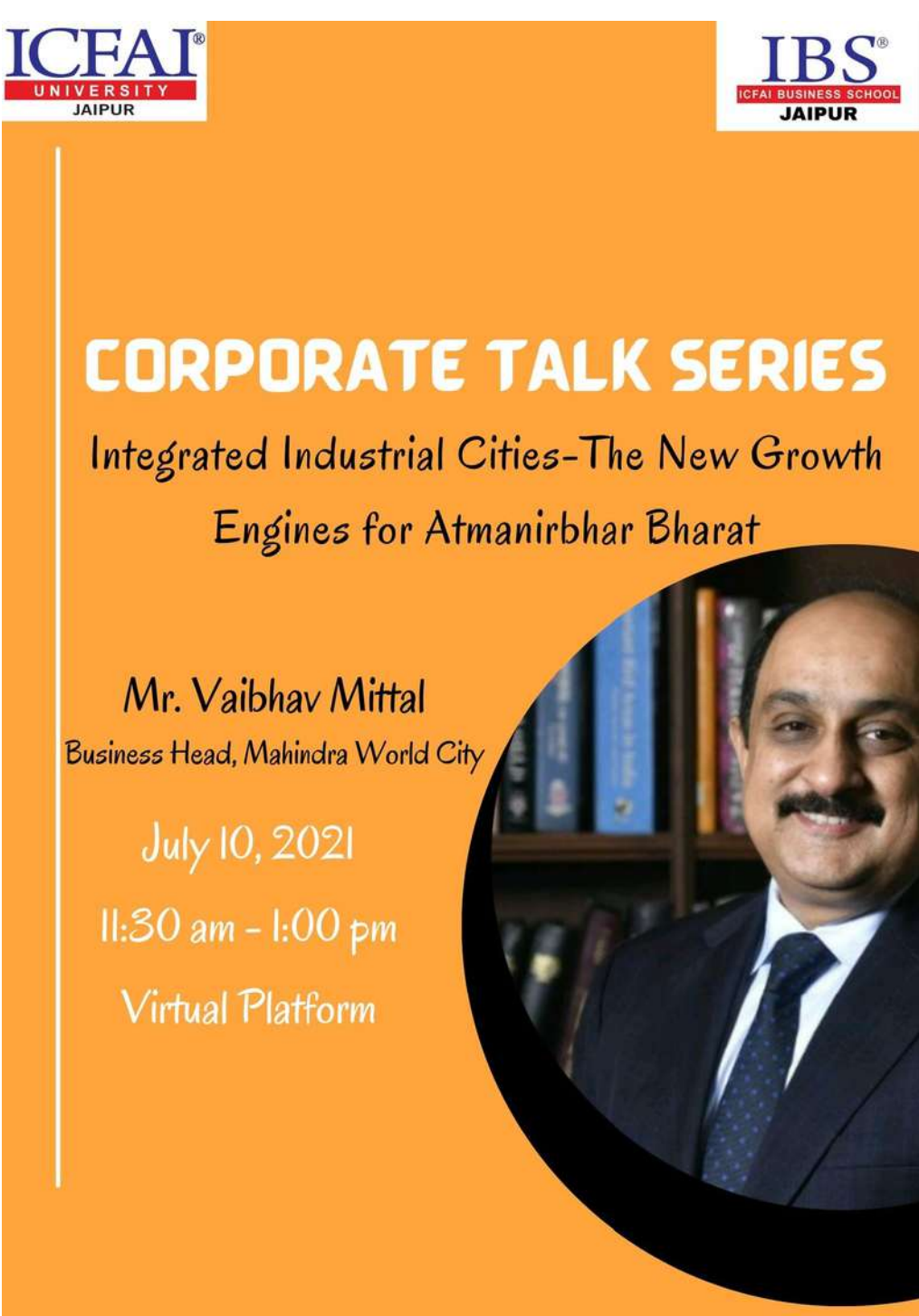
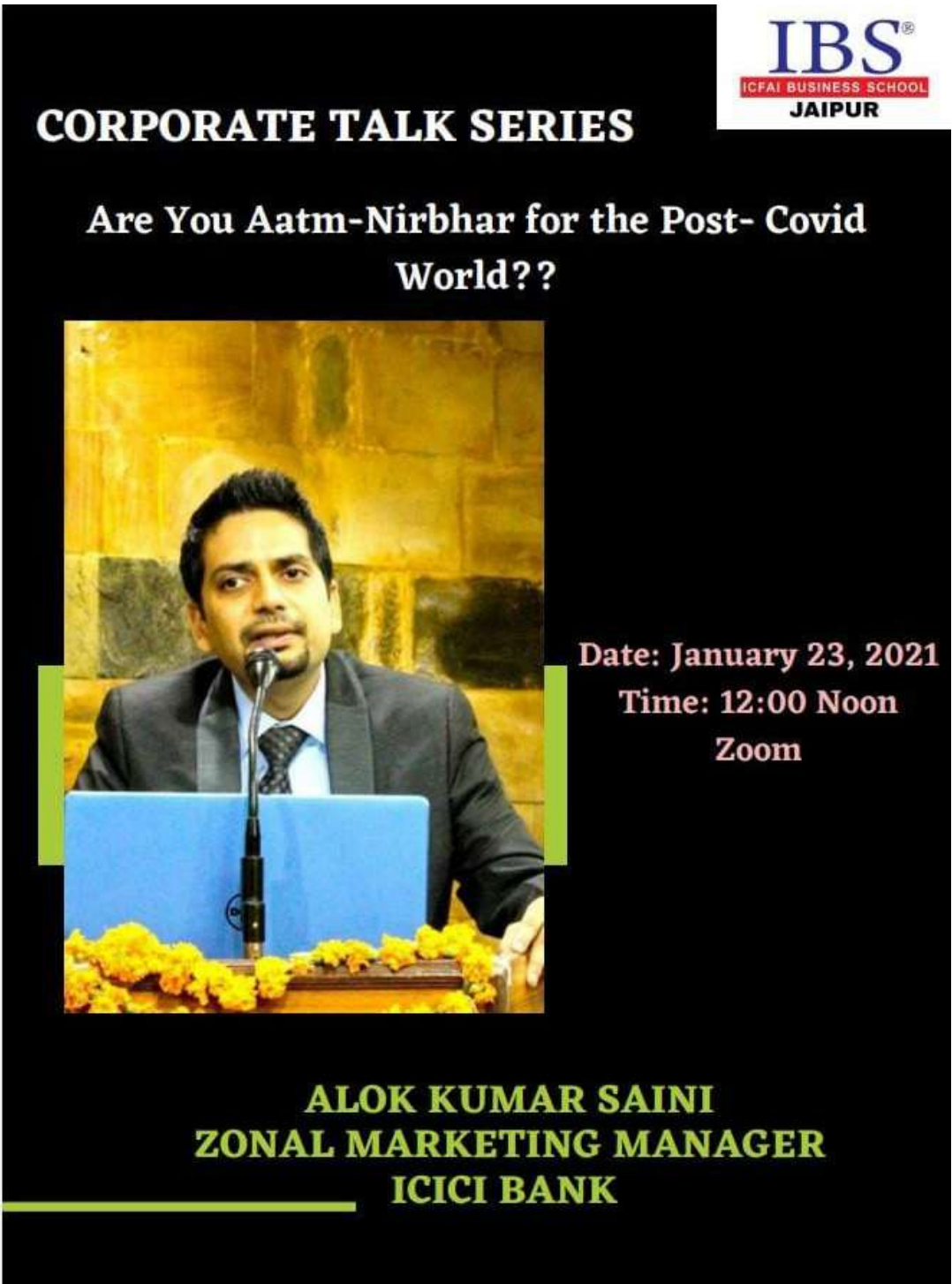
PARTICIPANT COLLEGE: VISION SCHOOL
OF MANAGEMENT

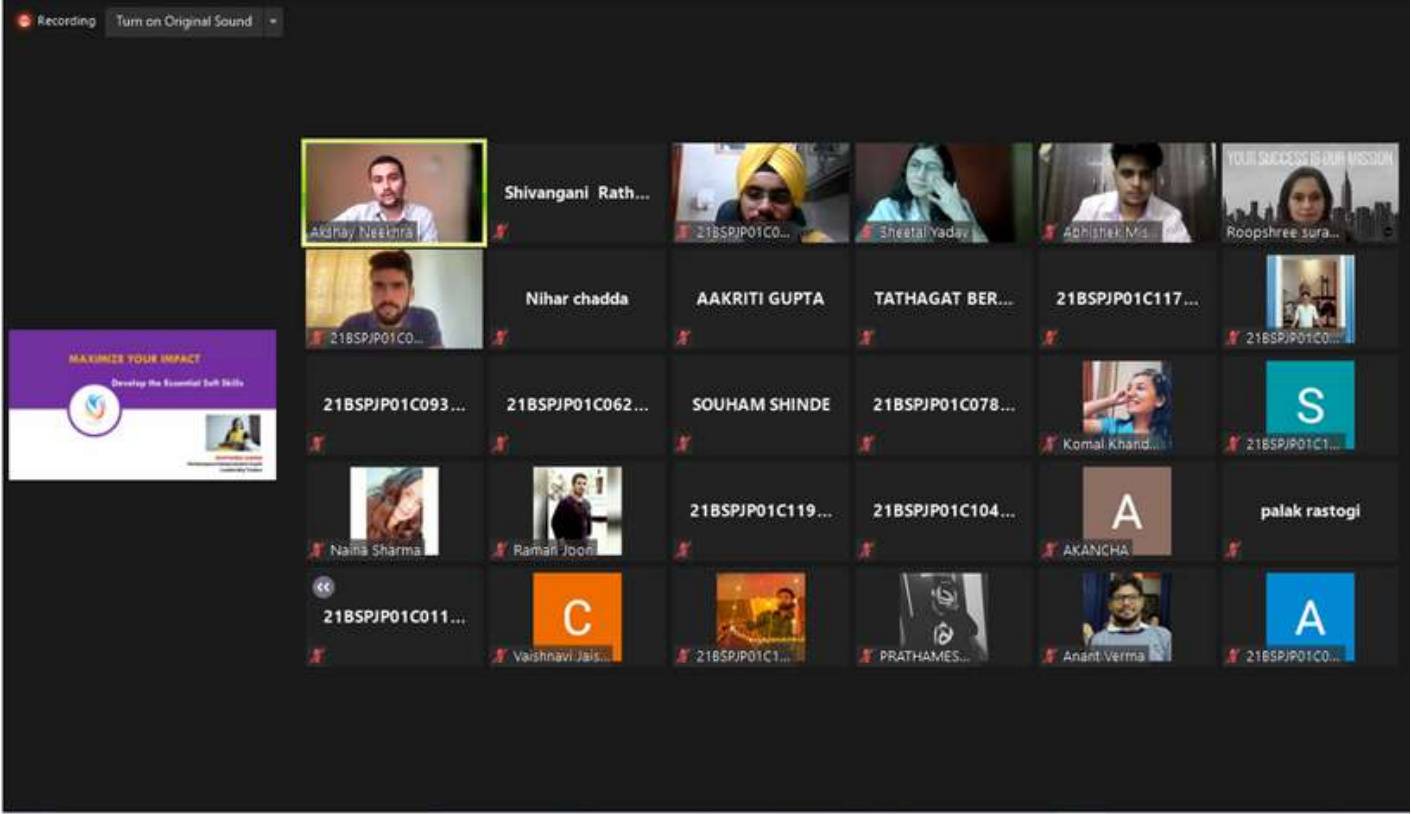
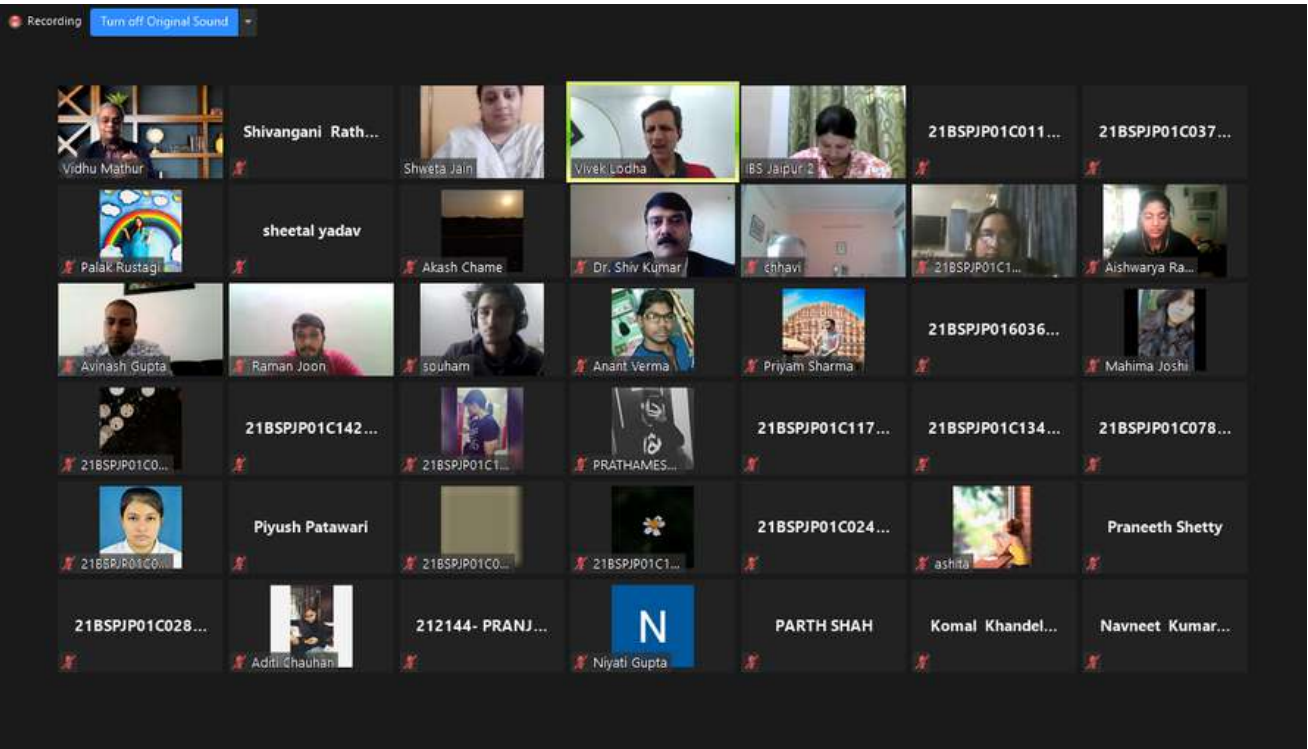


UP CLOSE WITH CORPORATE LEADERS

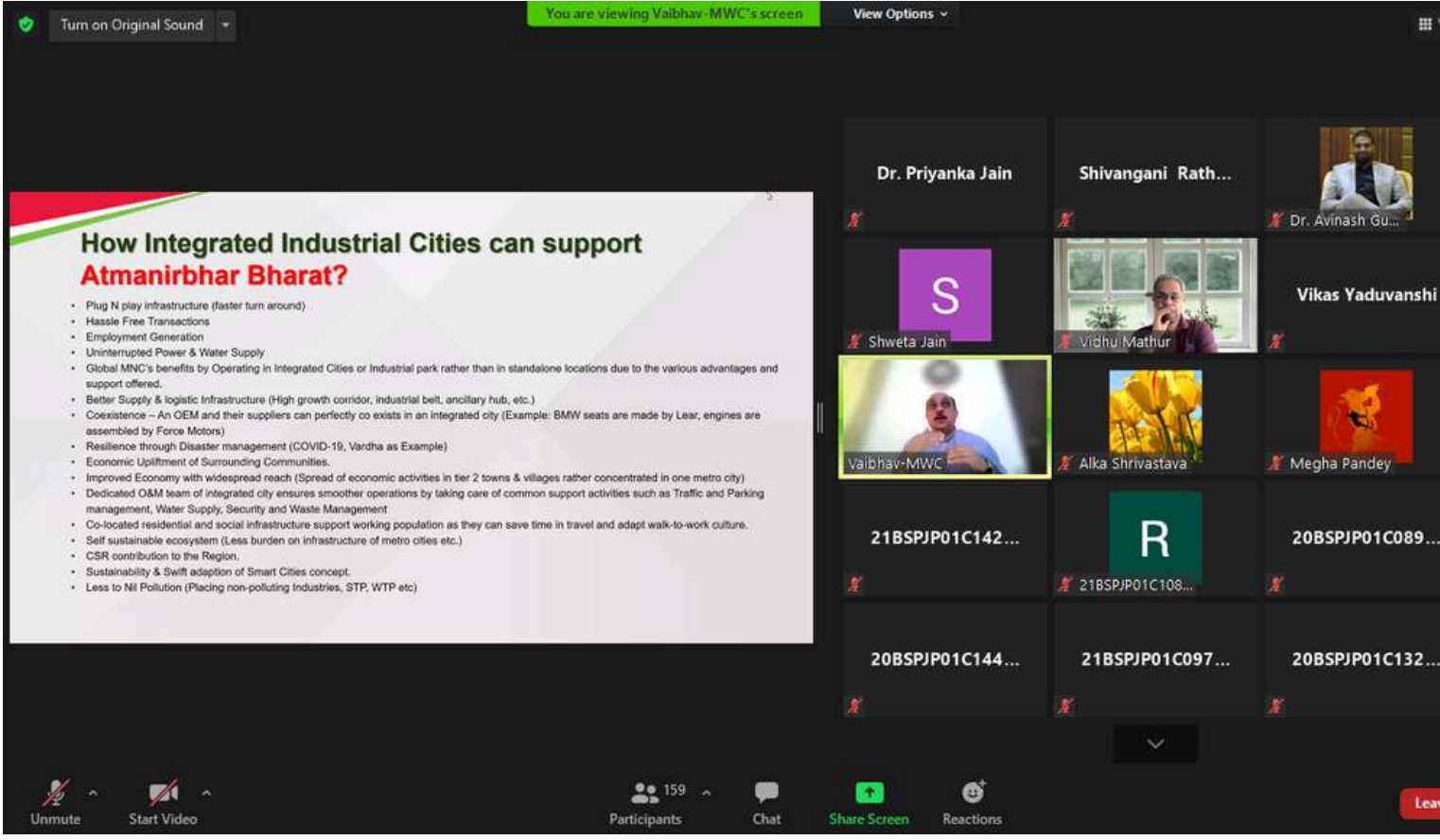
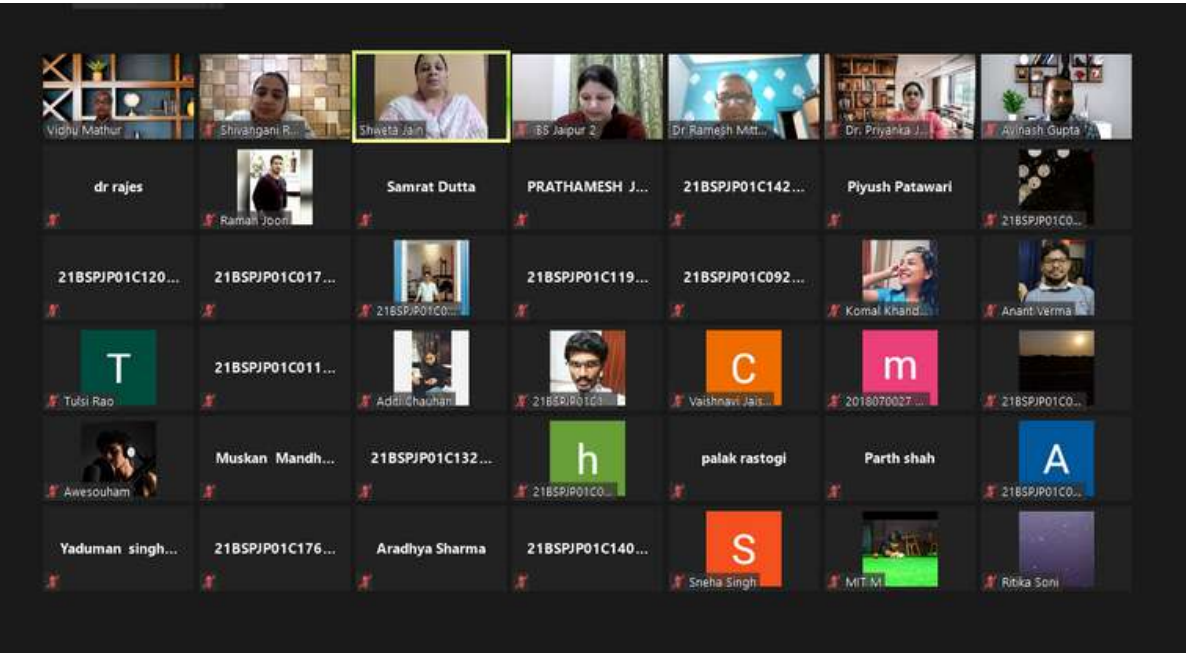
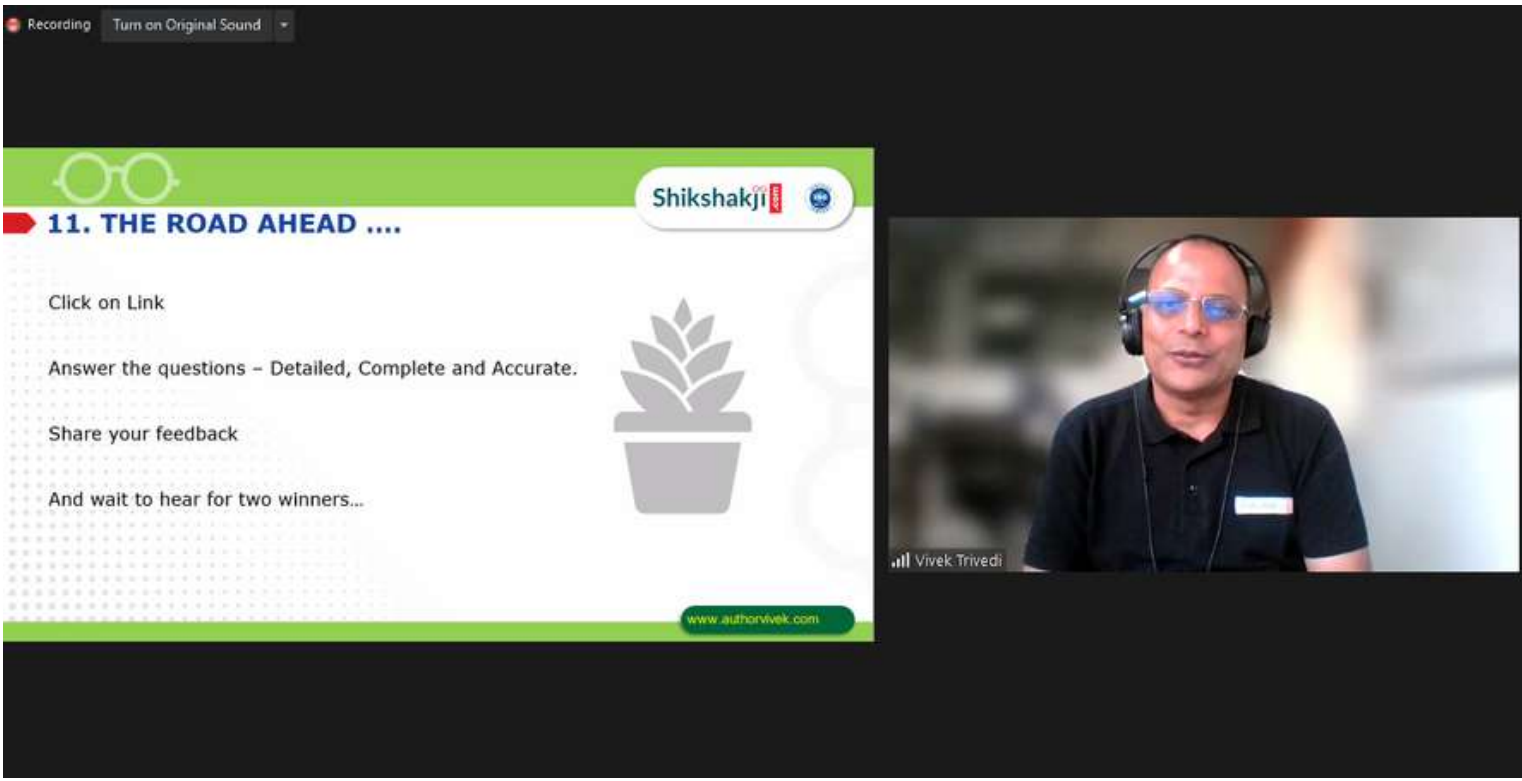
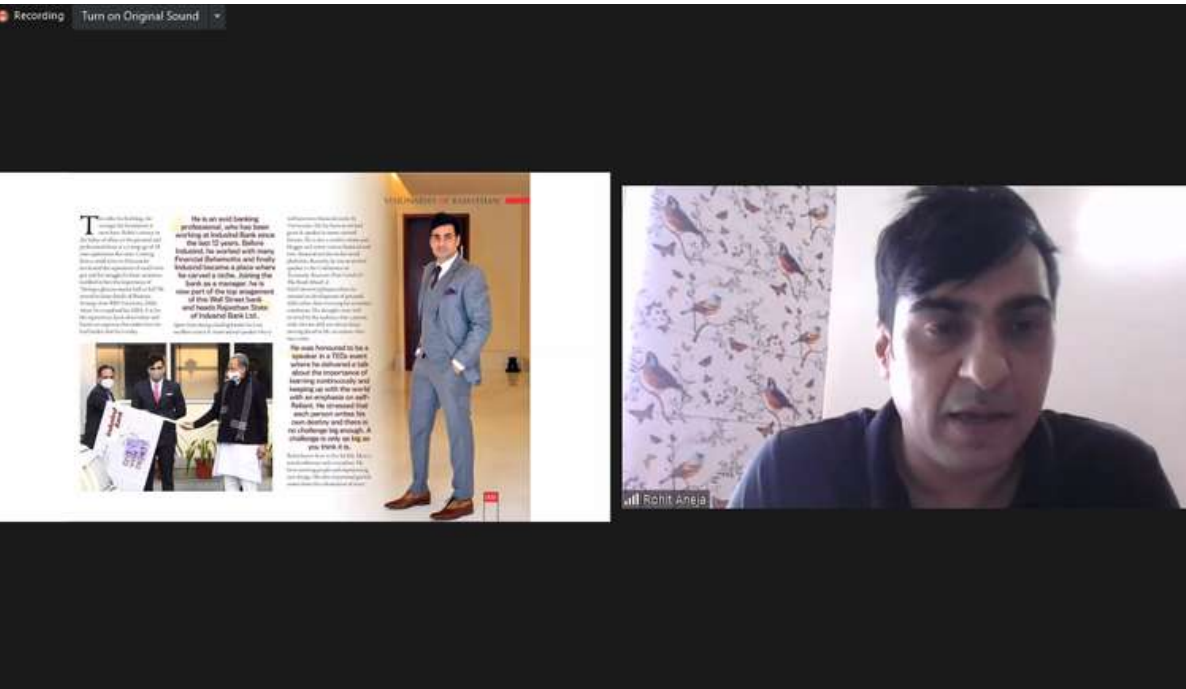
IBS Jaipur has always believed in synergy and channelizing its potential, to groom its students. The department has arranged over 30 webinars during the last few months to make students corporate ready.

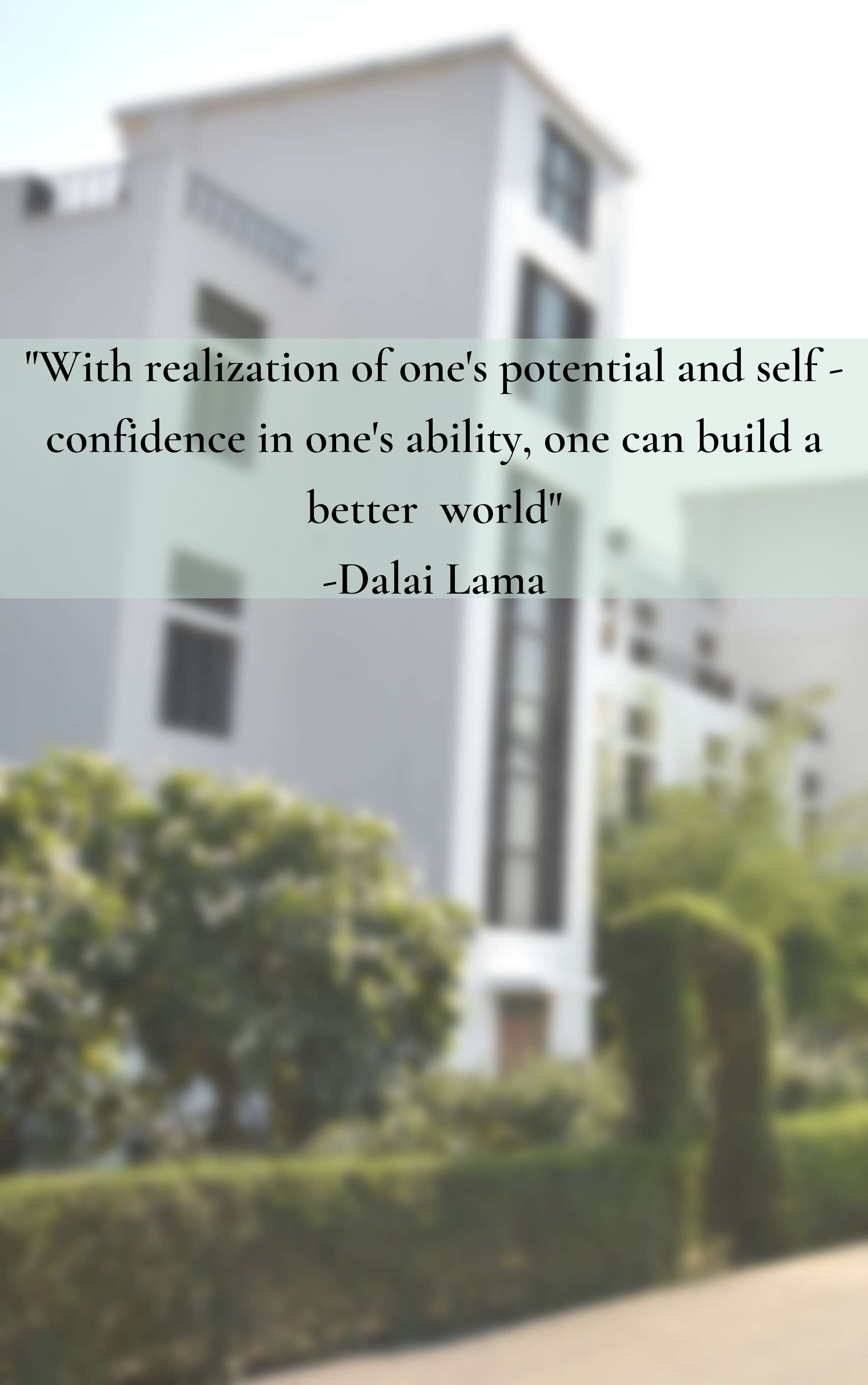
With the expansion of Industry 4.0 where artificial intelligence is working in cognizance with the human mind, our students are groomed in a fashion that they could easily adapt to the VUCA world and for that IBS has been inviting corporate leaders who offer guidance and educate the students about the same.





UP CLOSE WITH CORPORATE LEADERS



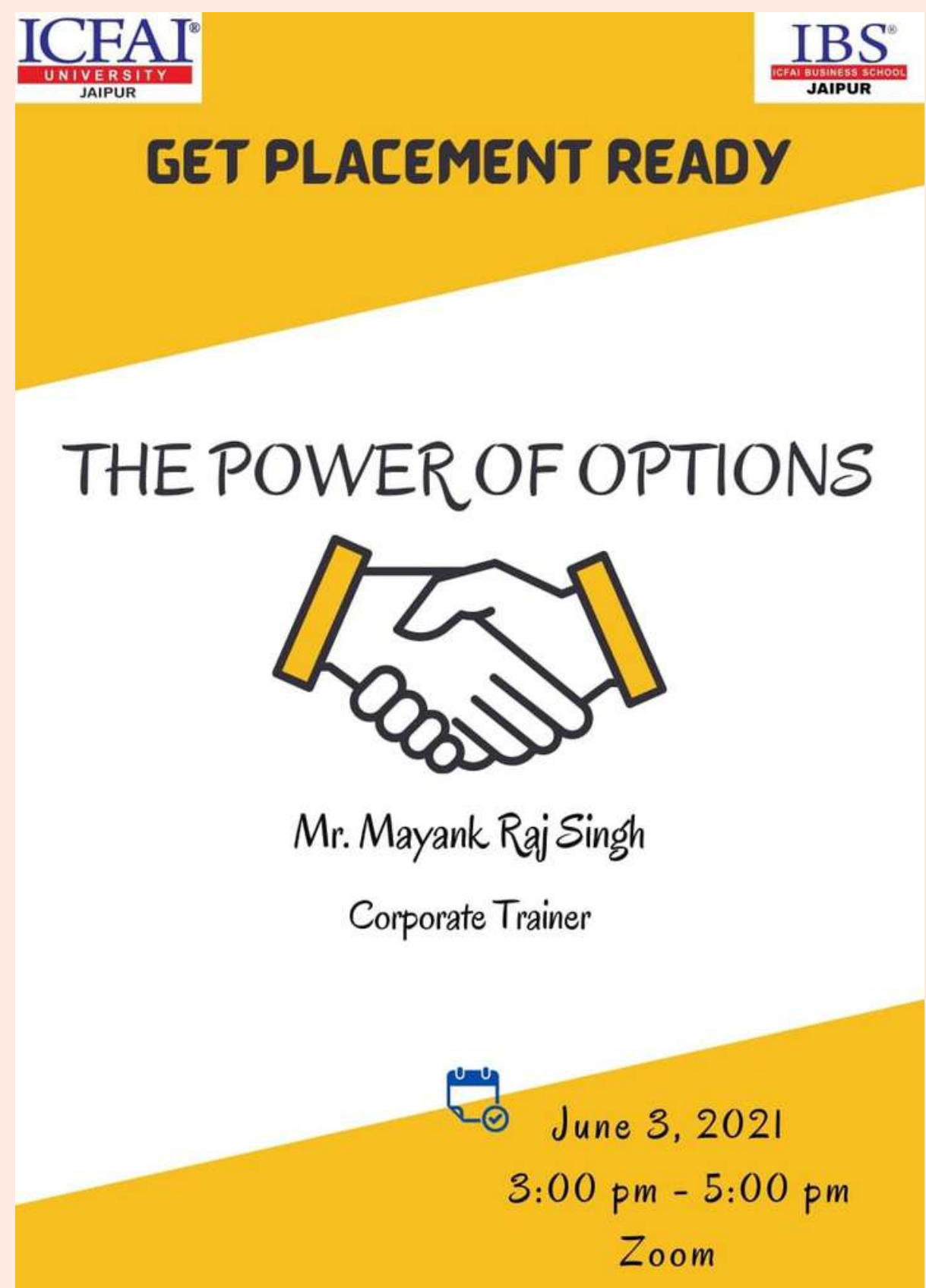


"With realization of one's potential and self -
confidence in one's ability, one can build a
better world"

-Dalai Lama

CORPORATE TALK SERIES

Mr. Mayank Raj Singh is a trainer, committed to keeping his students motivated all across the test-preparation seminars to prepare them for placements. He likes to make a difference by instilling the belief in people who have a natural talent for success but lack direction or motivation. He guides them by providing placement preparation instructions and techniques so that the students can crack the processes and achieve their goals.



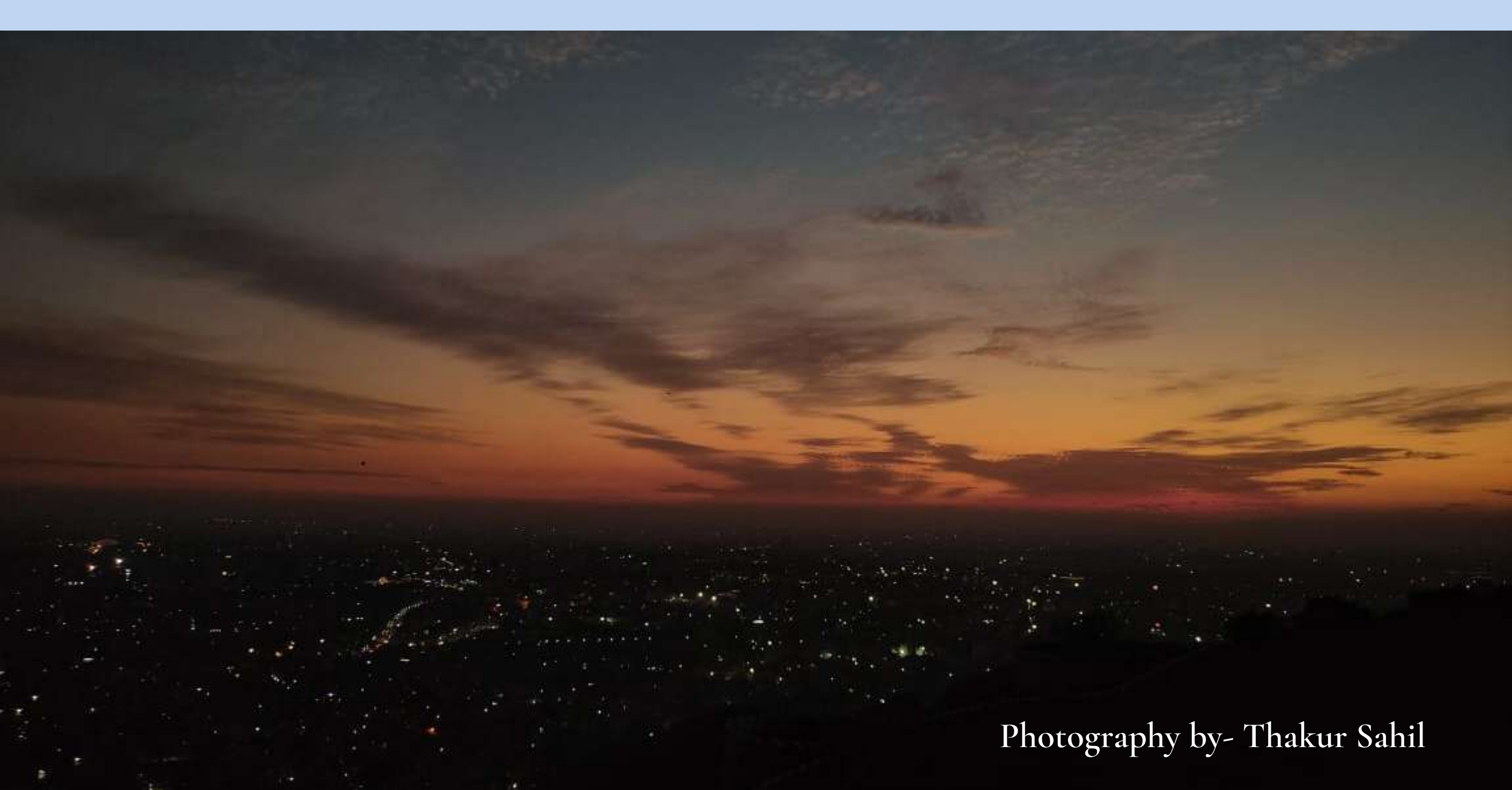
Mr. Venkata Harsha, Managing Director, Shine Projects is a prolific personality having an adequate understanding of the numerous stock market investment options. He emphasized the significance of performing fundamental analysis while analyzing securities by undertaking the economic, industry and company's study in stages. He also addressed the importance and procedure of performing technical analysis to time the market while selecting stocks. Moreover, he discussed how to create a portfolio by taking into account various factors such as risk, return, time horizon, liquidity and so on.



Photography by- Prathmesh Jagtap



Photography by- Ayushi Rajpopat



Photography by- Thakur Sahil

CORPORATE TALK SERIES



Ms. Roopshree Surana assists corporate executives, entrepreneurs, and professionals in transforming their personal and professional life by creating an individual's Brand Image. Her sessions are most sought amongst students as they are engaging and informative. In the session the speaker meticulously guided students on how they can create an impact when they step in the corporate world. She encouraged students to be open to learning on every step of their career, to take initiative and managed their time effectively.

Mr. Anurag Sharma is a Mechanical Engineer, a Mathematician by profession and a passionate Theatre Artist, Writer, Motivational Speaker, Mentor, Life Coach, Corporate Trainer, and Entrepreneur by choice. This webinar covered various topics like how to approach virtual interviews, the tips and tricks of preparing a resume and what to include in a cover letter. It was an interactive session in which students were able to get answers to their questions and concerns about careers, placements, resume writing, communication, grooming and interview preparation, among other topics.





Happy Journey, you are now on a ship that
sails you in a new voyage of opportunities
and career establishments.

Good luck on your new Journey.

We hope all of you will be a shining star to
follow.

MR. AND MISS IBS JAIPUR CONTEST



Mr. Ayush Arnav
MR. IBS JAIPUR

*Miss. Supriya
Singh*
MISS IBS JAIPUR



Rajveer Kaur



Quad Camera
Galaxy A51



CLUB ACTIVITIES

Here at IBS, we profoundly encourage students to participate in club activities for the holistic development of our students. This helps the individuals open up to new challenges and encourages comradeship amongst the students. We have always been a firm believer in promoting diversity. The Club activities help the students extend their horizons and help them understand the customs, beliefs and values of the diverse culture at the ICFAI Family where we welcome students from all the states and Union Territories.



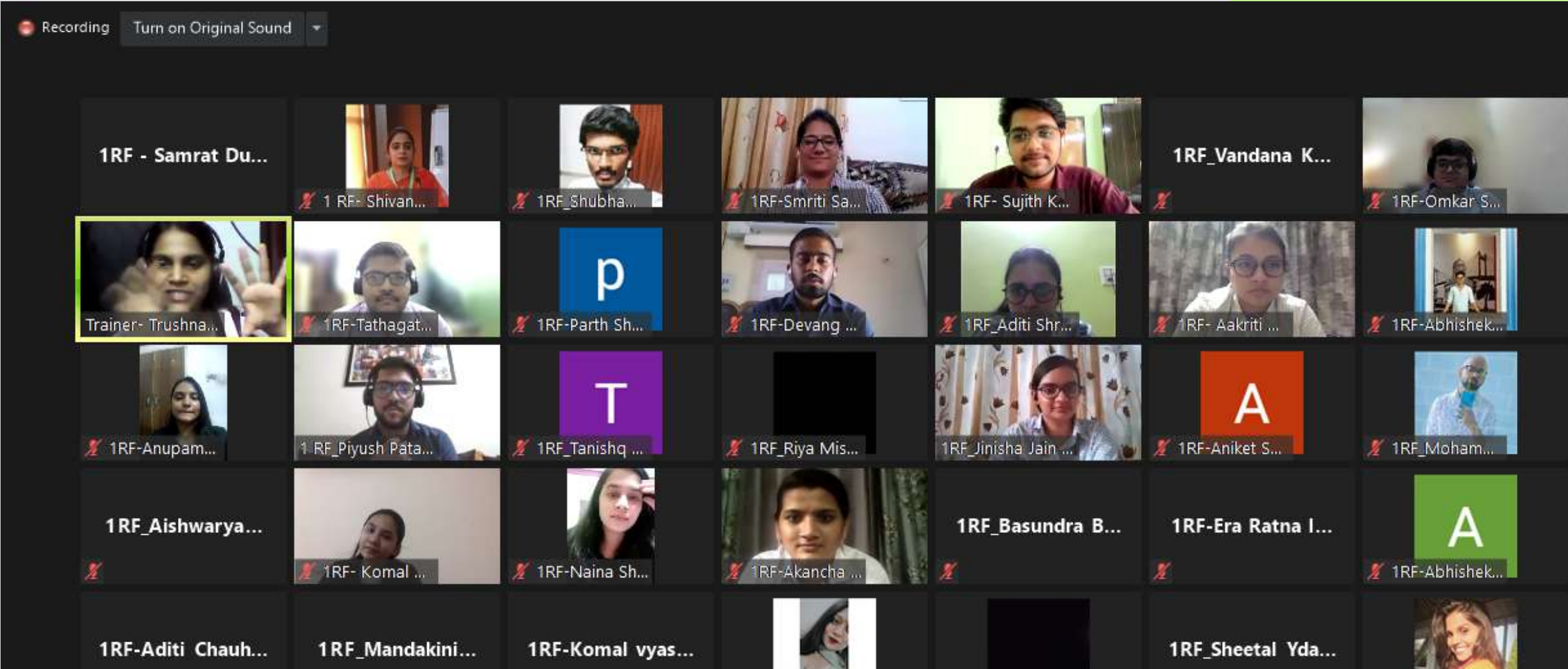
Throughout this online mode of study, the students were exposed to the club activities to keep them engaged. Activities arranged by the Prayaas Club like the 'Tree Plantation Campaign' help in augmenting social awareness amongst the students regarding the issues that have been inflicting Mother Earth in one way or the other. These help in nurturing the feeling of compassion and empathy in the students.



One of the landmark events was the IBS Graffiti Club and Pixel Club Annual Spectra'21 and Photography Contest, which drew a slew of prestigious educational institutes from across the subcontinent. A total of 98 submissions were received from 24 different institutes. Dr. Sangeeta Singh, co-founder of Dhayas Foundation Artist and Design Educator and Mr. Asif Mohammad, Senior Photographer judged the competition respectively.

It was a magnificent display of the artistic vision possessed by the nation's young blood, promoting the virtues of camaraderie, creative thinking, discipline, and tolerance for others.





Techno Club

Social Media &
Digital Marketing Club

Eco-Biz

Economics &
Business Club

Money Matrix

Finance Club

Market Mavens

Marketing Club

Communica

Language Club

Prowess

The HR Club

Youth Vibes

Performing Arts-Dance,
Music, Theatre and Dramatics

Placement and SIP Cell

Placement and SIP Activities

IBS CLUB

SET YOURSELF APART

Navrang

Ethno-Cultural

Photo Click

Photography

Khel Ratna

Sports and Yoga

Prayaas

CSR, Environment
and Community Service

Ignited Minds

Entrepreneurship

Shri N J Yasaswy Memorial Club

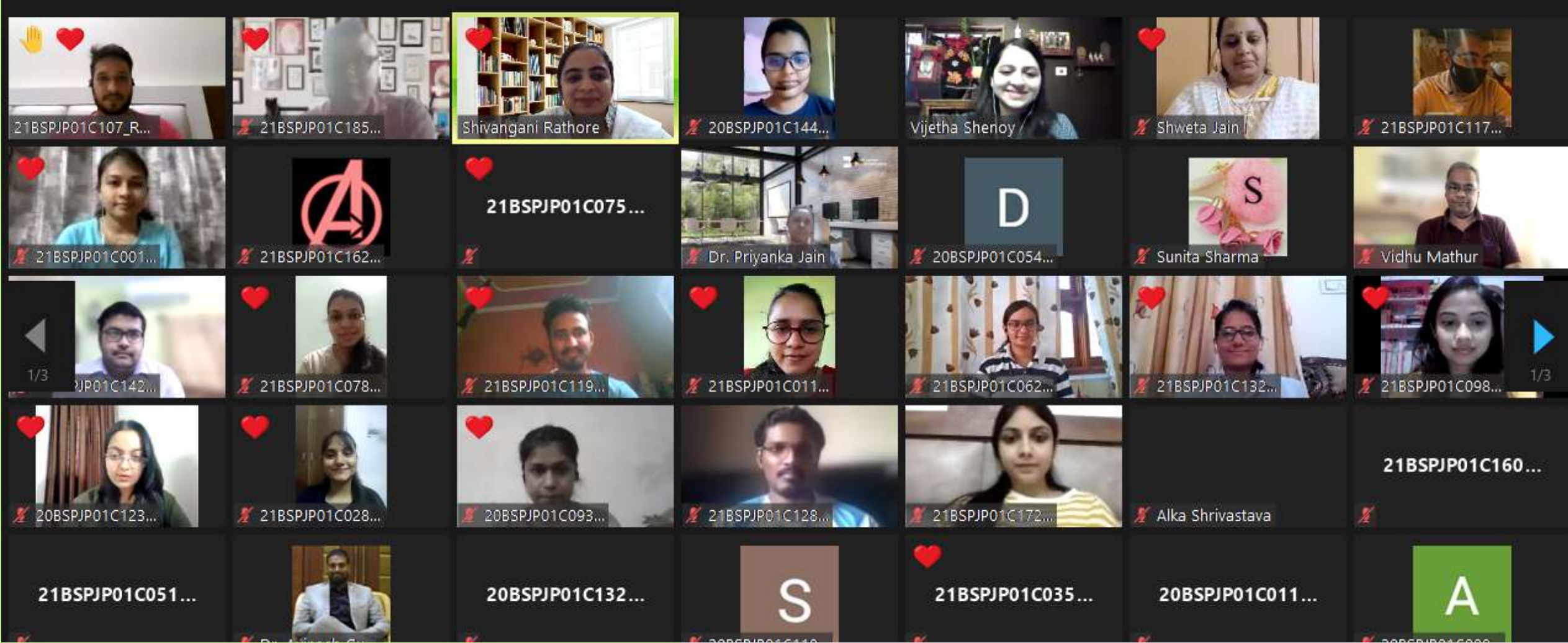
Institution Building Activity Club

Business Squad

Business Management Activities

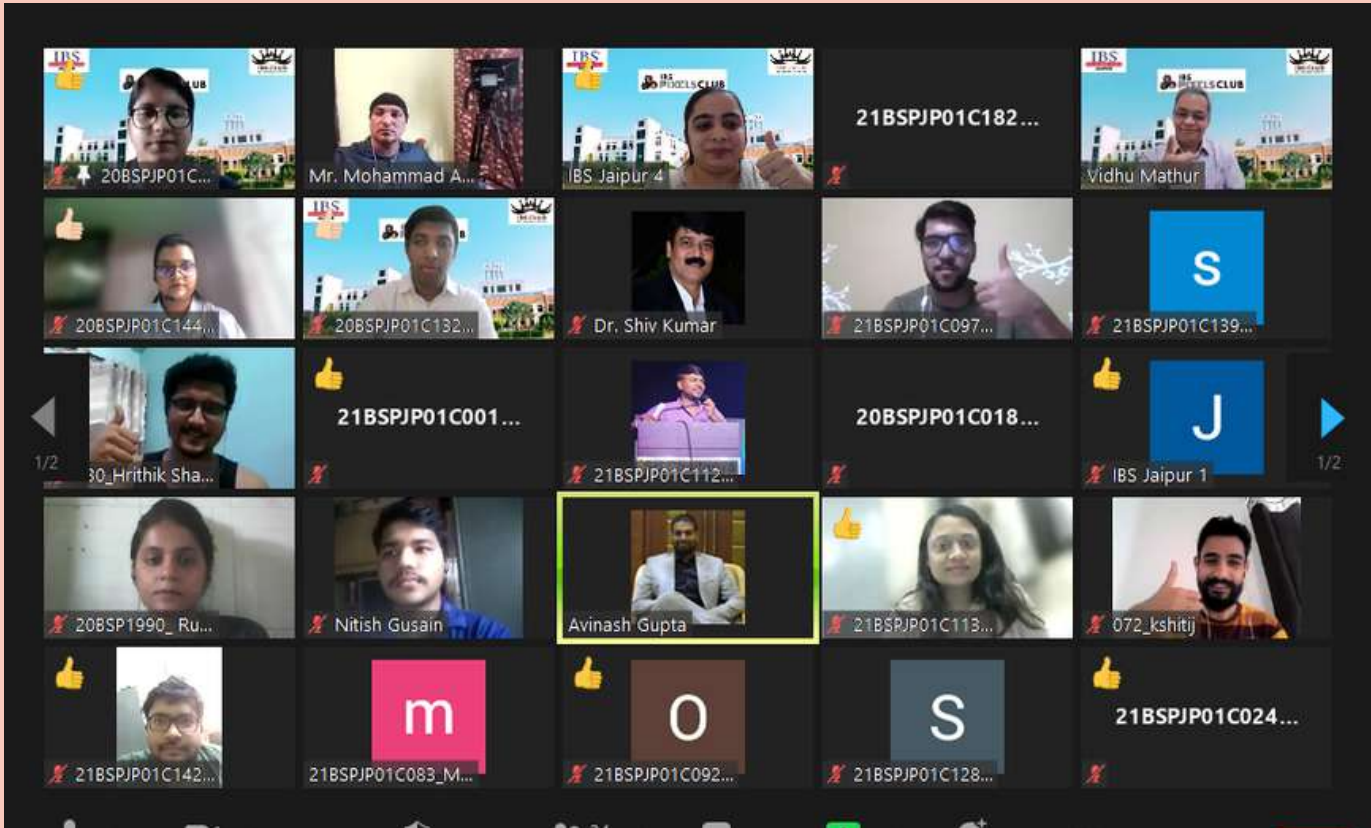
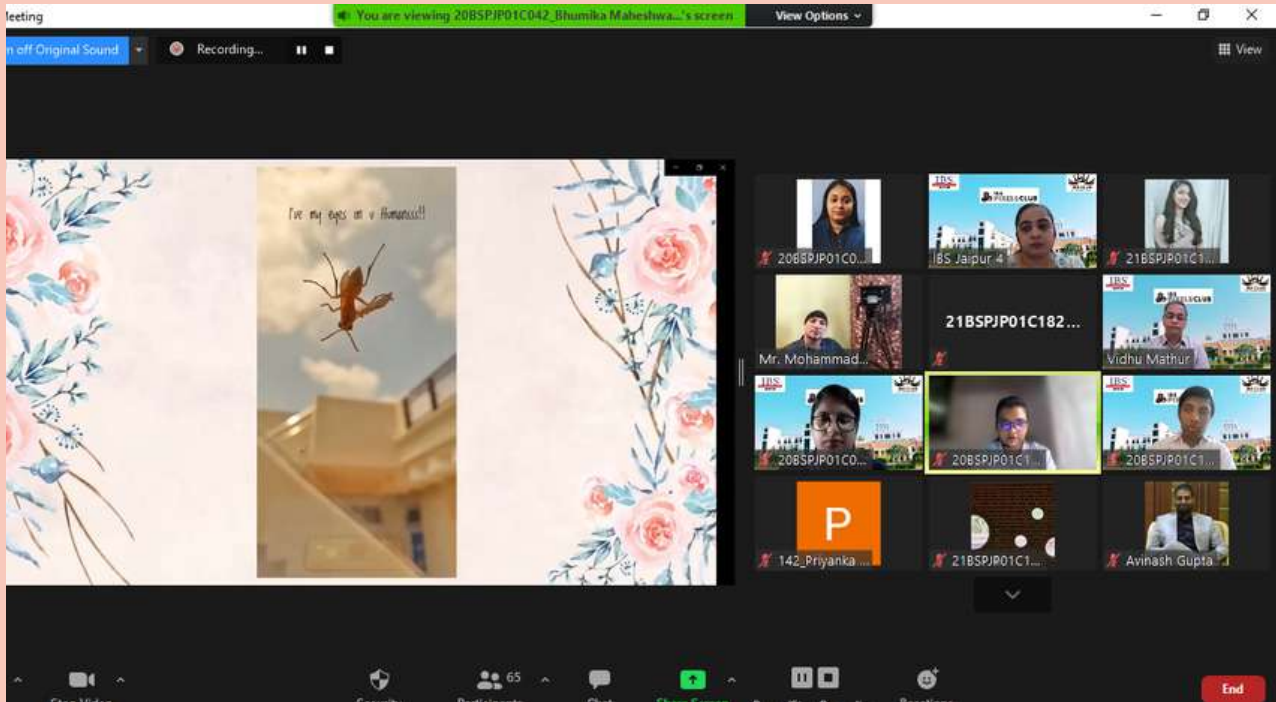
Grafitti

Fine Art Club





GLIMPSES OF INTER-COLLEGE PHOTOGRAPHY CONTEST



WINNERS



First Position:
Rutuja Khare
(IBS, Mumbai)



First Runner-Up:
Shreya Chakrovarthy
(IBS, Dehradun)



Second Runner-Up:
Sai Teja Dharawat
(IBS, Jaipur)



GLIMPSES OF SPECTRA-21
(AN INTER COLLEGE ART COMPETITION)



WINNERS



First Position:
Sanjana Gupta
(NIFT Kangra)



First Runner-Up:
Aakriti Gupta
(IBS Jaipur)



Second Runner-Up:
Maanvi Agarwal
(Rajasthan University)

TRAINING AND DEVELOPMENT PROGRAMS FOR OUR STUDENTS



Being fully Interactive session, Day 3 was closed by performing the fun activities related to SWOT Analysis.

After knowing who you are and where you want to be in the future comes Day 4 and Day 5 where Public Speaking and Effective Presentation rules were being learned and applied by the participants.



"Connect with Work"

Communication and Employability Skills Training Program. An Astonishing 9 day Self Assessment and Personality Development Session had a kick start with an Ice Breaking session, the next day was followed by an intro of Organizational Structure.



Etiquettes are required not only during face-to-face interactions, but also during virtual meetups. These sessions not only aimed to provide an insight into the related topics, but they also engaged students through the Group Discussion and Personal Interview sessions.

PIXEL CORNER



This too shall pass!

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

~VJ (Vijetha)



THANK YOU!

[My Short Poems and Scribbles! --Vijetha Shenoy \(wordpress.com\)](#)



Ms. Vijetha Shenoy

Expert Mentorship Programs for Student Clubs



IBS CLUB
BANK OF BARODA GROUP



IBS®
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210509P010219 - Muskan Verma

211050P0102142 - Tanuja Bera



Nurturing Hobbies For Work-Life Balance

Ms. Vijetha Shenoy
HR Business Partner - Talent Engagement, EdgeVerve



210509P010219 - Muskan Verma

211050P0102142 - Tanuja Bera



210509P010219 - Muskan Verma

211050P0102142 - Tanuja Bera

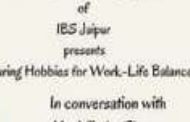


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ICFAI BUSINESS SCHOOL
JAIPUR



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Each day holds a surprise. But only if we expect it can we see, hear, or feel it when it comes to us. Let’s not be afraid to receive each day’s surprise, whether it comes to us as sorrow or as joy It will open a new place in our hearts, a place where we can welcome new friends and celebrate more fully our shared humanity. – Henri Nouwen

MR. AND MISS FRESHER



Mr. Akshay Neekhara
MR.FRESHER



Miss. Smriti Saxena
MISS.FRESHER



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FOR IMPROVING THE ONLINE
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-MR. SANDEEP MEGHNANI

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CREATIVE DASH
FROM THE VAULT OF OUR
STUDENTS

COVID-19 has fundamentally altered the way people learn and teach in all the schools and universities around the world. Following the announcement of the Indian government's lockdown, online learning has become a normal mode of teaching and learning in higher education institutions.

Although it is an inevitable mode of learning in order to maintain social distancing norms and prevent pandemic spread, an explicit focus on strengthening the learning experience is becoming increasingly important. Students are disturbed, unstable, stressed, and experiencing psychological problems as a result of the global pandemic. They are confronted with a variety of challenges in academics and career planning.

All the online courses designed for students require effective skills and techniques for being aware of and self-regulating their thoughts, emotions, and behaviours. Mindfulness is a popular concept among educators that aims to understand different states of mind. It is an important skill for improving learning. By practicing mindfulness, we train our minds to focus on the present moment rather than on past or future.

What is Mindfulness

According to recent literature, mindfulness is defined as the practice of maintaining attention to the present moment with openness, curiosity and without judgement. It can also be termed as mindful awareness. Mindfulness is the basic human quality to be fully present and aware of existing happenings. Being mindful means, you are fully involved/associated in the present moment. In simple words, where ever you are be there completely because the present moment is the most pleasant one.

Mindfulness is an ancient Indian technique with roots in different thoughts of philosophies and traditions. In modern times, mindfulness has been adopted and emerged as a science for improving learning skills. Recent researches have shown that students who are engaged in mindfulness activities perform better academically.



Practicing Mindfulness for Improving the Online Learning Experience

By-
Dr. Alka Shrivastava
Assistant Professor, ICAI Business School, Jaipur

Benefits of Mindfulness

Mindfulness has several advantages to students' psychological, emotional, and physical well-being.

Improving Overall Well-Being: Mindfulness helps students maintain their overall physical and psychological fitness. Sound mental and emotional health leads to a strong mind and success in the classroom. Ultimately, mindfulness improves overall wellness that makes it easier to learn.

Stress Reduction: It has been observed that depression, anxiety, and stress are common factors experienced by students these days. By practicing mindfulness helps the students to manage their stress levels, release themselves from tension, academic pressure and other negative feelings and experiences.

Enhancing Happiness: Current research shows that mindfulness generates happiness and helps students improve their overall well-being. The practice of mindfulness increases learners' engagement and makes it easier for them to manage their everyday tasks.

The Compassionate Mind: Mindfulness meditation can train the students' minds to react positively in most events. Compassion can be understood as the emotional response to others' sufferings and feelings to relieve them. The mindfulness practice changes the emotional circuits of the brain which increases empathy and compassion for others and oneself. It deeply affects academic learning.

Inter-connection of the Mind and the Body: The main objective of mindfulness is to activate the connection between the mind and the body. It develops the interconnectivity of all systems, organs, and cells. This integration makes us more consciously aware of our inner strength.

Practicing Mindfulness:

An important question now is how to bring mindfulness into day-to-day learning. Mindfulness is an inherent quality of a person since birth. The only thing is that one must practice it. It is not something that one has to invoke up, we just have to learn how to access it. It can be developed through proven techniques. Some of the techniques which can be incorporated into everyday life are described as follows:

Mindful Breathing: This activity is the fundamental building block for establishing present moment awareness. The practice of becoming aware of the breath within the body supports self-regulation in both normal as well as stressful circumstances. Deep

Listening: This activity is designed to improve the deep

listening to the lectures. In this activity, there are two persons. Initially, one person starts speaking and the other listen in complete silence. The listener listens as carefully as possible, without involving any irrelevant thoughts. After the speaker finishes, the listener repeats as closely as possible what the speaker said. The original speaker sits in silence and listens back to the partner. This helps in improving the quality of attention.

Daily Writing: Writing is one of the oldest methods of self-exploration and self-examination. It can help in living in the present moment and cultivate awareness. Students should write their experiences and dreams themselves in their own words. This helps in strengthening of mental and emotional activities of the individual.

Deep Reflection: This activity aims to give students silence while they deeply reflect on their goals and how they are spending their time.

Mindful Breakfast: Engage all senses fully while eating. Start your day with a fresh and wholesome morning breakfast with mindfulness. That means while eating one should focus only on eating and should not engage with other activities like reading newspapers, using mobile or watching TV. When you are eating, eat only and do not talk. You should be completely aware of what you are eating and eat slowly and carefully.

Conclusion:

Mindfulness reconnects us with the present moment. It improves the ability to comprehend, learn and solve problems. The practice is essential for the long-term health of students. It is the way of living. It brings awareness and cares about everything we do and it reduces anxiety and improves attention. Integrating mindfulness practice with just a few minutes once or twice a week can help students reduce stress and improve their ability to learn.

FUN FACTS



Oyo, the Indian company owns no hotels!



Peter England, the name is so English that you end up assuming that it's got to be from England, but there is a surprise! It is actually a part of Aditya Birla Group.



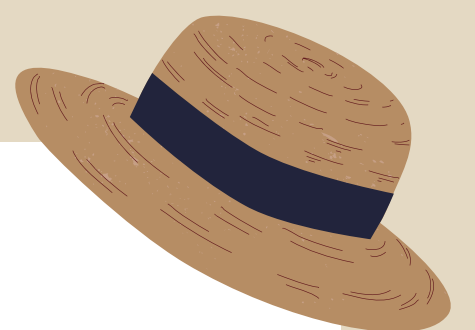
Fab India was established by John Bissell in 1960. At the time, Bissell was working for the Ford Foundation. And here I was – thinking that this brand is here, thanks to some Indian entrepreneur.



Van Heusen: The only thing Dutch about this brand is its name! It operates under Fashion & Lifestyle in India.



Nitin, Arun and Milan Shah – three brothers of Indian origin started Pepe Jeans.



Watch your thoughts; They become words.

Watch your words; They become actions.

Watch your actions; They become habit.

Watch your habits; They become character .

Watch your character; It becomes your destiny.

-Lao Tzu



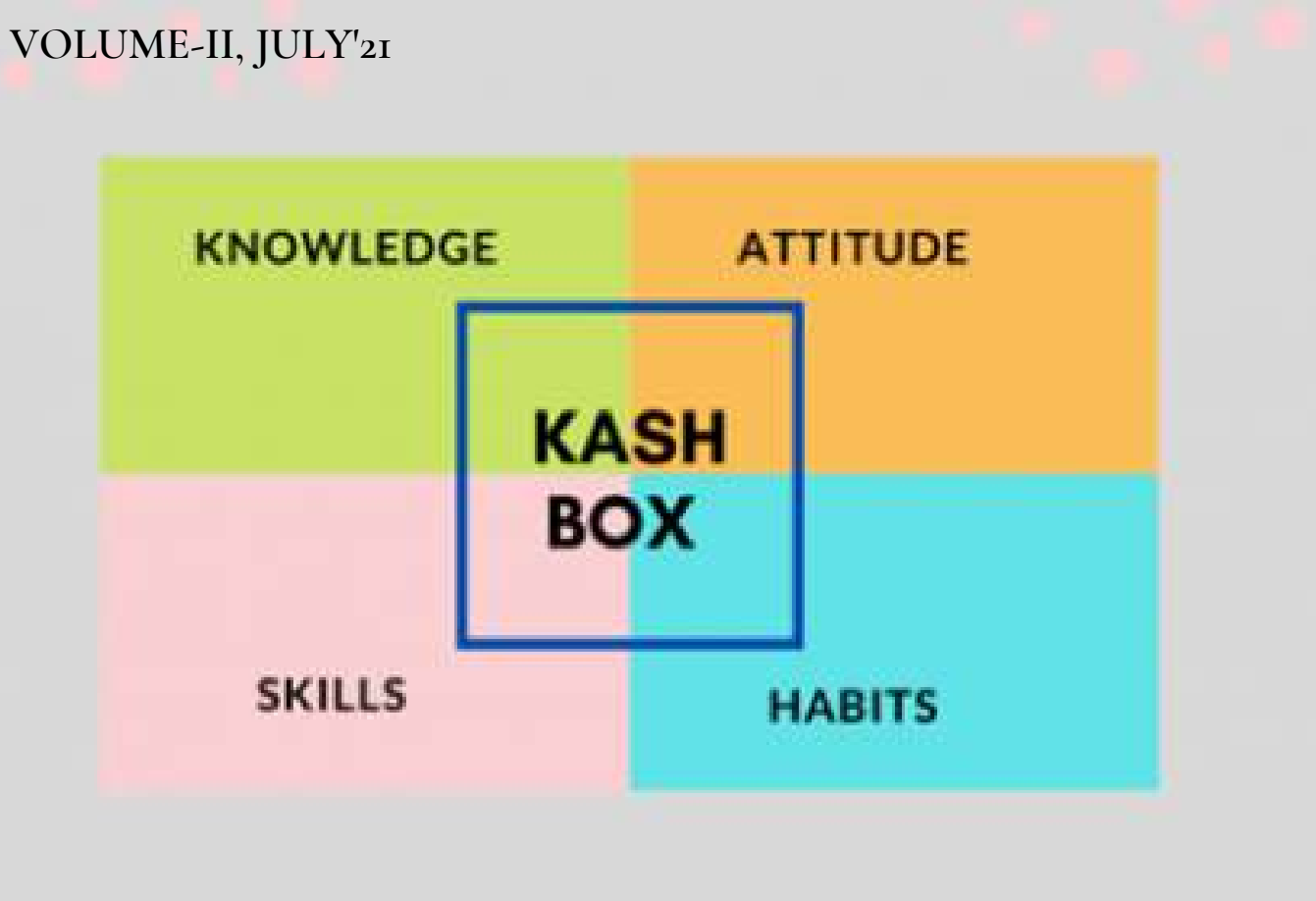
The development agenda of employees can be supported by the KASH model. It is a performance-coaching tool introduced by David Herdlinger. The KASH is a composite word for Knowledge, Attitude, Skills and Habits.

- Knowledge
 - Attitude
 - Skills
 - Habits
-
- Knowledge: Cognitive or mental Ability to retain and process information. Knowledge is the theoretical or practical learning acquired by an individual over a period of time. The building blocks for the ability to understand, internalize and deliver on the performance objectives are based on the knowledge of the subject, environment and general matter.
 - Attitude: Feelings or thoughts towards something or someone. How the employee comes across to others while carrying out his tasks. It describes your outlook and perspective on how you think. Thoughts drive actions. Actions drive results. The attitude helps in using knowledge and skills to perform at the workplace.
 - Skills: Expertise or talent needed to do a particular job. Technical skills, communication skills, analytical skills, and presentation skills are some such skills that help employees in their delivery of performance.



Sandeep Menghani
Founder-Director
Yeshaswi Bhav

Habits: Habits are routine behaviors. Since they are repeated regularly, they tend to occur subconsciously. Successful organizations want to win to be their habit. Success is a product of doing the right and desirable things repetitively. Success happens when the employees are accustomed to working hard, work smart, work systematically and perform consistently.



The left side of the box is knowledge and skills and the right side of the box is attitude and habits.

The structure of the box differentiates training and performance issues. Knowledge and skills i.e. left side are considered the learning and training components. Attitude and habits i.e.right side are the performance attributes of a person.

Purpose of KASH box

Each employee brings four distinct characteristics to an organization – Knowledge, Skills, Attitude and Habit – which affect performance and hence the success of the individual and the organization too.

The left side of the box is about the acquisition of knowledge about the task and developing skills to do the task effectively. This need is addressed by training programs and hands-on experience. The gaps are identified and a customized program is designed and developed to address the needs or gaps identified. And then, employees are trained and skilled.

The right side of the box is about having the correct mindset and behavior to effectively apply the knowledge and perform the skills learned during training. The employee knows how to do the task and has the ability to do the task, but does not complete it for some reason. This can be addressed during the coaching and mentoring programs.

The purpose of this K.A.S.H. Box was to show that poor performance is not just a function of knowledge and skills, but also of poor attitudes and habits. Organizations and individuals spend most of their resources in developing knowledge and skills yet fail to develop the necessary attitudes and habits for success.

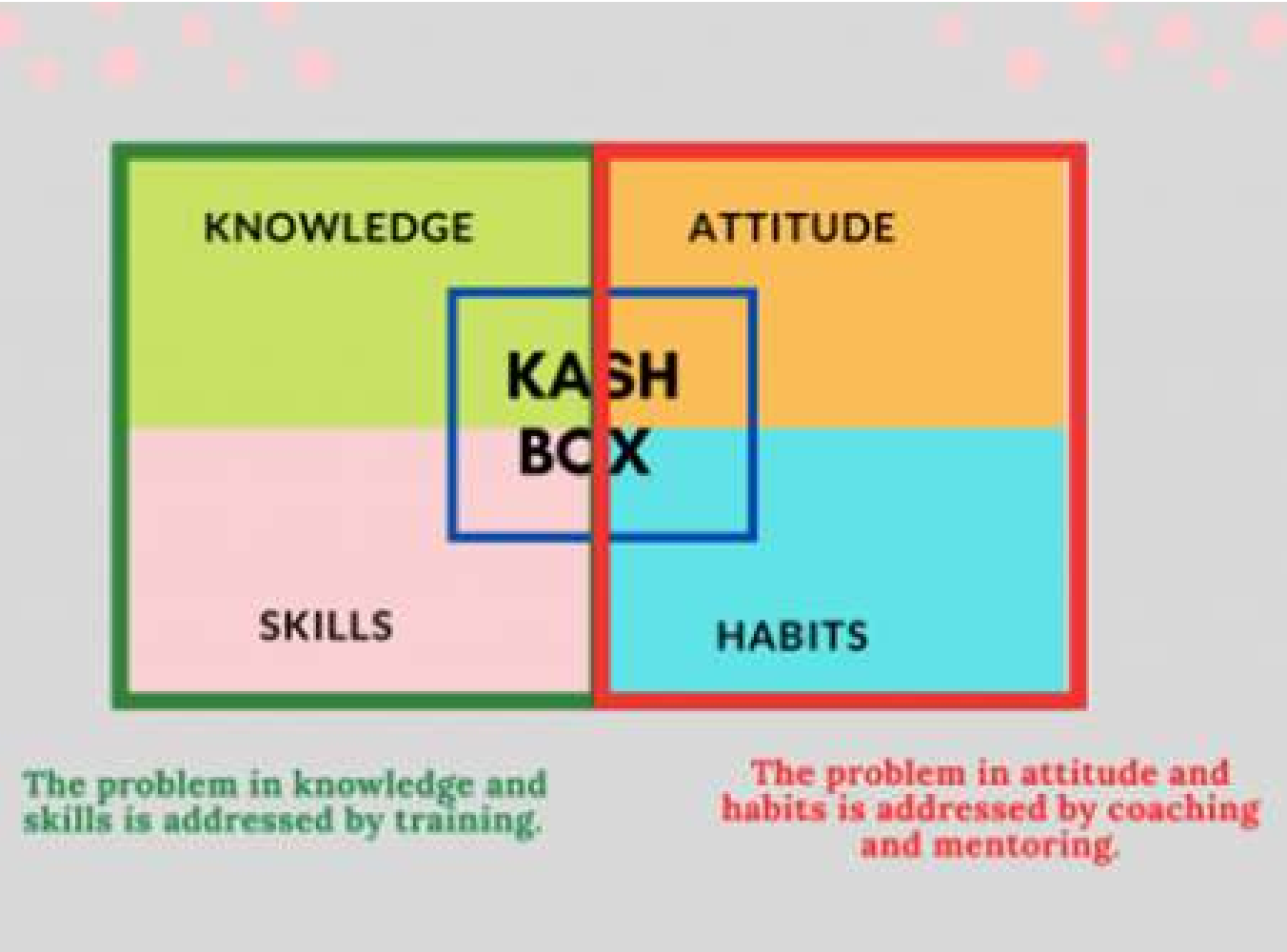
Problems with performance

Most organizations focus on selecting employees based on the knowledge and skills they possess. Remember, people are hired for their Knowledge and Skills, while they are fired for their Attitude and Habits. And still, organizations put in most of their resources in training their employees to get performance. There is this entire gamut of training with organizations right from orientation, induction to selling, marketing, communication, leadership training, etc. . The focus needs to shift on developing the right attitude and habits too.

Something that can be measured can be managed too. The change in Knowledge and Skills can be measured easily and therefore organizations find it easy to measure the success of training programs developed for knowledge and skills enhancement. At the same time, it is difficult to measure the level of change in attitude or habit and therefore not many programs are there to address these needs.

Organizations need to realize the bad attitude and poor work habits are mostly the reasons for low and poor performance at the workplace. While Knowledge and Skills are important, the ability to implement them at work is determined by the employee’s attitude.

Successful companies differentiate themselves by focusing not only on the Knowledge and Skills – but also on those soft aspects of the personality – Attitude and Habits.

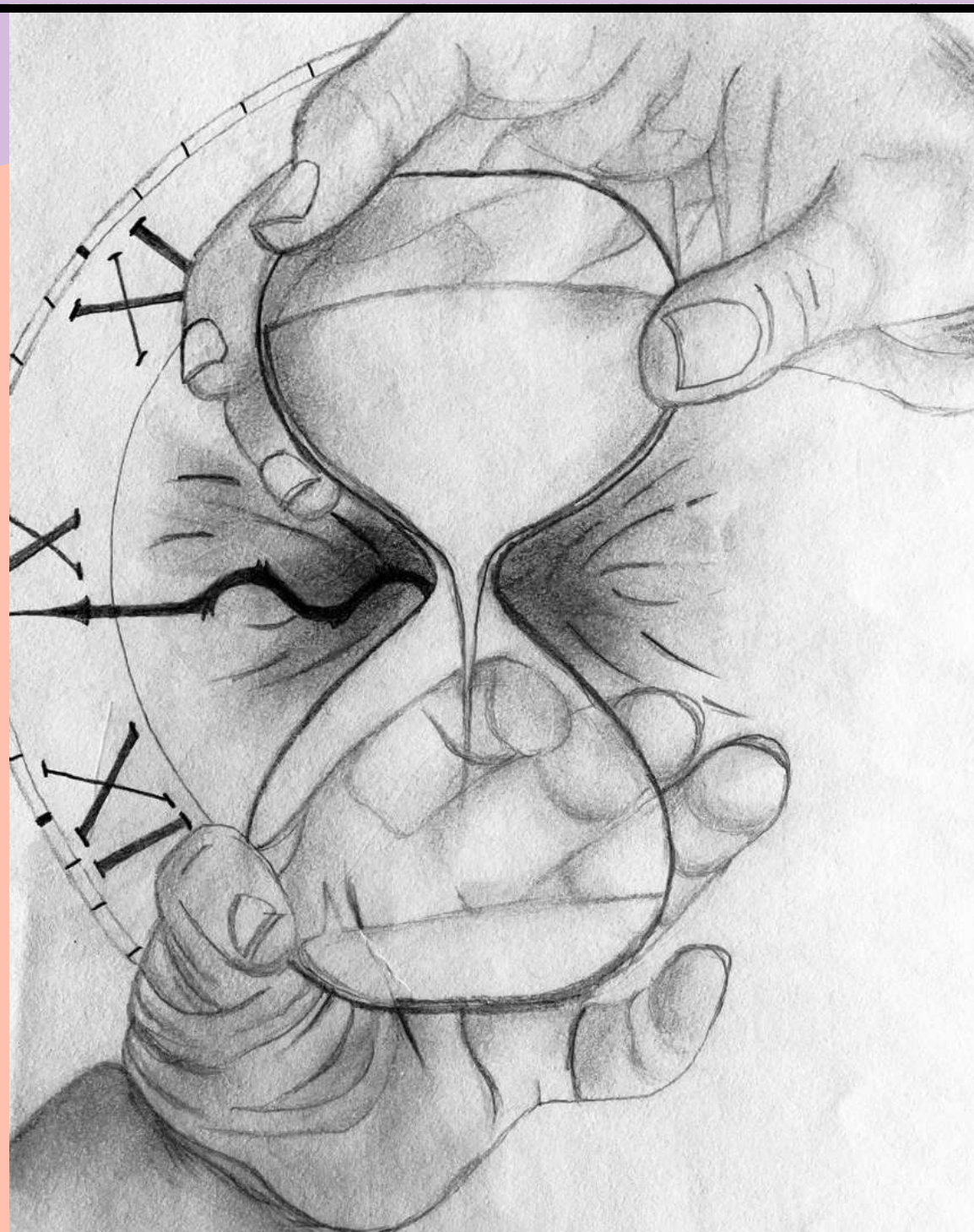


CREATIVE DASH

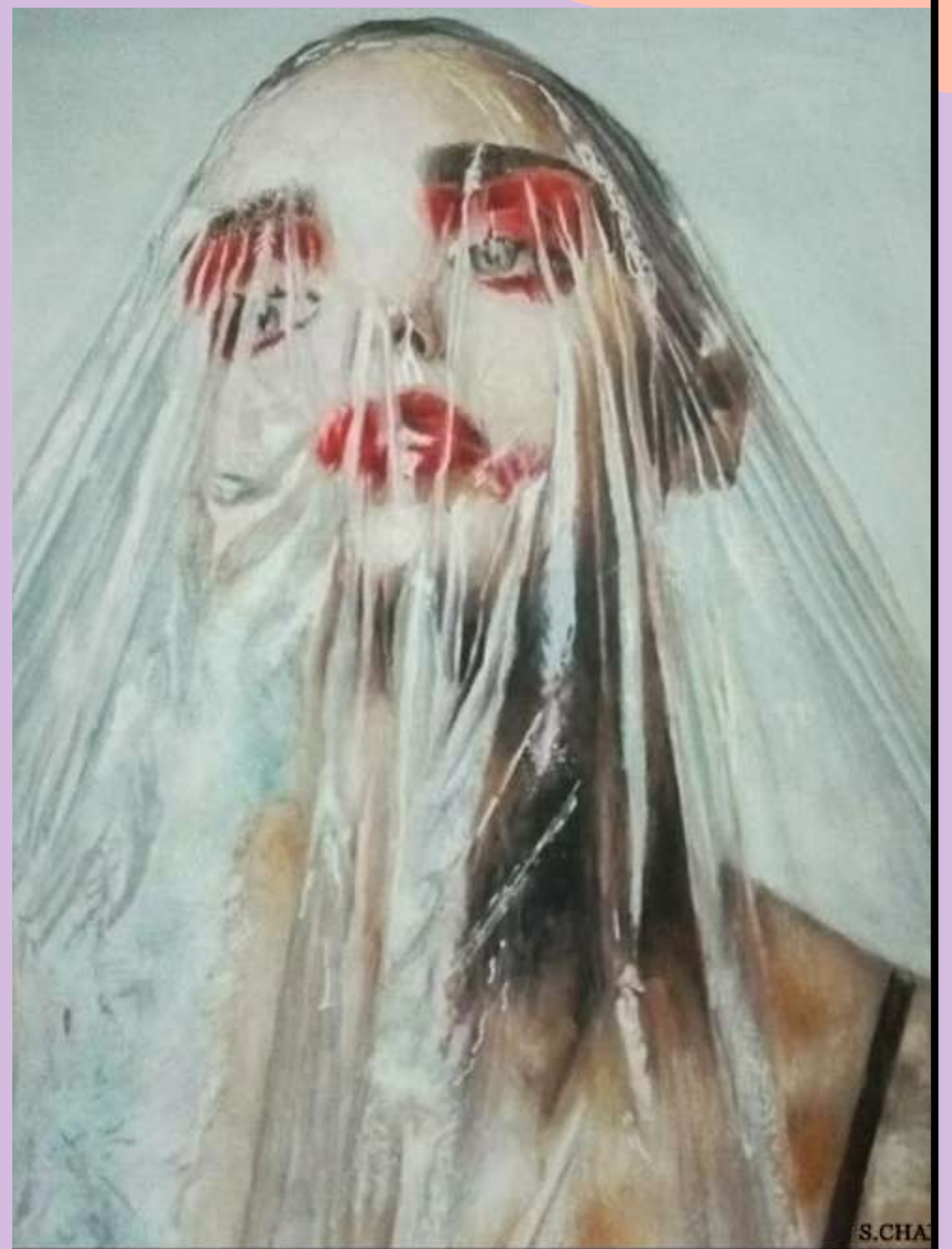
From the vault of our students



ART BY- AAKRITI GUPTA



ART BY- NISHA KHAN



ART BY- SAKSHI CHANDEL



ART BY- BHUMIKA MAHESWARI



ART BY- MAHIMA JOSHI



ART BY- AKASH VISHWAKARMA

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WHY READING MAKES A
DIFFERENCE
-OJASVI AHUJA





ART BY- MUSKAN VARSHNEY



ART BY- ANKITA TOMAR



ART BY- MAANVI AGRAWAL

INDIA'S TRYST WITH CRYPTOCURRENCY BY - JEROME M. THOMAS

India's cryptocurrency industry is young and exploding. Interest in cryptocurrencies has risen in parallel with the global bull run in bitcoin and other virtual assets over the last 15 months. It is estimated that at least 50 cryptocurrency firms are actively onboarding customers and collectively processing transactions worth over Rs 15,000 crore annually. However, there are no laws or regulatory frameworks in place to manage this ecosystem, which causes uncertainty among investors, businesses, and financial institutions that provide banking services.

RBI issued a circular in April 2018 urging banks to ensure that customers dealing in cryptocurrencies do not have access to banking services. This circular was released after years of skepticism among RBI officials regarding the authenticity of virtual currencies generated by private parties. Many people interpreted this circular as an attempt to prevent citizens from purchasing cryptocurrency.

However, the Supreme Court invalidated the RBI's 2018 circular in its judgment on the Internet and Mobile Association of India vs. RBI. While reversing the RBI ruling, the Supreme Court merely ruled that there is no legal basis for imposing severe restrictions on cryptocurrencies at this moment. Once a law prohibiting the use of cryptocurrencies is passed in Parliament, the court's position may change. The RBI, on the other hand, may have felt obligated to make the latest clarification solely because certain banks recently used the invalid 2018 circular to prevent customers from dealing in cryptocurrency. Because of the legal uncertainties around cryptocurrencies, banks have been hesitant to allow their customers to trade in them. Meanwhile, the Centre is contemplating a proposal to outrightly ban cryptocurrencies.



India's nascent cryptocurrency industry is trying to overhaul and standardize disclosure and compliance mechanisms in a bid to establish itself as a legitimate business in the eyes of legacy financial players. The Internet and Mobile Association of India (IAMAI) has joined with India's biggest cryptocurrency exchanges, including WazirX, CoinDCX, and CoinSwitch Kuber, to form an advisory board to create a code of conduct for the industry. The board will be established as a self-regulatory organization for the sector under the Blockchain and Crypto Assets Council (BACC), which is part of IAMA. Standardized annual audits, routine disclosures of corporate information and funding, improved data storage standards, know your customer (KYC) checks and a reassessment of customer risk profiles will all be part of the plan.

So what is the future of cryptocurrency in India?

However, the Indian government has been giving mixed signals on this issue. In March, Finance Minister Nirmala Sitharaman stated that cryptocurrency will not be completely banned in the country. The Centre, on the other hand, is expected to introduce the Cryptocurrency and Regulation of Official Digital Currency Bill, 2021, which is expected to include clauses prohibiting the usage of all cryptocurrencies. As a result, the future of cryptocurrencies in India remains uncertain.





BHUMIKA PHOTOGRAPHY

Photography by- Bhumika Maheshwari



Photography by- Bhumika Maheshwari



Photography by- Akshay Neekhara

DIGITAL TAX

BY-MANSI SINGH

India has been vigorously pushing for an increase in digital transactions for the past five years, and the government has no plans to disrupt digital commerce. According to the finance minister, the digital tax was levied means the fair competition between Indian enterprises that pay tax in India and foreign e-commerce companies that conduct business but do not pay income tax in India.



For now, India has widened the scope of the digital tax in recent years to include non-resident digital firms. While the taxation initially applied to digital marketing services till 2019-20 at a rate of 6%, the government expanded the scope in April last year, allowing non-resident e-commerce operators with a turnover of Rs 2 crore to pay a 2% tax. Digital Taxation in a New Light:

The primary problem that the worldwide tax reform tries to address is that, unlike their brick-and-mortar counterparts, digital firms can operate in markets where they do not have a strong existence. As a result, taxes in one jurisdiction may not be conducive to the expansion of the digital world.

Countries indicated that a revised basis for taxation, such as the number of participants in a country, could alleviate the problem to some extent. Moreover, in today's society, where geography is history, standalone taxation policies are not well received, and economies are so intertwined that unilateral policies based on parity and neutrality are impossible to maintain. It's difficult to predict the implications of the new modifications because the digital tax on e-commerce was enacted at a time when the world was experiencing a COVID19 pandemic.

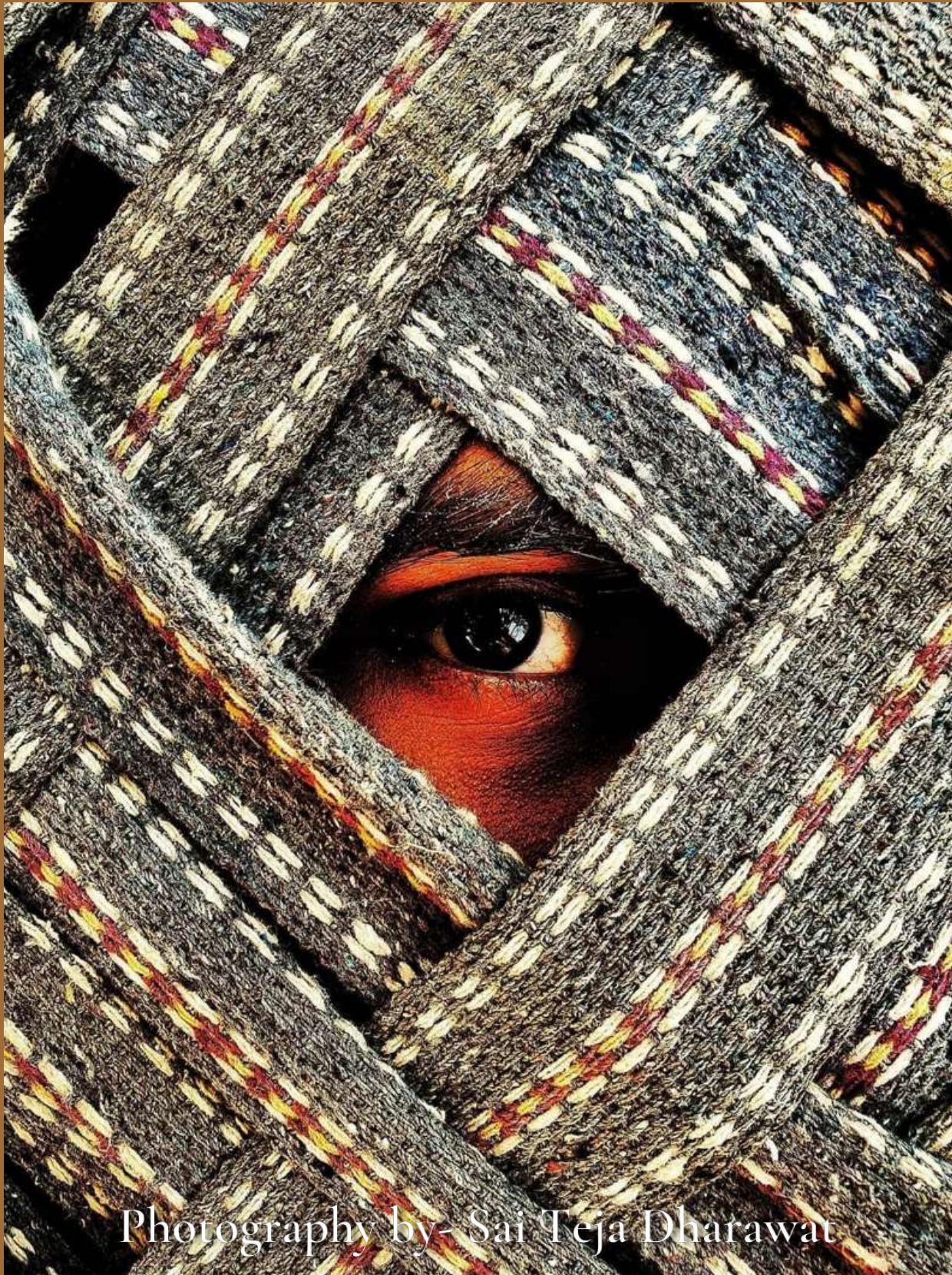
However, the actions done by the Indian government are positive and appear to be beneficial unless the globe members apply a consensus-based, non-biased approach.



DST is a temporary choice outside of tax laws as governments adjust their responses to opposing demands for tax sovereignty. It also has the advantage of charging incomes that are currently exempt from taxation, as well as providing space for negotiations on a comprehensive, all-encompassing solution to this problem.



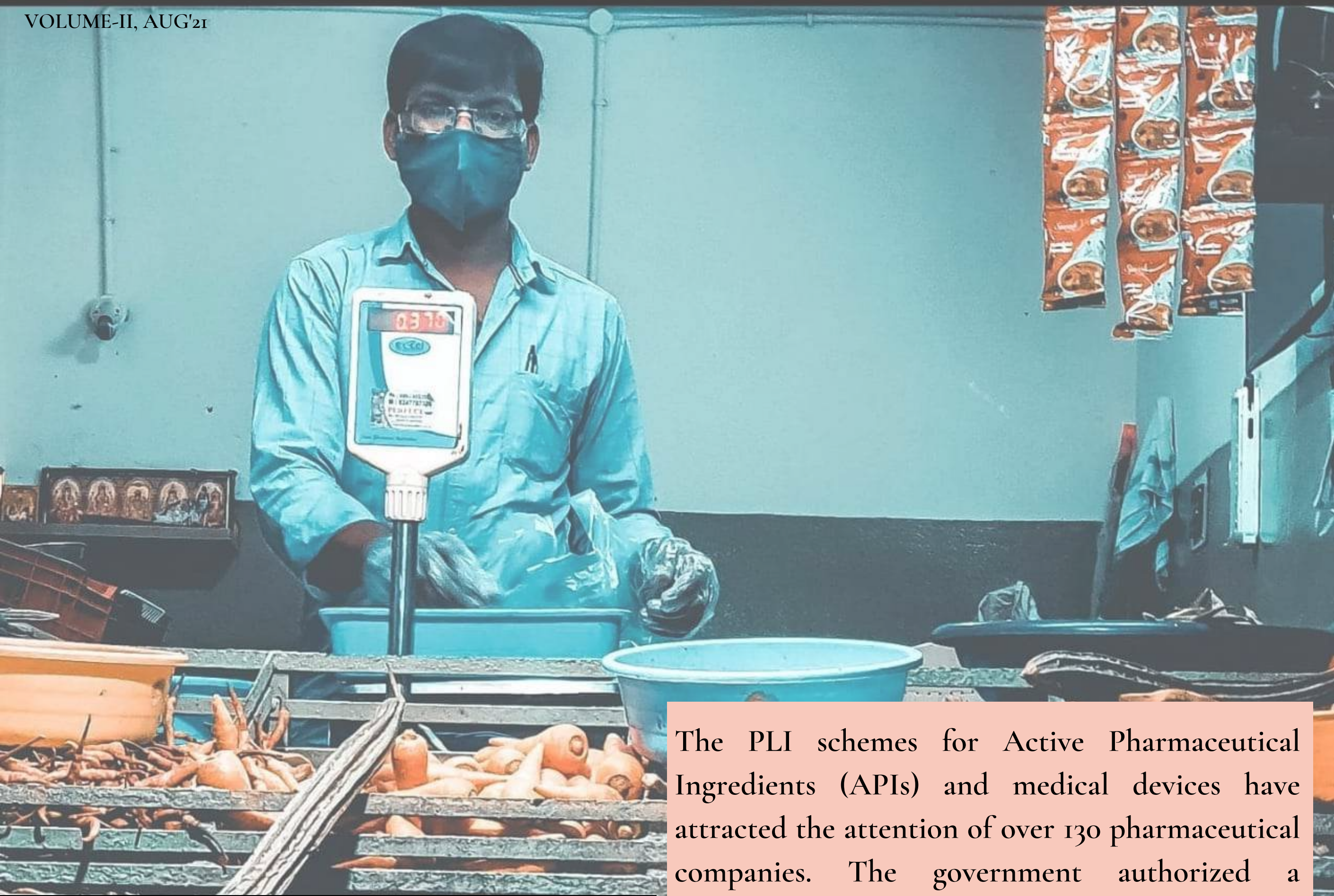
Photography by- Bhumika Maheshwari



Photography by- Sai Teja Dharawat



Photography by- Aloukik Routray



PRODUCTION LINKED INCENTIVE SCHEME BY- NISHA RATHORE

In April 2020, the government established a Production Linked Incentive (PLI) plan for large-scale electronics manufacturing. The PLI plan was expanded to eleven more industries in November 2020, including food processing, battery storage, vehicle components, and specialty steel.

Companies would be paid for increasing output relative to a set base year under this scheme. The PLI plan has a straightforward structure: increasing output is compensated. In her 2021-22 budget address, Finance Minister Nirmala Sitharaman proposed a Rs 1.97 lakh crore allocation for the Production-Linked Incentive (PLI) plan for 13 specified industries.

Apart from focusing on decreasing import expenses and boosting the cost competitiveness of local goods, the scheme provides incentives to companies for increasing their domestic production. PLI is a scheme that rewards incremental sales of goods made in India.

The PLI schemes for Active Pharmaceutical Ingredients (APIs) and medical devices have attracted the attention of over 130 pharmaceutical companies. The government authorized a committed investment of 5,082.65 crores

under the PLI plan for APIs on March 12, 2021. The Union Cabinet announced a PLI scheme of 6,238 crores for white products (air conditioners and LED lights) and a PLI scheme of 4,500 crores for high-efficiency solar photovoltaic modules on April 7.

Last year, a 4-6 percent incentive was issued on the manufacture of mobile and electronic components such as resistors, transistors, and diodes. Similarly, for the food processing business, 10% incentives were offered for six years (FY22-27) under the plan.

By encouraging companies to produce goods that would replace the most polluting industries, PLI has given hope to climate action. A PLI plan for high-efficiency solar photovoltaic modules was authorized by the government on April 7. This is a step toward cutting out the use of fossil fuels as a source of energy. PLIs, on the other hand, have the potential to go much further. The epidemic has brought Atmanirbhar to the front, and the government's new initiatives are a step in the right direction.



ART BY- RITIKA SONI



ART BY- RICHA MISHRA



ART BY- MANDAKINI GUPTA



ART BY- MOHIT SHUKLA

WHY READING MAKES A DIFFERENCE

BY-
OJASVI AHUJA

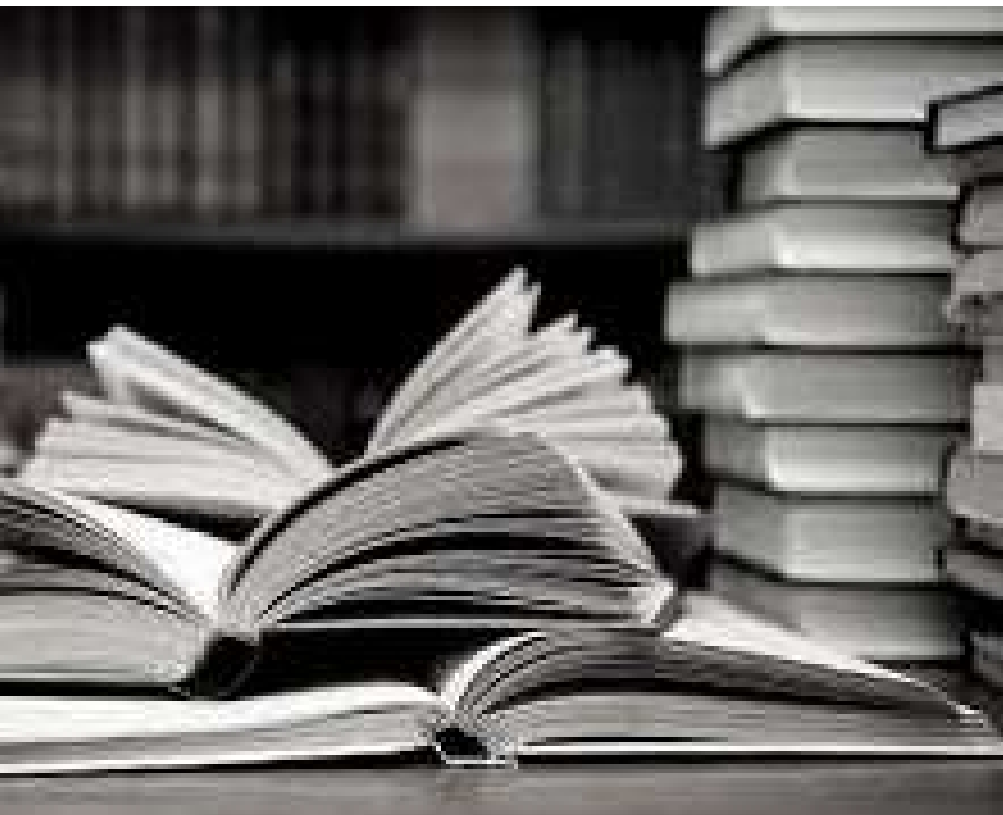
"A book is a garden, an orchard, a storehouse, a party, a company by the way, a counselor, a multitude of counselors."

– Charles Baudelaire.

We find ourselves lacking of time and energy to dedicate ourselves to reading when we delve into the world of corporate education. Studies, researches, projects and internships take up the vast majority of our time. We almost always ignore it, a habit said to bring about reforms in our mindsets and improve our methodology of viewing the corporate world.

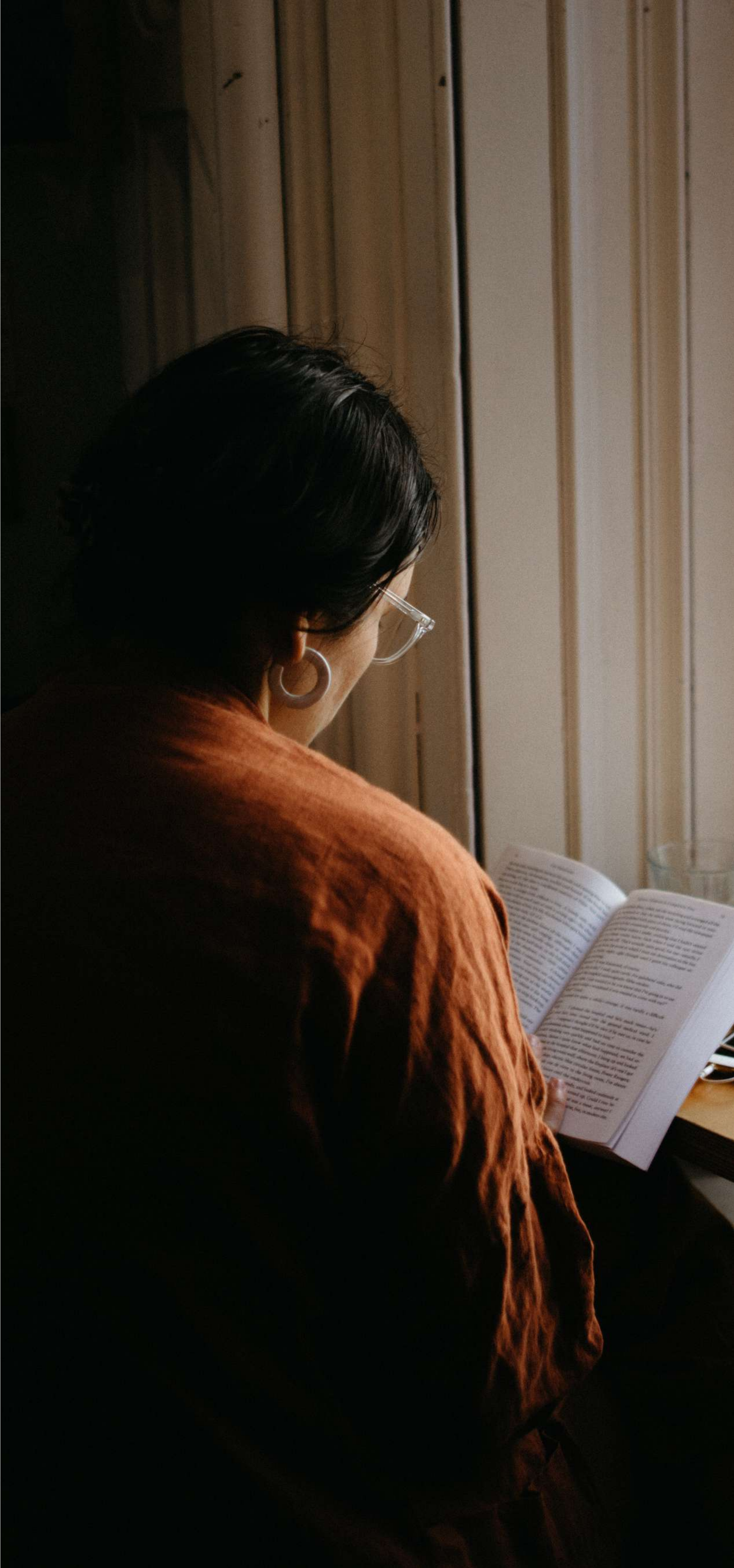
A common denominator of success is reading. A whopping percentage of successful people all around the globe are ardent readers, dedicatedly making out time to read as much as they can. They attribute multitudes of their successes to having cultivated this habit.

It opens up a pathway for the aspiring future-entrepreneur to learn from the experiences of the very best of the industries, with a wealth of knowledge occupying each page of any particular book. It allows you to learn from the best-of-the-best without having to be in their shoes- the further you go the higher the risks, after all- without having to take the risks they took or the losses they faced. It is a sound strategy to be prepared for all types of challenges that we may or may not face in our careers while staying ahead of the curve. Rather than waiting to learn of the on-going business techniques, reading books written by those who make and dictate the market can help you learn of their strategies and implement them in your workflow.



That is not all, however. The benefits of reading are not only limited to the realm of business- the benefits extend into all aspects of our lives. It stimulates our brain, improves our confidence, serves as a good method of relaxation and helps improves memory retention. Researches show that people who read are generally happier, more aware and more successful than their peers who don't.

To get started, explore the general business sellers first, which will help you get a solid base and slowly branch out to the topics you find interesting and useful to your endeavors. Inculcate reading in your life and see yourself moving ahead in life, page-by-page.



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HEAR IT FROM OUR ALUMNI



INTERNSHIPS AND PLACEMENTS

INTERNSHIP EXPERIENCES



TOP SIP DRIVES



L&T
HITACHI JOHNSON CONTROLS
SBI MUTUAL FUNDS
ONGC
HDFC LIFE
GRIL
APPSTRAIL
WHEATON ADVISORS
SHREERAM LIFE INSURANCE
SYSCOM SOFTECH PVT. LTD.
CENTRAL WATER COMMISSION TRAINING DIRECTORATE



ACCOLADES TO OUR STUDENTS DURING SIP



Pre-Placement Offer



Amit Dalal

"Sriram Life Insurance Company"



Lijin G. Varghese

"Wheaton Advisors Pvt. Ltd"



Pratik Joshi

"Appstrail technology Pvt. Ltd"

Best Intern



Aayushi Kejriwal

"Sriram Life Insurance Company"



Heena Bhagchandani

"Future Generali Life Insurance"



Lavy Kalra

"Sriram Life Insurance Company"

Appreciation letter



Amit Kumar Nag

"Yeshaswi Bhav Training and Management Solutions"



Rani Gupta

"Central Water Commission Training Directorate"

ACCOLADES TO OUR STUDENTS DURING SIP



Achievement During Internship



Nikhil Rajput

QUALIFIED FOR
GLOBAL
IMMERSION
PROGRAM,DUBAI

"UAS International"



Muskan Varshney

I-RUNNER UP
FOR BEST
CREATIVE TEAM
PLAYER

"Skilling India"



Ayushi Rajpopat

APPRECIATED FOR
PROVIDING
SOFTWARE'S NAME -
"SKILLET"

"Syscom Softech Pvt Ltd"



Shalu Verma

APPRECIATED FOR
PROVIDING
SOFTWARE'S NAME -
"MANAGEIO CRM"

"Syscom Softech Pvt Ltd"



Vishakha Rathod

MOST
PROGRESSIVE
INTERN

"Skilling India"

EXPERIENCES TO CHERISH



The internship was a great learning experience that I thoroughly enjoyed. Throughout my internship, I learned a lot of new things about the HR Framework in an organization. This internship provided me with hands-on valuable experience and a better idea of which areas and skills I should attach more importance to. Close mentoring and assistance were also a highlight of my experience.

-Manjima Mathur
Johnson Controls Hitachi



I did my summer internship at Wheaton Advisor as a Research Analyst. It is a Financial Advisory and Management consultancy firm. Being a non-finance student, this internship helped me to bridge that gap. This internship not only helped me gain domain knowledge but also gave me exposure to a different area. As it's a startup, I was into multiple responsibilities, which improved my management skill. Through this internship, I got a clear idea about my future career path in Finance.

-Lijin G. Varghese
Wheaton Advisor

EXPERIENCES TO CHERISH



As a part of the MBA curriculum of IBS Jaipur, I pursued my Summer Internship Program at SBI Mutual Funds, Jaipur. I was in the operations department, wherein I got to learn and understand the basic concepts and functioning of mutual funds. During the course of my internship, I got to work in a professional environment which helped me to hone my skills which in turn elevated my confidence level. IBS Jaipur has really guided me in building my career by providing me with such a great opportunity to work for such an esteemed company. It was really a great learning experience at SBI Mutual Funds.

-Malavika Maitraiyieie Trivedi
SBI Mutual Funds



Working at Skilling India has not only added to my internship experience but has also transformed my persona. With the responsibilities and the projects assigned to me, I got an enriching experience that has molded my career in the field of human resource management and employee branding.

-Vishakha Rathod
Skilling India

EXPERIENCES TO CHERISH



My internship was a perfect combination of learning and enjoying and could stand as a solid instance of “Best Place to Work”. It gave me corporate exposure to working with different clients on various topics. This internship built my leadership skills and improved my management skills.

-Pratik Joshi
Appstrail



My internship has been the most emphasizing and important stage of my career path as it has helped to give a direction in shaping a successful career. I’ve always wanted my career to be in the stock market and this became clear because of my internship as the work that I performed during my internship was to fundamentally and technically analyze stocks. I also got an idea on how to make investments in the most appropriate ways like mutual funds.

-Dhairya Vashiar
HDFC Life Insurance Co. Ltd.



Photography by- Muskan Varshney



Photography by- Thakur Sahil



Photography by- Anukriti Pandey



Photography by- Muskan Varshney

TOP RECRUITERS



1. VOLVO
2. DLF BRANDS
3. ADITYA BIRLA FASHION AND RETAIL LIMITED
4. ASIAN PAINTS
5. ICICI BANK
6. ZOMATO.
7. BAJAJ FINSERV HEALTH
8. NAUKRI.COM
9. TATA CONSULTANCY SERVICES
10. HOME FIRST FINANCE INDIA PVT. LTD.



PRIDE OF IBS JAIPUR

RECENTLY PLACED STUDENTS



IBS[®]
ICFAI BUSINESS SCHOOL
JAIPUR

SWATI SHIVKUMAR

PLACED AT: TATA CONSULTANCY SERVICES
DOMAIN: HR



IBS[®]
ICFAI BUSINESS SCHOOL
JAIPUR

Aashi Tyagi

PLACED AT: SUNGLASSES HUT (DLF BRANDS)
DOMAIN: MARKETING & HR



IBS[®]
ICFAI BUSINESS SCHOOL
JAIPUR

YOGENDRA N.

PLACED AT: HOME FIRST FINANCE
DOMAIN: MARKETING



IBS[®]
ICFAI BUSINESS SCHOOL
JAIPUR

Aditya Harsh

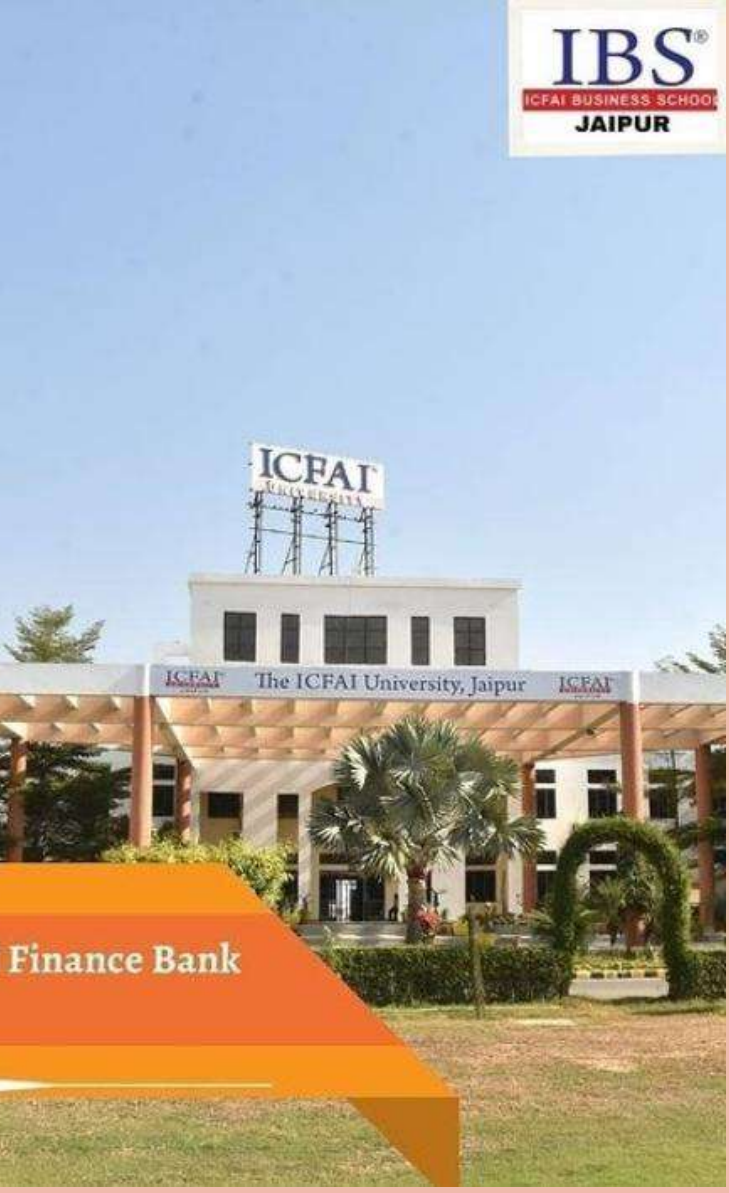
PLACED AT: ICICI BANK
DOMAIN: FINANCE & MARKETING



IBS[®]
ICFAI BUSINESS SCHOOL
JAIPUR

Nupur Garg

PLACED AT: AU Small Finance Bank
DOMAIN: HR



IBS[®]
ICFAI BUSINESS SCHOOL
JAIPUR

Hari Krishna

PLACED AT: Utkarsh Small Finance Bank
DOMAIN: IT

WORDS FROM OUR ALUMNI



Before begin, I'd want to thank the entire ICFAI family. I'd want to express my gratitude to my business school, which has played a significant role in my success. College is one of the most enjoyable times of one's life. I spent most of my time at ICFAI Business School. I went to college for an MBA, but I ended up getting a lot more than that. Here, I met some great people and received encouragement from my lecturers, as well as new experiences that broadened my horizons. The teachers equipped me with information and experiences that I am grateful for. IBS molded my destiny, but more profoundly, it shaped me into the person I never could have imagined: a self-assured professional.

Samar Singh, Consultant (Generation & Transmission),
Feedback Infra Pvt Ltd, Gurgaon

The instant I hear my Alma Mater's name, I am overwhelmed with joy and gratitude at the prospect of being a representative of the diligent ICFAI Business School in Jaipur. I feel that every ICFAI alumnus, including myself, has had a life-changing experience with the institute. The fact that it has provided me with a platform of self-confidence, as well as an empowering and enterprising mindset, will undoubtedly influence my professional advancement. I owe a huge debt of appreciation to the ICFAI family and the whole ICFAI alumni diaspora for helping me and every other ICFAIian .



Deepak Gouda

Project Management Officer, Tech Mahindra



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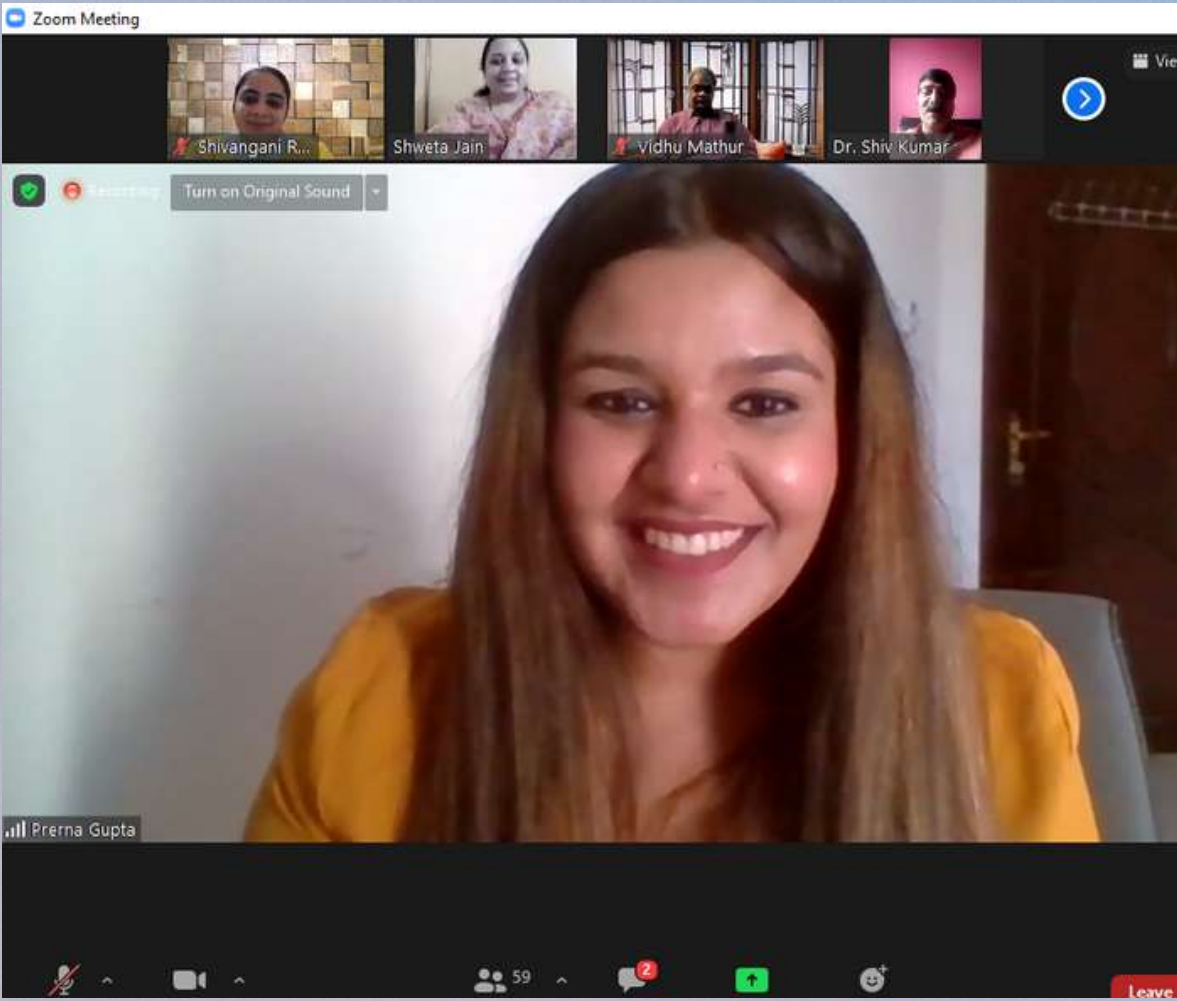
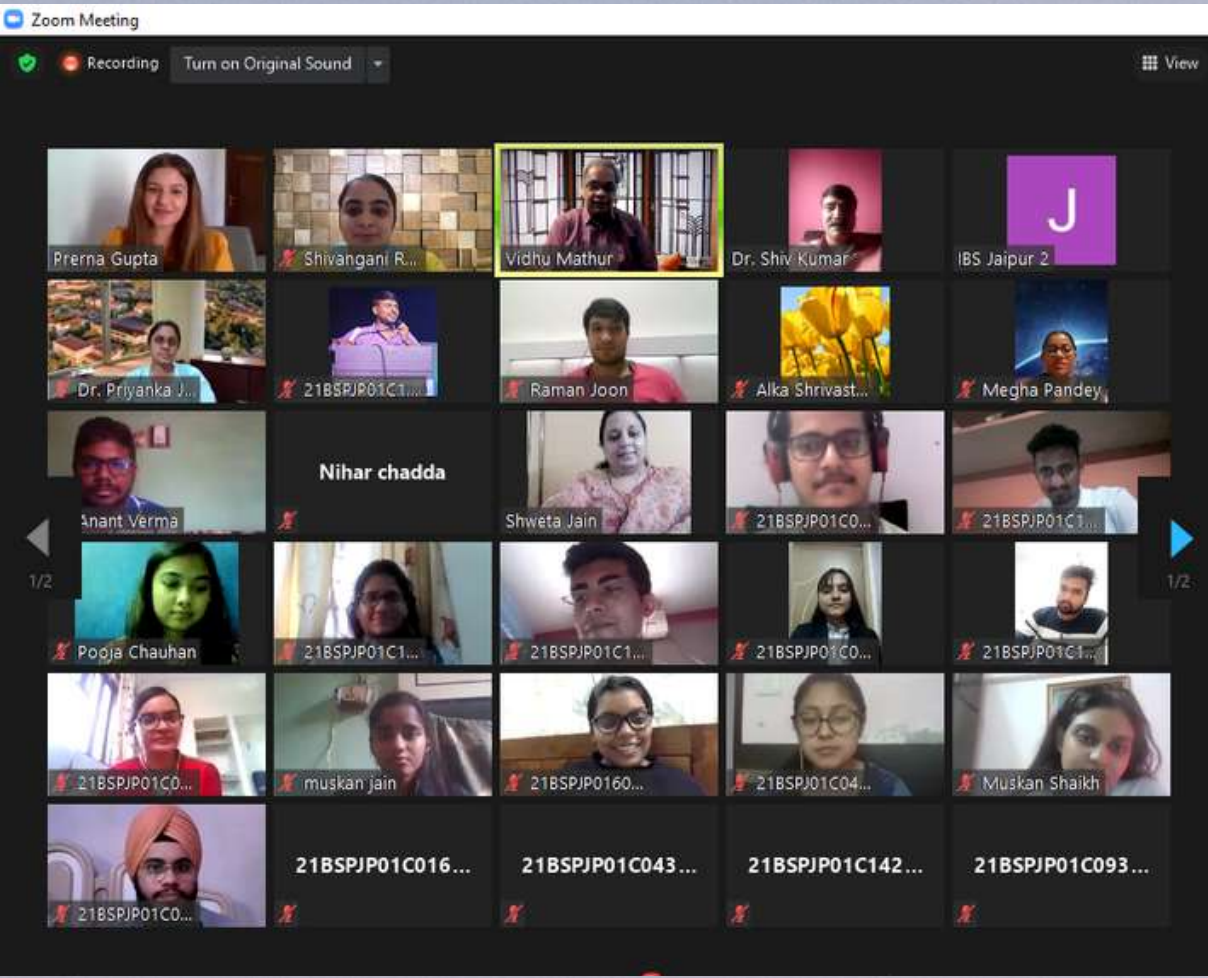
UP CLOSE WITH ALUMNI

16

FUN FACTS

17

CROSSWORDS



UPCLOSE WITH ALUMNI



**ALUMNI
TALK SERIES**

Ms. Nivedita Srivastava
Manager Learning and Development- HO Team
RSPL Group



May 20, 2021
10:30 am to 11:30 am
Zoom



ALUMNI TALK SERIES



May 24, 2021
10:30 AM to 11:30 AM
Zoom

WITH:
MR. SAVI SHAJI
Manager-Mortgage ICICI Bank

INTERESTING FACTS

1. Shampoo was invented in India, not the commercial liquid ones but the method by use of herbs. The word 'shampoo' itself has been derived from the Sanskrit word champu, which means to massage.



2. Aquafina is brand owned by the company which also owns Gatorade, Tropicana, Mountain Dew

3. RBI has recently unveiled a national strategy for financial inclusion
2019-24



4. Paytm recently received brokerage license from insurance regulatory and authority of India (IRDAI)

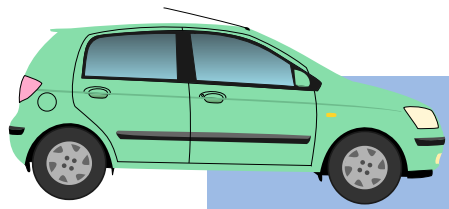
5. 300 hours of videos are uploaded to YouTube every minute.



6. In Fintech terminology, a digital bank that operates entirely online with no physical bank branches is called Neobank

7. Google and Facebook earn more than the world's traditional media outlets





8. Hyundai Santro car brand was launched first by Hyundai in India

9. The word LEGO is formed from the Danish word “Leg Godt” which means 'play well' in English. In Latin, it means ‘putting together’.

10. There are over 3,000 start-ups in the fintech space, covering a wide range of financial services, including capital loans, international money transfers, investment management and crowdfunding

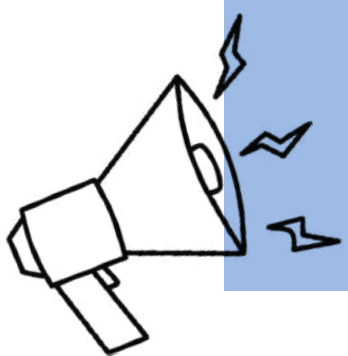


11. The costliest share in the stock market is that of MRF



12. YouTube has a higher engagement and lower bounce rate than Twitter and Facebook

13. The average office worker spends 50 mins a day looking for lost files and other items. That's almost an hour a day!

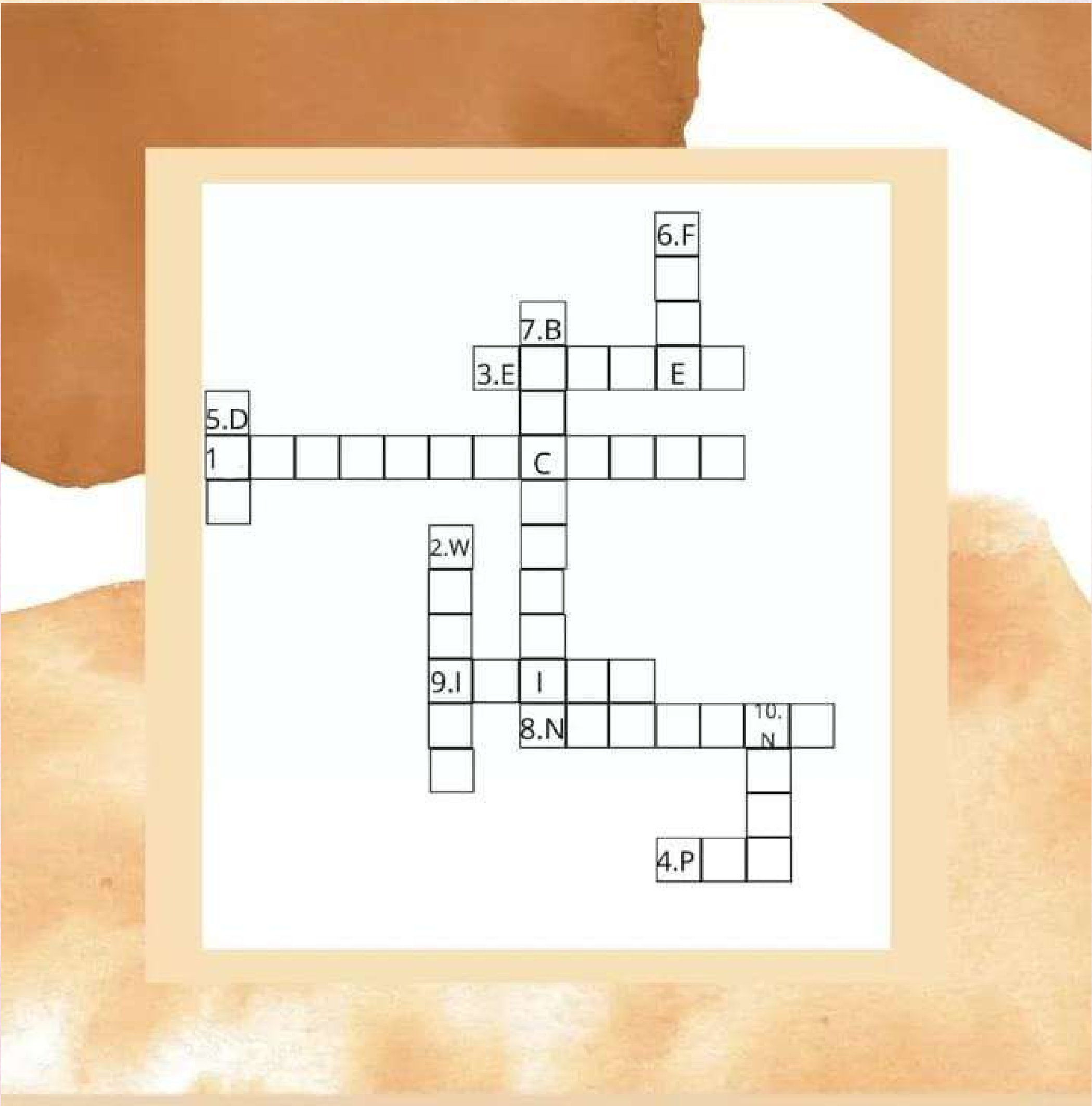


14. Search ads can increase brand awareness by 80% and display advertising has proven to increase traffic to a website by 300%

15. Titles with 6-13 words attract the highest and most consistent amount of traffic



CROSSWORD



ACROSS

- 1 Who invalidated the RBI's 2018 circular?
- 3 How many industries did the PLI plan expand to in November 2020?
- 4 What is a scheme that rewards incremental sales of goods made in India?
- 8 A digital bank that operates entirely online with no physical bank branches is called _____
- 9 Which bank first started offering internet banking to it's customers in India?

DOWN

- 2 Which is India's most successful cryptocurrency exchange?
- 5 Which tax is a temporary choice outside of tax laws?
- 6 How long has India been pushing for an increase in digital transactions?(years)
- 7 Bitcoin is based on which technology?
- 10 Digital payments in India is regulated and facilitated by _____

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