

CTRL + ALT + LEAD: REBOOT, RETHINK, REDEFINE

#Leadership

PROWESS 9.0

ICFAI BUSINESS SCHOOL, JAIPUR

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Empowerment . Entrustment . Enablement

CONTENT



President's Address	01
Director's & Dean's Desk	03
Faculty Note	04
Alumni Editorial	05
Expert Interviews	07
Team Prowess	18
About The ICFAI University	20
About IBS Jaipur	21
Team IBS Jaipur	22
Faculty Write-ups	26



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Alumni Write-ups	30
Student Write-ups	32
Udbhav 2024	37
Management Fest	39
HR Conclave	41
Alumni Meet	42
Club Activities	43
Dubai Trip	49
Dalhousie Trip	50
Corporate Sessions	51
Pixel Corner	53
IBS Jaipur Ranking	54
Industrial Visits	55
Diversity @IBS	57
IBSAF Awards	59
Marketing Events	60
Placement Update	62

MESSAGE *from*

PRESIDENT'S ADDRESS



Prof (Dr) H P Singh, VSM
ICFAI University, Jaipur

It is very heartening to see the way the Business school (IBS), Jaipur has been evolving over the last few years, keeping the qualitative empowerment of the students as the uppermost consideration in its operations. The thorough planning of academic curricula incorporating the requirements of value education and ethics, as part of a comprehensive curriculum, and laying high emphasis on employability aspects has been executed with innovative pedagogies, outcome based approach and focused teaching-learning process.

It gives a lot of satisfaction to see the young graduates getting moulded into 21st century leaders, fully motivated and enlightened, and ready to shoulder challenging responsibilities.

The theme of the Newsletter being, Reboot, Rethink, and Redefine, symbolises imperatives for meaningful progress in any society. These words resonates deeply with the academic world, where the quest for knowledge constantly challenges established norms and embraces innovation. In the educational sphere, Reboot means revisiting and revamping our systems to align with the demands of the 21st century.

The integration of technology, flexible learning paradigms, and skill-based curricula are just the beginnings of this transformation. The “Rethink” compels us to question conventional wisdom and foster a culture of intellectual curiosity. It is only by embracing diverse perspectives and encouraging critical thought that we can address the multifaceted challenges of today and finally, the Redefine underscores the importance of evolving our collective purpose.

I am very pleased to learn that IBS, Jaipur is publishing its new edition of the Newsletter “**Prowess**”. My compliments to the editorial team for choosing a very apt theme and including the viewpoint of corporate and industry leaders

As educators, students, and society at large, we must work together to redefine what success and progress mean in a sustainable and inclusive context. The goal is not merely academic excellence but the creation of empathetic, responsible global citizens who can lead with vision and integrity. The theme, in effect explores how modern leaders are embracing new approaches to adapt, innovate and redefine success in today's fast –evolving business landscape.

At the ICFAI University, we remain committed to these ideals, ensuring that our teaching, research, and community engagement reflect the dynamism and resilience necessary for shaping the future. Together, let us reboot, rethink, and redefine—not just our approaches but our aspirations.

Best wishes

Jai Hind!

Prof (Dr) H P Singh, VSM,
President



MESSAGE

from

DIRECTOR'S DESK



Dr. Shweta Jain
IBS Jaipur

Prowess... every new edition adds a glorious chapter to the inspiring journey of our institution. I am delighted that this chapter embodies the spirit of leadership, perhaps the most talked about, yet most misconstrued phenomenon.

Along with the valuable insights drawn from the most deserving minds, this compilation also bring together the prominent highlights of our endeavours and accomplishments over the recent times.

I earnestly hope that our readers find this edition as enriching, exciting and engaging as the preceding ones, and delight us with the same enthusiastic response.



MESSAGE

from

DEAN'S DESK

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." -Charles Darwin

In this dynamic world, the change is the only constant. Adaptability has become an indispensable skill for young individuals. Young people must be encouraged to use and develop their innate potential in order to meet this challenge, as they are vital resources for creating our future civilizations. When there are no leaders, society stagnates and may even fall apart. On the other hand, when brave, talented, and selfless individuals are in the right places at the right times, progress, peace, and growth may happen. Success in today's world depends on having an open mind and understanding while dealing with novel situations.

Whether overcoming unforeseen challenges, interacting with a wide range of people, or prospering in quickly evolving surroundings, flexibility is the secret that opens up a world of advantages.

We commend the Prowess team for bringing this innovative issue and wish them continued success.



Dr. Archana Rathore
IBS Jaipur



CTRL+ALT+LEAD: Reboot. Rethink. Redefine.

"यथा दीपो निवातस्थो नेङ्गते सोऽपमा स्मृता"

(Like a lamp in a windless place, unwavering is the mind of a leader in wisdom.)

Dear Readers,

Change is inevitable, and in today's world, leadership is about embracing that change with courage and foresight. This edition of Prowess revolves around the theme CTRL+ALT+LEAD: Reboot. Rethink. Redefine., reflecting the evolving nature of leadership, adaptability, and innovation.

In an age where traditional structures are constantly being challenged, leaders must reboot outdated mindsets, rethink established norms, and redefine success on their own terms. Much like a system refresh, a leader must know when to reset, pivot, and move forward with renewed clarity. True leadership lies in seeing beyond limitations, seeking fresh perspectives, and crafting solutions that stand the test of time.



Shivangani Rathore
Faculty Editor
Prowess 9.0

As educators, we strive to cultivate this spirit of transformation among our students. "विद्याधनं सर्वधनप्रधानम्"—(Knowledge is the greatest wealth.) It equips individuals to navigate uncertainty, fosters innovation, and builds the confidence to lead with integrity. Prowess 9.0 captures these ideals, featuring insights from those who have dared to rethink and redefine their paths.

Let this edition inspire you to challenge conventions, embrace learning, and carve a leadership journey that resonates with purpose. As the Bhagavad Gita reminds us, "कर्मण्येवाधिकारस्ते मा फलेषु कदाचन"—(Your right is to perform your duty, not to expect rewards.)



ALUMUNI EDITORIAL

- Sourav Chauhan

REBOOTED REALITIES: AN EDITOR'S MUSINGS



Life has a knack for surprising us when we least expect it, much like the nth cup of coffee that jolts you awake before a deadline. Today, as I write this editor's note, nostalgia is my caffeinated muse. From nights spent debating fonts and margins to sneaking in sly innuendos under the guise of literary flair, Prowess has always been more than just a magazine. It's been my muse, my rebellion, and yes, occasionally, my excuse for skipping a lecture or two. As the fabulous Oscar Wilde might have whispered, "Be yourself; everyone else is already taken." This magazine was where I unapologetically did just that.

Back then, as a bright-eyed co-editor, I thought I had all the answers (spoiler alert: I didn't). But one thing I've always known is that storytelling is transformative. It shapes us, and in turn, we shape the world around us. Much like RuPaul's mantra, "When you become the image of your own imagination, it's the most powerful thing you could ever do," Prowess was my stage to strut—sequins, sarcasm, and all—long before rebooting, rethinking, and redefining became a trend. Funny how life has a way of foreshadowing its own narrative, isn't it?

Fast forward to today, and I've traded my editing desk for an HR chair, specializing in Compensation and Benefits (or, as I like to call it, the delicate art of convincing people their paychecks are fair).



Somewhere along the way, I've realized that leading—whether in a boardroom or a brainstorming session—is less about telling people what to do and more about inspiring them to do it. And, if I may add a personal twist, it's about doing so with the kind of flair that leaves a glitter trail. After all, “Leadership is not about being in charge,” as Simon Sinek said, “it is about taking care of those in your charge.” Translation: make sure everyone's crown—real or metaphorical—is straightened before you walk the runway of life.

Now, I'm all for growth and evolution, but let's not forget to throw in some flair while we're at it. Life's too short for bland coffee or predictable prose. As you dive into this edition, I hope you find stories that challenge you, ideas that excite you, and a whisper (or shout) of the bold, unapologetic essence that Prowess has always stood for.

After all, we're not just rebooting the narrative; we're rewriting it with sass, style, and a knowing wink!!

And speaking of inspiration, let's take a moment to appreciate how far Prowess has come. From its humble beginnings as a collection of student musings to this dynamic powerhouse, it's a testament to what happens when you mix creativity, grit, and just the right amount of chaos. I'm immensely proud to see how this generation is redefining what it means to lead—with courage, compassion, and a dash of audacity. Or, as the legendary Harvey Milk might have put it, “Hope will never be silent.”



EXPERT INTERVIEW

#1: THE LEADERSHIP MATRIX- REBOOTING FOR A NEW FRONTIER



Ms. Abhiruchi Shrivastava
Vice President RPO Business New Era India

In today's rapidly changing business world, leadership isn't just about holding the reins—it's about adapting, evolving, and staying ahead of the curve. With business demands accelerating and a new generation of employees who are more informed, creative, and driven by purpose, the rules of leadership are being rewritten. Ms. Abhiruchi Shrivastava, Vice President of Sales at New Era India Consultancy Pvt. Ltd., shares her insights on how she's navigating this new landscape.

"Leadership is about blending the best of both worlds—honoring timeless principles while embracing the needs of the future," says Ms. Abhiruchi, whose approach to leadership is all about balancing discipline with flexibility and a strong commitment to technology.

Adapting to Change: Discipline Meets Flexibility

The modern workforce expects more than just a paycheck—they want to feel connected, heard, and purposeful in their work. This requires a leadership style that adapts to both the fast pace of business and the evolving needs of employees. For Ms. Shrivastava, it starts with a foundation of discipline: "Being on time with work deliveries never goes out of fashion. For me, discipline is the backbone of time management, and it sets clear expectations for the team."

But she also recognizes that flexibility is key. "Today, it's important to be open to people's personal needs—whether it's spending time with family or prioritizing health. This flexibility creates a positive environment where people can thrive without the weight of judgment," she explains.

Another cornerstone of her leadership style is open communication. "Everyone wants to be involved, and that's essential. Agile businesses thrive on fresh ideas and the freedom to collaborate. A team flourishes when their input is valued," she shares. It's clear that a healthy dialogue and the willingness to listen are at the heart of her leadership philosophy.

Harnessing the Power of Data: A Game-Changer for Growth

As the business world becomes increasingly data-driven, Ms. Shrivastava took a bold step in integrating data into her company's strategy. "We spent a year cleaning and organizing old data to create a framework that truly works for us. Once we understood how to read and use that data, we started to see the impact," she reveals.

This commitment to data isn't just about numbers—it's about aligning every team member's daily performance with larger organizational goals. "We can forecast and target specific numbers, even in tough times. The key is consistency and using data to guide decision-making," she explains.

But success isn't just about numbers on a spreadsheet. "We focus on creating a 'Hi-Po' team—one where everyone has the tools to succeed and is motivated by their own personal achievements. When employees see success, it drives them to do more," she adds. For her, fostering individual success is key to a sustainable, thriving organization.

Success Reimagined: Small Wins Lead to Big Victories

In today's world, success isn't just about hitting big milestones—it's about celebrating the smaller victories that lead to long-term progress. "Success is a journey. Failing along the way is just part of it. If you learn from failure, that's still success," she explains.

She believes that breaking down goals into smaller, achievable targets boosts morale and keeps teams engaged. "Recognizing effort, even when things don't go perfectly, is essential. Courage to try again is what should be celebrated," she says.

The perception of corporate leadership has also shifted. "It's not about power anymore—it's about creating a culture where people are excited to face challenges together. The corporate world is evolving, especially in India, where young leaders are breaking down barriers and challenging old perceptions."

Advice for Future Leaders: Embrace Risk and Stay True to Yourself

For the next generation of leaders, Ms. Shrivastava has clear advice: "Control your emotions. The most effective leaders are those who manage their feelings and maintain a balanced approach, even in high-pressure situations."

She also emphasizes the importance of risk-taking. "You can't grow without taking risks. Always have a Plan A and B, but don't be afraid to step outside your comfort zone," she says. Her message is simple yet powerful: leadership isn't about being rigid—it's about being disciplined, positive, and open to new possibilities.

And her final piece of advice? "Disruptions are good. They break down old hierarchies and open the door for new ideas—ideas that could be yours. Just be yourself and lead with confidence."

In a world where change is constant, the leaders who thrive will be those who can blend time-tested principles with the flexibility and innovation required to keep up with the pace of progress. It's not just about leading—it's about leading with purpose and adaptability.

#2: FROM RESUMES TO RELATIONSHIPS, A RECRUITMENT REVOLUTION



Ms. Nisha Gupta
Director - HR

Webspiders Interweb Pvt. Ltd.

In the ever-evolving theater of recruitment, where technology and human emotions converge, Ms. Nisha Gupta, Recruitment Lead at Webspiders Interweb Pvt. Ltd., stands out as a virtuoso. With over two decades of experience spanning industry giants and niche markets, she has mastered the art of bridging the gap between corporate ambition and human potential. Her insights illuminate the delicate balance of empathy, strategy, and innovation required to thrive in today's talent ecosystem.

Recruitment 2.0: Navigating the Post- Pandemic Shift

The seismic shifts triggered by the pandemic have not only altered work dynamics but also redefined the role of HR professionals. No longer mere administrators, they are now pivotal advisors driving organizational strategy. For Ms. Nisha, this transition required a profound unlearning. "HR is no longer about data entry or screening resumes. It's about understanding Gen Z, fostering inclusivity, and driving meaningful conversations," she says. Her team embraced technological advancements, like WhatsApp recruitment integration, to enhance productivity while retaining a human touch. This blend of efficiency and empathy ensures that every candidate interaction is as much about culture as it is about capability.

Flipping the Recruitment Lens

Traditionally, companies sought the "perfect candidate," but Ms. Nisha challenges this norm by asking, Is the company the right fit for the candidate? Her team delves beyond resumes, engaging candidates in open conversations to uncover their aspirations and alignment with the company's ethos. For her, every hire is a symbiotic relationship, where understanding candidates' needs is just as vital as assessing their skills.

Recruitment as a Culture Catalyst

One of her boldest experiments was redefining the campus recruitment experience. Faced with low retention rates, Ms. Nisha's team reimaged the process to resonate with Gen Z's expectations. From personalized lunch notes to vibrant onboarding sessions, these seemingly small gestures created a ripple effect, turning interviews into memorable experiences. The result? A deeper emotional connection between young talent and the organization.

Leadership in the Hybrid Era

As hybrid work becomes the norm, leadership demands adaptability. Ms. Nisha champions situational leadership—balancing policies with empathy. “Post-pandemic, people are sensitive. Leaders must be curious and emotionally intelligent, tailoring their approach to the needs of both the organization and its people,” she explains.

Her strategy involves frequent open forums and coaching-driven initiatives, fostering transparency and inclusivity. For her, leadership success is measured not by adherence to rule books but by the ability to connect and inspire.

The Human Touch in Tough Times

Navigating layoffs or conflicts is where Ms. Nisha’s philosophy shines. Emotional intelligence, she believes, begins with openness. “Our role is to be transparent—whether in hiring or exits. Fear thrives in ambiguity; clarity builds trust,” she asserts. Her approach transforms difficult conversations into opportunities for growth and reflection

Innovation Meets Integrity

In an industry riddled with unconscious biases, Ms. Nisha emphasizes quality over quantity in hiring. Her team evaluates potential beyond credentials, even offering unconventional candidates—like a music graduate—a chance to flourish in HR. “Skills can be taught, but the right attitude is invaluable,” she remarks.

Ms. Nisha Gupta’s story is not just about recruitment; it’s a masterclass in modern leadership. Her ability to intertwine technology with humanity, strategy with empathy, and innovation with culture underscores a powerful truth: recruitment is more than filling positions—it’s about shaping futures, for both employees and organizations.

For anyone looking to lead in the labyrinth of talent acquisition, Ms. Nisha offers a simple mantra: Be open, be curious, and always, always lead with heart.



#3: THE IMMUTABLE TENETS OF LEADERSHIP



Ms .Richa Mahendra
Co Creator - Abundance at Finesse

Leadership has been and will always be about envisioning the future, aligning resources and championing execution. It is about crafting and nurturing a culture that resonates with the DNA of the organization and is aligned with the strategic objectives. Individual excellence, People excellence and Business excellence are the 3 pillars that make a leader stand tall. The what of leadership will remain the same, the how of leadership will evolve. Newer competencies like radical kindness, driving employee well-being, digital agility, change agility and curiosity will take centre stage.

Rebooting Leadership: How the Cookie Crumbles

Emergence of remote work, increasing mental well-being issues, multi-generational workforce, focus on DEI, AI implementation and Machine learning are leading the change.

I am sharing some initiatives that we have spearheaded as consultants in various Organizations:

- **Digital Agility:** We supported a temperature sensing Organization to transition from a product Organization to a solution-focused service Organization. We also took a clinic Global with digitization – contributing to substantial growth in the Organization.
- **Curiosity:** In an event Organization we instituted the concept of encouraging teams to dedicate 20% time of their work hours to passion projects outside their formal job scope. This sparking of curiosity led to their launching multiple new verticals in different industry segments.
- **Change agility:** One of our clients was using plastics for making above-the-knee garments and was running a thriving business. We ignited the urgency about replacing plastics and they invested heavily in an R&D wing. They are now using alternatives and have won several patents. This was a landmark contribution towards sustainability.
- **Radical kindness:** In a KPO, we initiated offering the employees paid time off to volunteer for CSR initiatives of their department's choice. In a startup where work is intense – employees are encouraged to gift their extra leave to colleagues who have run out of their paid leaves. This generates goodwill within the team and the organization is freed from the burden of carrying forward and reimbursing unused leaves.

Rethinking: To Innovate

VUCA has transitioned to BANI which is indicative of the rapidly changing and challenging times. A few years back a trend of “doing away with the grey brigade” surfaced. Organizations wanted to hire employees who represent the consumers – (India has the largest absolute number of young people) – so the mandate was to hire a younger team. We have been encouraging our clients to balance between generations to maximize the desired results. Each generation has a different attitude to – work commitment, adoption of technology, communication style, priority to work, work-life balance etc. One of our clients in exports benefitted immensely from this strategy and grew multifold viz. a viz. competition that had aggressively lowered the average age of employees.

With one of our FMCG clients, we drove innovation around quality and timely delivery through automation. In a paint Organization, we helped create and strengthen the B2C route to remove very high levels of dependence on channels that were in any case being rapidly eroded by the competition.

As time demanded, we integrated new roles like Head of Remote Work, Digital Workplace Manager, Chief Well-Being Officer, Workplace Resilience Coach, Workforce Diversity Strategist, AI Ethics Officer-AI Integration Specialist and Machine Learning Ops Manager (MLOps) in many organisations.

As a strategy in almost all our client's businesses, we are ingraining the culture of continuous learning.

Redefining Success

Success is now measured by more than financials. Some of the metrics that we like to track are “adoption of technology to measure the progress of digital transformation”. I am personally inspired by Satya Nadella's emphasis on empathy, innovation, and a "growth mindset,". He suggests success is about empowering people to achieve more.

Measuring sustainability, environmental initiatives, business continuity, employee well-being and customer delight are some of the most important indicators of success.

Mentors Message

In today's fast-paced world, where distractions are endless and attention spans are reducing, the new generation of leaders must cultivate mindfulness.

Lead the change, Embrace a Growth Mindset, be Present, be Patient, be Curious, Learn, Adapt. As the world demands more, take the time to slow down and self-reflect on yourself because Individual, People and Business Excellence remain foundational as always.



#4: THE LEADERSHIP RENAISSANCE

REDEFINING THE RULES OF THE GAME



Piyush Patodia
Founder & CEO
Firestorm

The art of leadership is undergoing a seismic shift in today's fast-paced world, where innovation and adaptability are the new currencies of success. In a candid and thought-provoking conversation with Team Prowess, Mr. Piyush Patodia, a trailblazer in business leadership, shared his wisdom on navigating this complex terrain. From reimagining hierarchies to embracing failures as stepping stones, Mr. Piyush offered a treasure trove of insights that resonate with aspiring leaders and entrepreneurs alike.

The Starfish and the Spider: Rethinking Leadership Models

Kicking off with an intriguing analogy, Mr. Piyush dissected the debate between centralized “spider” organizations and decentralized “starfish” organizations. A spider organization thrives on a central authority, while a starfish organization is leaderless, with its limbs—or teams—functioning autonomously. “Leadership isn’t about titles or designations; it’s about taking charge and inspiring others,” Mr. Piyush remarked.

In today’s innovation-driven industries, starfish organizations are gaining prominence, where leadership emerges dynamically based on the situation. He narrated examples from the defense and manufacturing sectors, where leadership seamlessly shifted between individuals depending on the project’s needs, showcasing the power of agility in modern workplaces.

Crafting Leadership Through Culture

For Mr. Piyush, culture is the backbone of any organization aspiring to cultivate effective leaders. “An environment that champions innovation, rewards excellence, and prioritizes engagement is one where leadership thrives naturally,” he explained. He emphasized that the right culture can empower even short-term gig workers to surpass expectations, although achieving such a balance requires strategic engagement and meaningful rewards.

Emotional Intelligence: The Game-Changer

In the evolving workplace, emotional intelligence (EI) has become a buzzword—and for good reason. Mr. Piyush passionately argued that EI is indispensable for leaders. “You can have the sharpest strategic mind, but without emotional intelligence, it’s just a monologue of instructions,” he said. By connecting with their teams on a deeper level, leaders can inspire collaboration and foster loyalty, creating an ecosystem where everyone thrives.

Turning Failures into Fuel

Failure—often dreaded and stigmatized—was reframed by Mr. Piyush as an essential component of growth. “Every failure is a lesson wrapped in opportunity,” he noted, recounting a personal anecdote where a marketing misstep led to a critical reevaluation of strategy. By openly acknowledging mistakes and learning from them, leaders can steer their teams toward better outcomes.

During crises, such as the COVID-19 pandemic, Mr. Piyush underscored the importance of team solidarity and quick thinking. “In a crisis, your team needs to trust your vision and feel that their efforts contribute to a larger purpose,” he emphasized, reinforcing the role of engagement over mere monetary incentives.

Balancing Ethics with Ambition

As businesses navigate the tightrope of profitability and social responsibility, Mr. Piyush advocated for creative solutions that align both. He shared an inspiring initiative from his organization: employees who volunteered for community service earned extra appraisal points. “It’s not just about giving back; it’s about embedding social consciousness into the fabric of professional growth,” he said.

Global Versus Local: The Leadership Question

Addressing the perceived gap between Indian companies and global multinationals, Mr. Piyush offered a refreshing perspective. He highlighted success stories like Tata, Mahindra, and Infosys, which have carved niches on the global stage. “Indian companies may not flaunt their achievements as much, but their impact speaks volumes,” he asserted, urging young professionals to look beyond the superficial allure of multinational corporations.

Preparing for the Future

Looking ahead, Mr. Piyush emphasized adaptability as the cornerstone of future leadership. “The hunt for talent, the rise of hybrid workplaces, and the need for agile business models are reshaping priorities,” he observed. He encouraged organizations to embrace “leaderless” cultures that allow for flexibility and innovation, enabling businesses to pivot and thrive in the face of uncertainty.

Redefining Leadership

In conclusion, Mr. Piyush’s perspectives illuminate a powerful truth: leadership is not a fixed doctrine but a fluid and evolving practice. By fostering a culture of innovation, leveraging emotional intelligence, and marrying ethics with ambition, leaders can steer their organizations to unparalleled heights. “The future is always uncertain,” he stated. “But with the right leadership, even the most turbulent waters can be navigated successfully.”

For aspiring leaders, Mr. Piyush’s wisdom is both a challenge and an invitation—to embrace change, uplift their teams, and lead with vision and purpose. His belief in empowering others and cultivating growth is a timeless reminder that true leadership is about inspiring, not commanding.



#5: BLUEPRINTS OF THE FUTURE: THE REAL ESTATE REVOLUTION



Mr. Rahul Lodha
Dy. CEO
Lodha Group

What happens when the age-old world of bricks and mortar meets cutting-edge technology and bold leadership? Prowess sat down with Mr. Rahul Lodha, Deputy CEO of the Lodha Group, to find out. The conversation was anything but ordinary. From reinventing real estate to navigating the chaos of global disruptions, Rahul's insights were a masterclass in rewriting the rules of the game.

Ctrl: Taking Charge of Change

Whoever said real estate is slow to evolve clearly hasn't met Rahul Lodha. "The industry is transforming at warp speed," he declares, diving straight into the heart of the matter. The sector, once notorious for its rigidity, is now a playground for innovation. Lodha outlined five seismic shifts reshaping the game:

1. **Tech Revolution:** Forget brick and mortar; think AI and Mivan construction technology. Lodha's AI-powered systems now slash customer query times from days to mere minutes—a level-up that would make even Silicon Valley take notes.
2. **Consumer U-Turns:** Post-COVID, homebuyers have done a 180. Compact flats with no balconies? Out. Spacious homes with 30% more square footage? In.
3. **Regulatory Overhauls:** RERA and GST have forced developers to clean up their act, driving transparency and consolidating the market.
4. **Global Curveballs:** From pandemics to geopolitical tensions, the ripple effects on supply chains have been profound. The result? An industry that's had to localize and improvise like never before.

Economic Tug-of-War: Investor demands and consumer expectations clash, creating an arena where only the agile survive.

Alt: Rewriting the Rules

Driving change isn't for the faint of heart. "Clarity and empathy—that's the secret sauce," Rahul reveals. The transition to AI, for instance, wasn't without its hiccups. Resistance brewed among employees fearing obsolescence. The solution? Empowering them with cutting-edge training programs. "When they lead the change, they own it," he explains.

Leadership here is less about dictating and more about orchestrating a symphony of innovation. "This isn't just business; it's a cultural shift," he emphasizes.

Lead: Vision for the Future

For Rahul, the future is about premiumization and sustainability. Transforming Lodha's Palava from a budget-friendly township into a premium city is his Everest. "It's not just about selling homes; it's about selling a lifestyle," he asserts.

And then there's the green agenda. Lodha's approach is razor-sharp: reduce electricity bills by 25%, slash emissions, and win the hearts of eco-conscious buyers and investors. It's a win-win that's as good for the planet as it is for the bottom line.

The Gen Z Effect

If you think Gen Z is all TikTok and rebellion, think again. Rahul flips the script. "They're not resisting change; they're demanding it," he says, with a glint of admiration. Their hunger for purpose and penchant for questioning the status quo is a double-edged sword. But Rahul's balancing act—valuing their bold ideas while instilling consistency—is what makes him a standout leader.

Final Thoughts

For Rahul Lodha, profitability and purpose are two sides of the same coin. Take Lodha's initiative to employ 5,000 women, creating a new market of homeowners and generating ₹750 crores in revenue. "When business meets social impact, magic happens," he says with conviction.

So, what's next? "Premiumization, AI, and culture-building," he answers. It's a trifecta that's poised to redefine the real estate industry.

With leaders like Mr. Rahul Lodha at the helm, the future of real estate isn't just bright—it's dazzling. CTRL+ALT+LEAD, indeed.



Lovesh Mehta
Creative Designer
MBA Class of 2025



Riktam Sengupta
Creative Designer
MBA Class of 2026

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Rudraneek Biswas

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Yash Methwani

Content Curator
MBA Class of 2026





The ICFAI University, Jaipur

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The ICFAI University Jaipur has been an abode for quality education since 2011. At its core, the University reflects diversity, attracting students from all across the nation.

ICFAI University is adorned with spectacular architecture and the vibrant hues of the historical city of Jaipur, with the Aravali Hills sitting atop as a crown. With 27 undergraduate, postgraduate, doctoral and diploma programs in various fields of study including Management, Engineering, Liberal Arts, Law and Pharmacy.

ICFAI University has proven to be a pioneer for excellent education. With a focus that expands not only to academics but also to the holistic development of students. Students are encouraged to explore their interests beyond the classroom through various co-curricular and extra-curricular activities. The university committed to providing state-of-the-art infrastructure along with students' holistic development



The ICFAI Business School, Jaipur

ICFAI Business School (IBS) Jaipur is a constituent of the ICFAI University, Jaipur, established under The ICFAI University, Jaipur Act, 2011 (Act No. 26 of 2011) passed by the Legislative Assembly of Rajasthan. The University has been notified under Notification No. F.

2(26) Vidhi/2/2011 dated September 22, 2011. Sponsored by The ICFAI Society - a not-for-profit educational society, the University is empowered to award degrees under Section 22 of the UGC Act, 1956.



The University is a Member of the Association of Indian Universities (AIU), New Delhi. ICFAI Business School, Jaipur is a segment of the ICFAI University, Jaipur. ICFAI Business School Jaipur is known for its diverse culture and student-centric approach. An epicentre for leadership and innovation, IBS Jaipur stands as a paragon of modern learning with the impeccable charm of the Pink City. Students emerge as empowered leaders through a curriculum that instils creative thinking and decision-making prowess.

TEAM - IBS *Jaipur*



Dr. Shweta Jain



Dr. Archana Rathore



Dr. Shivangani Rathore



Dr. Vidhu K Mathur



Dr. Shiv Kumar



Dr. Ruchi Gupta



Dr. Avinash Gupta



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Mr. Utkaarsh Tikku



Mr. Manish Saxena



Ms Krishna Kumari Solanki



Ms Amrita Jaiswal



Dr. Rani Sharma



Dr. Piyush Jhalani



Ms Soniya Agarwal



Dr. Sumedha Soni

TEAM - IBS *Jaipur*



Ms. Priyanka Ahuja



Dr. Namita Solanki



Ms. Nitisha Bhargava



Dr. Priyadarshini Bakshi



Ms. Hemlata Artani



Dr. Yamini Surolia



Dr. Neelam Singh Bais



Dr. Apoorva Tiwari



Ms. Payal Lall Jain



Mr. Deepak Gupta



Ms. Sonam Sharma



Ms. Sakshi Chippa

FACULTY WRITEUP

‘Lead Like You Mean It’

“Leadership isn't just about giving orders - it's about unlocking the genius within others.”

A great leader inspires, motivates, and energizes his team to turn vision into reality. The notion that leaders are born, not made, is a myth. The truth is, leadership can be cultivated through a powerful combination of knowledge, creativity, and innovation. It's about embracing a journey, not just pointing the way.

At its essence, leadership is a rich tapestry of skills, woven from the threads of guidance, mentorship, and motivation. It's an intricate dance between art and science, where instinct meets expertise. Effective leaders possess a distinct blend of talents and competencies, enabling them to navigate complex landscapes, forge collaborations, and drive transformative change.

Visionary leaders like Shri Narendra Modi, Late Shri Ratan Tata, Indira Nooyi, Kiran Majumdar Shaw and many more have redefined leadership in their respective domains. What sets them apart?



Dr. Namita Solanki
ICFAI University, Jaipur



A clear, compelling vision that ignites passion and purpose in others. By articulating their ideas with clarity and conviction, these leaders inspire others to join them on a journey towards excellence. No Leader is a leader unless he enjoys good communication skills and is appreciated by the employees. Effective leaders are skilled communicators. They convey their ideas candidly and persuasively in line with the objective in question, and foster open dialogue, while attentively listening to others' views and opinions. They have that instinctive ability to drive home a concern wading through a profusion of differing opinions through transparent and empathetic communication to build trust and rapport with their team.

Leaders with integrity and honesty are the gold standard of leadership. They lead by example, upholding the highest ethical standards and demonstrating a strong moral compass. But what truly sets them apart is their commitment to accountability and transparency in communication. By being open, honest, and vulnerable, they earn the respect and loyalty of their followers, building trust that is the very foundation of leadership.



But trust isn't built in a vacuum. It's also about caring enough to listen to your team's needs and concerns. When leaders take the time to truly understand and address what's on their people's minds, they create an environment where everyone feels valued, heard, and empowered to contribute. That's when the magic happens - when teams become more than just a group of individuals, but a cohesive unit that's unstoppable. A leader's greatest asset is resilience - the ability to remain calm under pressure, think creatively in the face of adversity, and adapt to an ever-changing landscape. It's the capacity to absorb shocks, navigate obstacles, and emerge stronger, without losing sight of the bigger picture. Resilient leaders don't just survive challenges; they thrive on them, using setbacks as opportunities to innovate, learn, and grow. They're not afraid to take risks, confront reality, and make tough decisions.



And when they fail (because, let's be real, everyone fails sometimes), they don't give up. They use those setbacks as a chance to learn, regroup, and come back stronger than ever. That's the kind of resilience that inspires loyalty, trust, and devotion in their teams - and sets them up for success, no matter what challenges come their way. Leadership is a highly personal and highly situational thing - there's no one-size-fits-all approach. Visionary leaders like Elon Musk embody the transformational style, driving innovation with bold ideas. Meanwhile, transactional leaders rely on rewards and penalties to achieve results. Participative leaders, such as Sundar Pichai, foster collaboration and teamwork, while servant leaders like Narayana and Sudha Murty prioritize their team's growth and development. By embracing these diverse leadership styles, individuals can develop their own unique approach and inspire greatness in others. Good leadership is the secret sauce that sets high-performing teams apart. It fuels creativity, drives results, and makes work a whole lot more enjoyable.

And when change comes knocking, effective leaders are the steady hands that guide their organizations through turbulent times. Bottom line: effective leaders make all the difference. Sudha Murty's inspiring story is a testament to this truth. She's a leader who's broken molds and defied expectations, yet remains remarkably down-to-earth. With her trademark humility and generosity of spirit, Sudha Murty shows us that leadership is not about seeking power or glory, but about serving others and making a lasting impact.

So, what's the verdict on leadership? It's a wild ride that's always in motion. One day you're cruising, the next you're navigating treacherous terrain. But that's what makes it so exhilarating. Effective leaders are like master strategists, deploying different tactics to outmaneuver challenges and bring out the best in their teams. It's not just about emerging victorious; it's about empowering others to discover their hidden strengths and unleash their full potential. When the stakes are high and the pressure's on, great leaders don't just rise to the occasion but also inspire others to do the same.

FACULTY WRITEUP

“Leadership in the Digital Workplace”

Today's workplace isn't just an office or a building —it's a combination of remote setups, AI tools, whiteboards, and time zones that span the globe. Leaders are no longer the distant, suited dictators but rather digital navigators steering their teams through BOTs, dashboards, metrics and the occasional meme (for morale, obviously).

It has become essential for a leader to balance humanity with technology. EQ has become the core competency for any leader today. The other shift in the functional competency of a leader is to being people -oriented but not for individuals, for groups and teams.

The importance of synergy than singular efforts in AI era has deepened. It has become even greyer to categories leader as task-oriented or people-oriented.



Dr. Sumedha Soni
ICFAI University, Jaipur



The organizations with emotionally intelligent leaders reported a 20% higher rate of employee satisfaction. Why? Because leaders who understand both people and platforms are the glue holding modern teams together.

What's next? Leadership will likely become even more integrated with technology, but always with a human-first approach. At its core, modern leadership is about adaptability, empathy, and leveraging technology—not as a crutch but as an amplifier of human potential. It's about pressing Ctrl (control) to set a vision, Alt (alternatives) to encourage innovation, and Delete to eliminate outdated practices. But it is dark times when light is most needed. In the middle of this rise of technology, the human element needs to keep the strong foot. Now processes and systems will require to be carefully crafted with a human touch.



Today a leader must be having an acumen to decide the moderation of AI in business decisions. He should be capable of identifying tasks to be handled by AI and where a human touch is indispensable. Even the other resources at any workplace can be easily integrated with technology, the integration of human resource is complex. Humans crave connection and the want opportunities to communicate, collaborate and create together. The need of appreciation and recognition (not delivered in 140 characters or less), creative freedom and autonomy have been the less expensive tools to motivate and retain people at workplace. The overemphasis on AI can trouble leaders with little access to these non-financial tools of handling human resource.



To sum up the shift in leadership paradigm it can be concluded that leadership competencies will include individuals who understand digital tools, value creativity over conformity, and cultivate an inclusive environment where everyone feels like a contributor. In essence, leadership isn't about being the smartest in the room; it's about empowering others to shine while ensuring nobody's mic stays muted for too long during virtual calls. Future leaders will be evaluated not just on profits but on their team's adaptability and mental health metrics.

Ctrl+Alt+Lead is more than just a clever slogan; it's a way of thinking. Contemporary leadership requires flexibility, emotional intelligence, and a bold acceptance of technology. Leaders need to be a blend of cheerleader, tech expert, and counselor. Whether you're an experienced executive or a budding entrepreneur, take a moment to breathe, pick up your mouse, and prepare to Ctrl+Alt+Lead your journey toward success in the digital realm. After all, in this brave new world, even a glitch is just an opportunity to innovate.



ALUMUNI WRITE-UP



Mansha Khandelwal

“A MODERN GUIDE TO PERSONAL TRANSFORMATION AND LEADERSHIP”

In a world of constant change and fierce competition, the ability to adapt is not just an advantage—it’s a necessity. Today’s professional landscape demands leaders who are not only skilled but also agile, empathetic, and self-aware. This is where the concept of “CTRL+ALT+LEAD” comes into play—a call to reboot, reevaluate, and redefine oneself through personal transformation

Reboot: Reset Your Mindset

Just as the CTRL+ALT+DEL command resets a frozen computer, a personal reboot clears mental clutter and outdated thought patterns that hold us back. Life often becomes a blur of routines, expectations, and self-doubt, blinding us to new possibilities. Rebooting begins with self-reflection: What beliefs and habits no longer serve you?

A true reboot requires stepping out of your comfort zone. Silence the noise around you—through mindfulness, journaling, or meditation—and reconnect with your core values. This reset not only refreshes your mindset but also aligns your actions with your goals. After all, effective leadership starts with leading yourself.

Reevaluate: Challenge the Status Quo

Once you’ve rebooted, it’s time to reevaluate. Leaders often inherit norms, practices, and assumptions from predecessors or existing systems

However, the mark of a great leader is the courage to question the status quo. Reevaluating means exploring fresh ideas, diverse perspectives, and innovative solutions that challenge conventional wisdom.

The world is constantly disrupted by technological advancements, generational shifts, and evolving workplace dynamics. To thrive, leaders must embrace innovation and diverse thinking. It’s not about discarding the old for the sake of the new but merging wisdom with fresh ideas. Asking questions like “Why do we do this?” and “Is there a better way?” can unlock paths to creativity and growth.



Redefine: Transform Your Identity

The final step, redefine, is about evolving into the leader you aspire to be. Personal transformation is not a one-time event; it's an ongoing journey of learning and adapting. Redefining yourself requires a commitment to self-improvement, resilience, and a clear vision of your leadership identity.

Redefinition often means rethinking success itself. In the past, success was measured by power, titles, or material wealth. Today, meaningful leadership is about fostering collaboration, inspiring others, and leaving a lasting positive impact. It's about being authentic, empathetic, and purpose-driven—qualities that resonate deeply with teams and communities.

Embracing Personal Transformation

The journey to reboot, reevaluate, and redefine is not always smooth. It demands vulnerability, patience, and a willingness to fail forward. Yet, the rewards are profound. Leaders who commit to personal transformation not only enhance their own lives but also inspire those around them to grow and evolve.

In the end, CTRL+ALT+LEAD is more than a catchy phrase—it's a blueprint for navigating the complexities of modern leadership. By resetting your mindset, challenging assumptions, and evolving your identity, you can lead with purpose and passion in a world that never stops changing. So, take control, alter your approach, and lead boldly!! The future is yours to shape!!





STUDENT WRITE-UP



-Dhwani Nemavat
MBA (2024-26)
(24BSPJP01Cxxx)

CTRL+ALT+LEAD: Reboot, Rethink, Redefine

Never forget that beauty was once measured with daunting and often impossible parameters that included things such as skin that was blemish free and features so well structured, they could stand on their own. Skin with imperfections, thick stretches of skin in stark contrast with a lighter base tone, known as freckles, were deemed as boxing to hide blemishes. The world has shifted, freckled skin is now adored as a mark of individuality, and as proof of a boundary-less outlook on beauty. Such pivoting change validates the melting beauty of leadership. After all, the old-fashioned, rigid rules are being substituted by more fluid, human-centric, productive, and robust methods. Everything that accompanied the world of beautification has changed, so has the core of leadership.

Reboot: The Shifting of Paradigms by Ratan Tata

The 'Reboot' epoch deals with transformation, evolution, and accepting the new. It is in this context that Ratan Tata possesses the deepest wellspring of strategic savvy. His audacious purchase of Jaguar Land Rover in 2008 in the midst of a global recession is an example of this kind of visionary leadership. Whereas most leaders braced themselves for the storm, Tata recognized an opportunity. He didn't just respond to the crisis; he forecasted it, orienting the Tata Group to outlive the tempest. Changing a time-honoured British brand, Tata was able to guide his multinational company into a completely new world while simultaneously highlighting the strength of vision during significant changes. Change is evident in the Indian 1991 economic reforms that led to the LPG or Liberalization, Privatization, Globalization strategy for this very reason. After Isolationist policies led to the country's economy stagnating for decades, it was time for a national reboot. The shift in leadership structure formed a door to the wider market for the people of India. This change allowed the country's vast IT industry to actually compete on the global market and opened countless doors for new Indian businesses.

Likewise, in the global space, India's introduction of the UPI (Unified Payments Interface) is perhaps the most stellar example of revolutionizing the technological landscape. What commenced as an express initiative for payment systems has evolved into changing the way more than a million Indians engage with financial systems. By facilitating the accessibility of digital payment systems to all the citizens, UPI is a clear showcase how technology can be leveraged to induce a national change by bringing more people into the financial fold

Rethink: The Purpose-Driven Business Leadership of Ratan Tata

To Rethink is to go against the prevailing attitude. Let us take a moment to reflect deeply and reimagine how things can be done differently. Ratan Tata exemplifies a leader who consistently goes deeper and thinks harder. The most memorable example is his dive into the Tata Nano project aimed at developing the cheapest car on the planet. This venture most certainly redefined the automobile industry, but was not commercially successful. Tata's ambition was not to just manufacture cars, but to enhance mobility for hundreds of millions. Even after being met with failure, his devotion to reconsidering outdated practices within the industry demonstrates how outward thinking leadership functions. Market architectures underwent transformations



India was probably the most awaited 'Rethink' in the world; that happened when India transformed its closed and centrally planned economy to Liberalized and market-oriented economy. LPG reforms were not mere policy shifts; they were an entire system's approach transformation. Leaders realized India's strength was not only in production but rather it was in becoming the world's centre of intellect and services and innovations. This rethinking emerged India as a world's strongest player in the IT industry, which continues to determine the balance of the world economy.

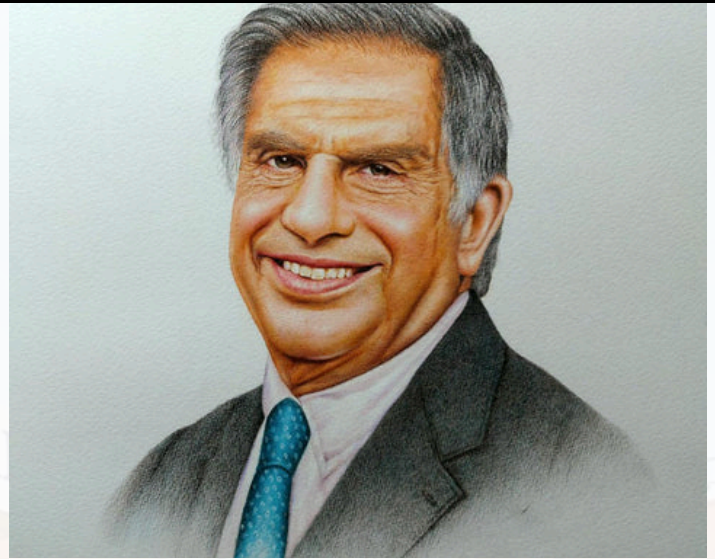
For individuals like Tata, we can use transformation to their advantage, functioning as the change themselves, which can also allow others to gain strength. This new generation shifts the perspective towards change in a more refined manner, wishing to achieve progress socially. The term 'Rethink' manifests into the emergence of hope, an example of this would be the steroid of this past decade which foreshadowed the emergence of the pandemic. The emergence of this pandemic was able to showcase which nations were prepared and utilized the new alter of society to their advantage. The mantra 'work from home' embedded itself into nations who foresaw the pandemic, enabling better results, and diminishing changes to productivity.

Redefine: Ratan Tata's Legacy of Sustainable and Human-Centered Leadership

Tata's personal approach to matters pertaining to the global economy aide his transition from traditional leadership into a more profound approach and redefine his values. A grandeurance that attracts people of all social and economic status, allowing them to shift their focus onto social philanthropy which is highly dependent on money. To redefine, begins and ends with oneself and alter their own perspective for the chance of emergence and growth. There lies the biggest gap, understanding the 'How'.

Like many other countries, India too has transformed its role in the world economy. With leaders like S. Jaishankar, India is no longer a passive bystander, but has assumed an active and assertive position in the international order. His skillful diplomacy has put India at the very heart of world politics and he has taken the lead on security, trade and international relations. India's place on the world economic stage has shifted; it is no longer simply a participant, but rather an active contributor to the world economy and is actively moulding the global balance of power.

In the technology world, the 'Redefine' phase is best described by the example of NVIDIA and how they are expanding the boundaries of artificial intelligence and machine learning. NVIDIA is not just investing in India, for the sake of the growing Indian tech market, but is changing the entire idea of how technology will impact every single industry. With the growing availability of AI technologies and India's strong digital infrastructure, the future of not just business, but society as we know it, stands to change drastically.



This change from Reboot to Rethink to Redefine leadership is not a linear step up. It is much more vibrant and continuous. Ratan Tata's legacy serves as a perfect example of why future leaders should embrace change, Ratan advanced innovation in industries where it was sorely needed, and he did not stop there. He also placed a heavy emphasis on redefining what leadership should entail. His focus on sustainability and improving the human condition serves as a shining example. Moreover, these shifts in leadership values can be seen through the rapid changes to India's economy, and the nation's technological growth as they transitioned into a global superpower.

In this contemporary period, the definition of success has changed. One is not considered successful based on how fast they respond to changes. Success is measured based on how efficiently someone is capable of predicting change, adjusting to it, and driving it. With adopting the Reboot, Rethink, and Redefine approach, leaders gain the ability not only to counter present issues, but also craft a better future. Embracing a world that is holistic, eco-friendly, and puts people at the forefront.





STUDENT WRITE-UP

LEADERSHIP 2.0: Embrace, Evolve, Excel

A NEW ERA OF LEADERSHIP IN A DYNAMIC BUSINESS WORLD



-Soumya Singh
MBA (2024-26)
(24BSPJP01C494)

As Heraclitus, a Greek philosopher wisely said, **'Change is the only constant in life.'** And it's no different in business. To those who embrace it with agility and foresight are the ones who will thrive and evolve in an ever-shifting landscape. We could see how fast technology is taking over today's business landscape, leadership no longer seems to be confined how traditional models used to define. The advances in technology, and the way global market demands are shifting, also the challenges that are being posed by society require leaders to reboot the strategies they have formed, rethink about their approaches to it, and redefine what success truly means to them. The concept of **"Ctrl+Alt+Head: Reboot. Rethink. Redefine"** captures the transformation happening within modern leadership. Today's leaders are not only navigating uncertainty but also anticipating future challenges. Let's explore the essential components of this leadership evolution.

First and foremost, would be starting with a fresh and new perspective aimed at the need to embrace the change that occurs. It seems that it is one the most significant aspect of contemporary leadership. According to 2023 report by McKinsey & Company, 71% of executives expect that their organizations might face more disruptions in the next three upcoming years than compared to last three years. Because that is how it is influenced by technological shifts, changes in consumer behaviour, preferences, and global uncertainties. For organizations to remain competitive, leaders must act swiftly to make a quick move to adapt to these changes, and implement the strategies within their organizations. Let's take the COVID-19 pandemic, it forced organizations across the globe move rapidly to remote work models. For the companies that previously relied on digital meetings like Zoom, Microsoft etc. were quick to adjust and thrive in this new normal. On the other hand, the companies that resisted to these changes suffered major setbacks in their organizations. A study by Deloitte found out that 94% of executives and 88% of employees actually believe that a distinct corporate culture whose values are of agility is essential part for any business success

While agility helps navigate immediate challenges, rethinking leadership structures is the next step in business. It is important to reevaluate leadership structures, corporate values, and operational methods. According to a report by PwC, 59% of business leaders found digital transformation is essential for business survival. Yet, we could see a significant number of companies continue to operate with outdated practices which resulted into inefficiencies and missing out on opportunities. Whereas Amazon, Google on the other hand have not only embraced technology but have redefined their industries by creating an environment that connects various products and services. We could also take into considerations the shifts of hierarchical, top-down leadership structures into decentralized and collaborative approach

It has empowered employees to make decisions and also contribute to company's strategic decisions, and this has certainly unlocked greater creativity, collaboration, and innovation. **Rethinking about the leadership structures unlocks the needs to redefine success.**

Traditionally success in business was defined by profit margins, shareholder value and market share but currently it focuses on creating long-term value, balancing profitability with social responsibility, and prioritizing well-being both for employees and the broader community. The changing definition of success is evident in how prominently ESG – (Environmental, Social, Governance) factors are contributing. A 2022 study by Morgan Stanley states that 85% of investors are highly interested in sustainable investing whereas 75% of them consider ESG factors while they are investing. We could see that the companies like Unilever have taken their decisions based on environmental and social issues, this demonstrates that the organizations can thrive when they align with the values of their consumers.



Focusing on innovation is important for staying ahead of curve in terms of new product, technologies, and business models and it is the key driver for growth for long term success. Lastly driving onto the leadership role in VUCA (Volatile, Uncertain, Complex, and Ambiguous) world of business environment, leaders who can effectively navigate through such conditions represent a mindset of continuous learning and adaptability. To begin adapting, the future leaders must start embracing change as an opportunity, not as a threat. They should promote a culture of agility, rethink about their leadership structures to encourage employees within workplace, and continuously seek innovative solutions that would balance profitability with social responsibility. The time to reboot, rethink, and redefine is now - starting with one step towards transformation today, will definitely set the foundation for lasting success tomorrow.

UDBHAV'24



UDBHAV'24

The Fresher's Week at IBS Jaipur, "Udbhav'24" started off with an exciting Sports Meet, where the MBA Class of 2024 engaged in fun sports activities like the Sack Race, Tug of War, and Basketball.



The following day had them showcase their diverse talents during the Talent Hunt Event, featuring performances in singing, music, and stand-up comedy, and dance followed by a Corporate Rampwalk, which combined creativity with professionalism. IBS Mart 2.0 on the third day organised by the EcoBiz Club of IBS Jaipur brought a vibrant cultural exchange, with students setting up stalls representing various states, offering delicious food, and hosting carnival games.

The excitement reached new heights on the fourth day with a surprise flashmob by senior students, setting the stage for the grand Udbhav 2024 event. The week culminated with warm welcome from Vice Chancellor followed by exciting performances, and a celebration of the week's winners. The evening ended with a lively dance party and dinner, marking the start of a memorable academic journey



MANAGEMENT FEST



The two-day Management Fest, Excelencia'24, organized by ICFAI University Jaipur, was an incredible success, bringing together students from various institutions to showcase their talents, skills, and innovative ideas.

Through a diverse range of events—ranging from competitive quizzes and advertising campaigns to role plays, social entrepreneurship B-plan challenges, and more—the fest provided an excellent platform for students to engage in practical learning and professional development.

. The event achieved its objectives of fostering creativity, leadership, and teamwork through engaging team-based activities. It also served as a great opportunity for participants to hone their business planning, digital marketing, and advertising skills.





Additionally, the interactive nature of the events allowed for cultural exchange and networking among students, contributing to their overall growth and development. The insightful talk sessions, enriching competitions, and innovative campaigns were key highlights of the fest, providing valuable learning experiences for all involved. The enthusiasm, talent, and dedication displayed by the participants were truly commendable, making the fest a vibrant and inspiring occasion



This year's Management Fest has not only created lasting memories but has also paved the way for future endeavours.



HR CONCLAVE

The HR Conclave 2024, held on 23rd November at IBS Jaipur, brought together distinguished thought leaders and professionals from the HR fraternity. The event was graced by Ms. Garima Jajoo, CHRO of Shubhashish Homes, and Mr. Atin Jain, Founder Director & Ex-Principal Officer of Westford Insurance Brokers and Risk Managers Pvt Ltd, as the esteemed guests of honour.



The conclave featured experts like Dr. Tanjul Saxena, Ms. Abhiruchi Shrivastava, Ms. Richa Mahendra, Ms. Geeti Sharma and many more, delve into three insightful panel discussions. Panel 1, explored New Collar Jobs, Phygital Workspaces, AI in HR, and data-driven people strategies. Panel 2, focused on “Work-Life Balance to Work-Life Integration: The Way Forward,” explored evolving workplace dynamics. Panel 3, on Employee Experience Design, emphasized creating meaningful and engaging employee journeys.



The conclave provided a platform for vibrant discussions to its attendees, offering valuable insights on the trends shaping the future of HR in our country.



ALUMNI MEET

On November 29, 2024, IBS Jaipur, in collaboration with the IBS Alumni Federation - Jaipur Chapter, hosted a memorable alumni meet at the Radisson City Centre Jaipur.

The event brought together alumni from all nine IBS campuses, offering a chance to reconnect and celebrate their shared experiences.

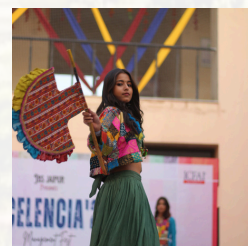
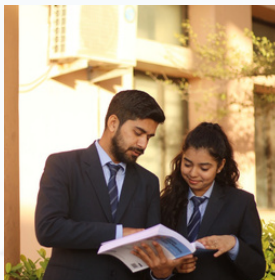


The MBA Class of 2026 added to the excitement with engaging performances, while fun games brought out the spirit of camaraderie and nostalgia. The evening was a perfect blend of laughter, memories, and celebration, allowing alumni to relive the cherished moments of their B-school days. Getting to meet the professors and faculty members who trained them to get corporate ready is truly an emotional yet joyful feeling.

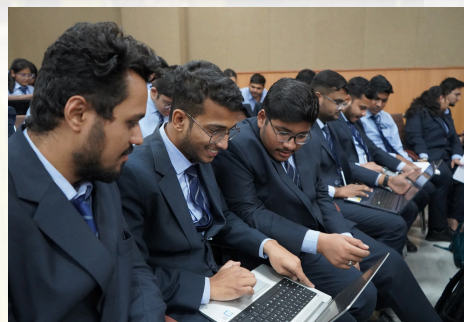
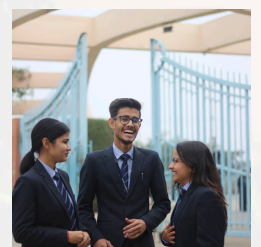
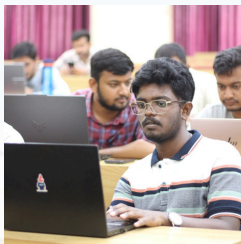


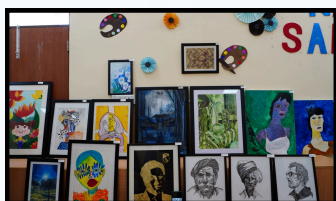


IBS JAIPUR



CLUB ACTIVITIES





Kala Sangam - “Art is not a thing of the past, but a living force which creates the future”.

Kala Sangam, an intercollegiate exhibition of artists where we witnessed an array of artistic expressions, from abstract paintings to handcrafted jewellery. Students from all over the city attended the event, honoured by the presence of Shri Gopal Bharti, a renowned artist and Kala Ratna awardee.

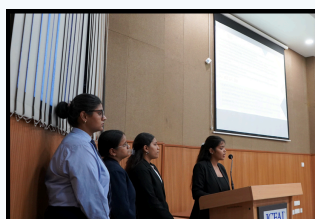
IBS Mart 3.0 - An event that enabled the students to showcase their talented yet smart minds. From traditional Indian delicacies to Italian Pasta, a vibrant array of food stalls lined up each showcasing a culinary experience that tempted the taste buds.



Janmashtami - A joyous occasion to celebrate the birth of Lord Krishna where love conquers darkness. A lively celebration which included amazing dance performances, games and “Dahi Handi” being the highlight of the event where students showcased their team work and agility.



Case Study by Ignited Minds - “The entrepreneur always searches for change, responds to it and exploits it as an opportunity.” This competition examined the practical skills of students and fostered leadership qualities to enable enhanced problem-solving abilities, preparing them for dynamic business environments. This helped the participants to learn how to navigate the intricacies of business strategy and entrepreneurship.



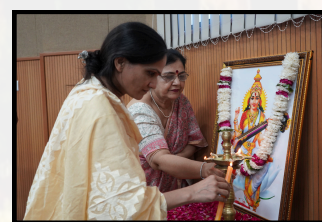
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UNIVERSITY
JAIPUR

The ICFAI University

Strategic Thinkers by Money Matrix - An Inter-College event organised by IBS jaipur - “Strategical Thinkers” was to challenge the students with real world case studies, tasked with pricing products, optimising profits and demonstrating their financial perception. This event showcased the passion and innovative thinking of students from various colleges i.e. Jaipuria, Vivekanand global university, JECRC consolidating the college’s reputation for producing future business leaders.



Hindi Diwas - A Day that celebrated the rich heritage and cultural significance of Hindi language. The event was graced by Ms. Shraddha Gautam, Deputy Director, Government of Rajasthan and Shri Bela Tripathi, a prolific Hindi enthusiast. An inter-college event where various activities were organised to embrace the beauty of Hindi language such as quiz, debate and poetry recitation.





Ganesh Chaturthi - A vibrant festival that honours Lord Ganesha, the god of wisdom, prosperity, and new beginnings. Students, faculty, and staff came together to worship Lord Ganesha and seek his blessings. The visarjan marked the end of the festivities filled with music, dance and enthusiasm of students.

Onam - Onam is not just a festival to cherish but a moment to reincarnate the past of prosperity and goodness. It was a festival of reunions, feasting and cultural celebration. A day full of dance, games and activities like hit the pot and tug of war where we witnessed strength, teamwork and dedication to win. Students gathered to celebrate their culture, tradition and customs with engaging folklore.



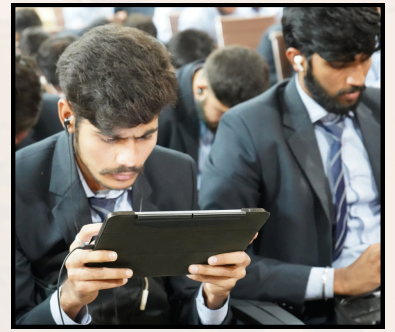
Off the Cuff - The SynCHRonize Club at IBS Jaipur hosted "Off the Cuff," a two-round competition testing participants' impromptu speaking and debating skills. The event fostered quick thinking, adaptability, and critical reasoning, offering a dynamic platform to enhance communication and public speaking abilities.





IPL Auction by Ignited Minds - On December 18, 2024, the Business Club of IBS Jaipur hosted the much-awaited event, IPL Auction 3.0. This innovative and engaging event combined the love for cricket with strategic thinking, fund management, and negotiation skills, creating a memorable experience for all participants

E-Sport Mania by Money Matrix - - The Market Mavens club organised an event which provided a thrilling BGMI (Battlegrounds Mobile India) gaming competition that tested participants' focus, quick decision-making, and strategic thinking. It served as a platform for students to collaborate, compete, and connect.



Santasio'2024 - On 24th December 2024, The Navrang Club organized this years Christmas event "Santasio'2024" where a variety of food stalls offered mouthwatering treats that delighted the taste buds of all attendees. The aroma of delicious snacks combined with the cheerful hum of conversation created a truly festive atmosphere.

The most awaited moment of the event, the Secret Santa gift exchange, added a magical touch to the day. This activity truly encompassed the festive cheer!

DUBAI IMMERSION PROGRAM



IBS Jaipur students recently had the opportunity to embark on an enriching educational trip to Dubai. The journey began with a visit to Aldar Real Estate, where students got to experience the nooks and crannies of the UAE's property market and the workings of real estate in a rapidly growing economy.

Next, they visited Blooming Foods, observing the manufacturing process of Nom Noms, a popular candy brand. A tour of a large dairy farm followed, offering our students the opportunity to look, observe and learn the working of a large-scale food production. At the American University, the students attended sessions on entrepreneurship, strategy, and management, which thoroughly broadened their understanding of global business practices



Beyond academics, the trip allowed students to immerse themselves in Dubai's rich culture. They enjoyed a scenic dhow cruise, a thrilling desert safari, and visited iconic landmarks like the Burj Khalifa. Students also explored the vibrant Meena Bazaar and concluded their adventure at Ferrari World and the BAPS Hindu Mandir. This well-rounded experience offered both profound learning and unforgettable memories.

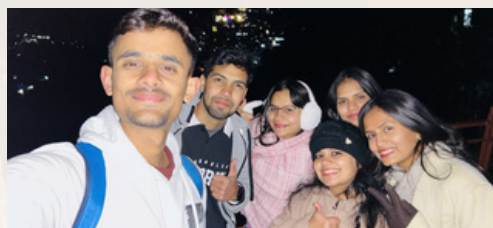
DALHOUSIE TRIP



In December 2024, IBS Jaipur organized an trip to Dalhousie, Dharamshala, and Amritsar, offering students a perfect blend of exploration, learning, and cultural immersion. The journey began in Dalhousie, where students enjoyed the serene beauty and iconic spots like Gandhi Chowk and Subhash Chowk.

The group then travelled to Dharamshala, where they explored the Dalai Lama Temple and enjoyed shopping at the famous and vibrant McLeod Ganj market. A highlight of the trip definitely was the adventurous day in Khajjiar, where students took part in activities like paragliding and horse riding, fully embracing the natural beauty the region has to offer.

An industrial visit to Signature Blankers in Dharamshala provided the students valuable insights into manufacturing processes, blending fun with education! The trip concluded at Amritsar, where students witnessed the Wagah Border parade and paid a visit to the peaceful Golden Temple, offering a fitting end to a week filled with cultural exploration, adventure, and learning.





CORPORATE TALK



Session By: Mr. Maheshwar Peri - Founder of Careers360
Changing Landscape of Education



Session By: Dr Veena Arora
Capacity Building Session on Team Cohesiveness



Session By: Dr. Vikram Yadav - Founder of Myphysio
Importance of Body Posture Correction

SESSION



Session By: Mr. Sachin Sharma, Mr. Subhro Bhattacharya & Ms Zoya Hossain - KPMG
Financial Modelling and Valuation



Session By: Mr. Shobhit Tiwari - Photography Masterclass
Mastering the Art of Photography



Session By: Ms Mukta Basandani
Mindfulness Workshop: How to Handle Stress, from Classrooms to Boardrooms



Riktam Sengupta



Shoham Sen



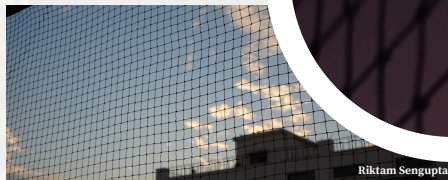
Manav Sheth



Adithya kp



Adithya kp



Riktam Sengupta



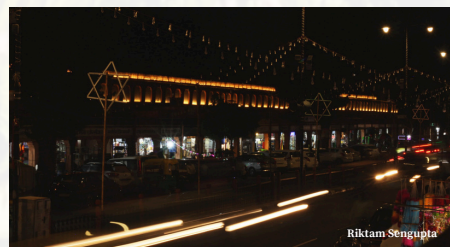
Abira Bose



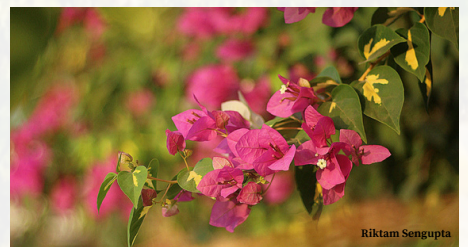
Riktam Sengupta



Reshav Dutta



Riktam Sengupta

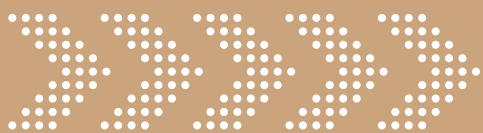


Riktam Sengupta

PIXELS CORNER

◆ IBS JAIPUR RANKINGS ◆

GHRDC B-SCHOOL RANKING 2024



Gained **53** Place
in Overall Ranking

OVERALL RANK

2023		2024
87		34

GROUP RANK

(In Outstanding B School of Excellence)

2023		2024
09		01

STATE WISE RANK (In Rajasthan))

2023		2024
07		01

INDUSTRIAL VISITS

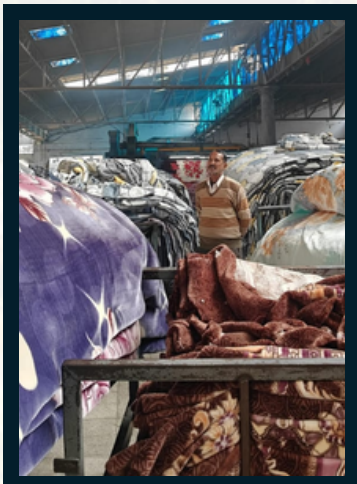
Visit at Aldar



Visit at Masakhen Dairy Farm

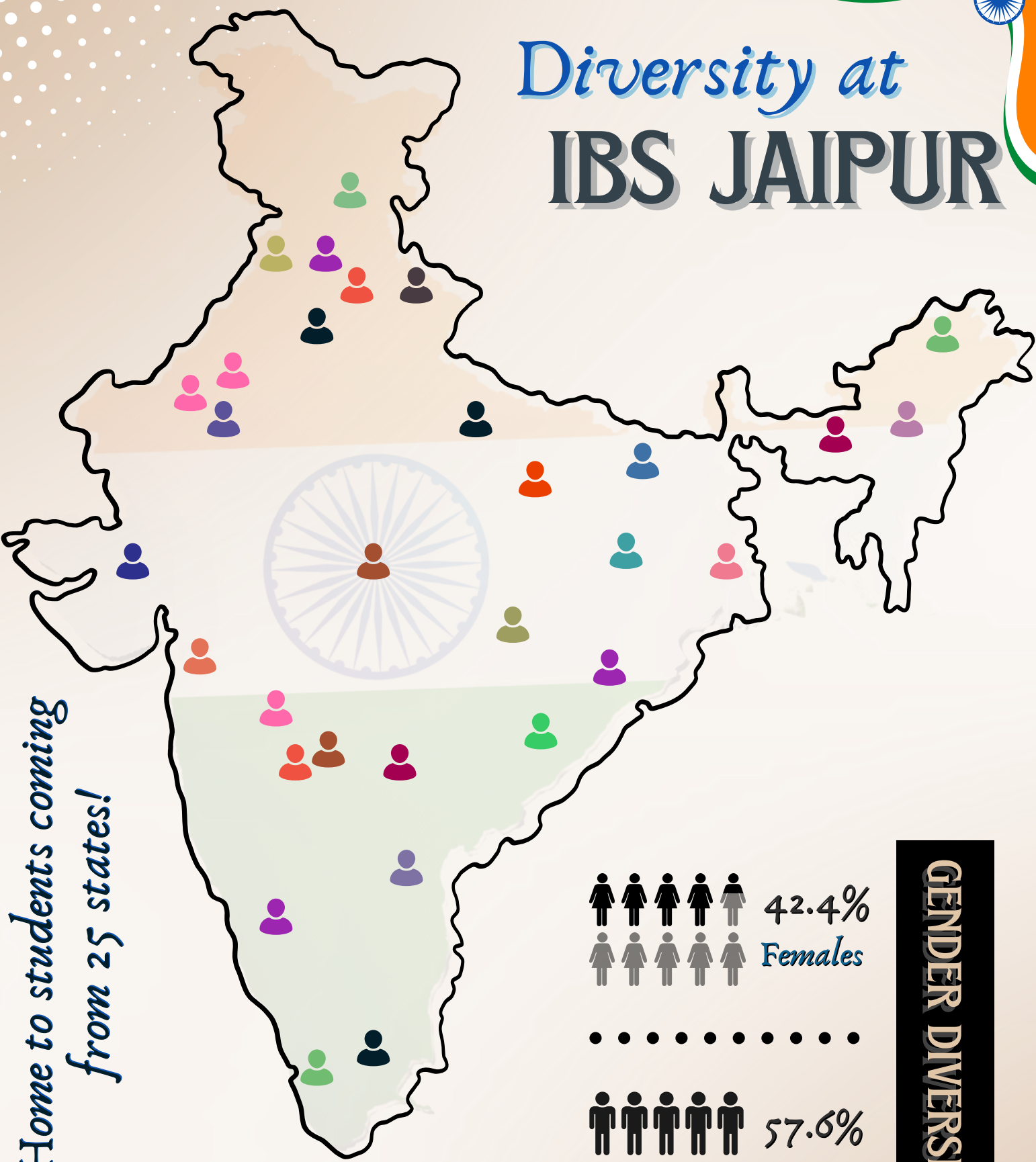
INDUSTRIAL VISITS

Visit at Verka



Visit at Signature blanket

Diversity at IBS JAIPUR



Home to students coming
from 25 states!

42.4%
Females

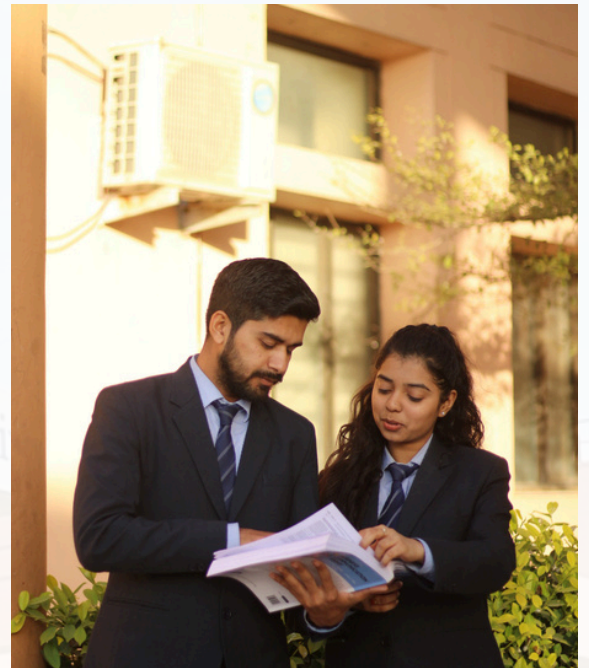
.....

57.6%
Males

GENDER DIVERSITY



IBS JAIPUR CAMPUS LIFE



IBSAF AWARDS



Jaipur Chapter recently hosted its Annual Best Summer Internship Programme Award Ceremony for the MBA Class of 2025. The event recognized the outstanding performance of students who excelled during their 3.5-month internship period.

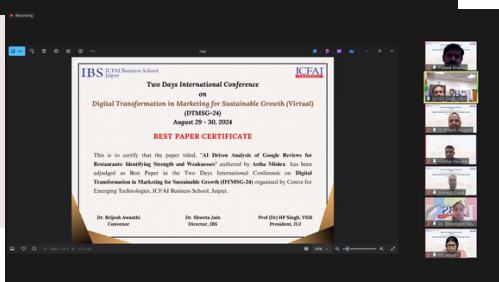
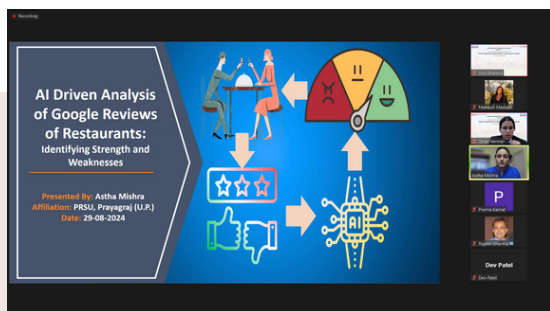
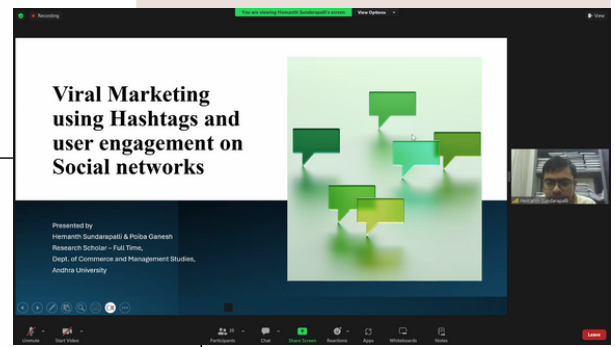
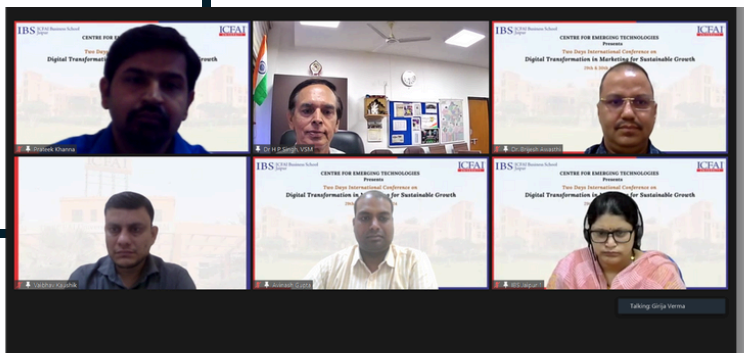
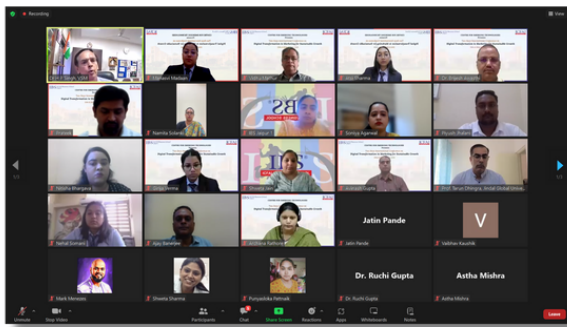
Akshita Chauhan, Asutosh Sahu, Anjali Vineeth SK, Kanika Awasthi, and Harsh Kumar Sharma were awarded for their exceptional contributions, demonstrating strong leadership, innovation, and dedication throughout their internships. The ceremony highlighted their achievements, providing a platform to celebrate academic excellence and real-world experience. It served as an inspiration for future MBA students to strive for excellence in their professional journeys.



INTERNATIONAL CONFERENCE

organised by Centre for Emerging Technologies

The Centre for Emerging Technologies, ICFAI Business School, Jaipur organized a two-days virtual international conference on August 29-30, 2024, focused on "Digital Transformation in Marketing for Sustainable Growth."



The conference brought together scholars, researchers, industry professionals, and academicians to discuss the latest trends in marketing innovation. Split into three tracks - MarTech & Social Media, Sustainable Growth in Marketing, and Phygital vs Digital Marketing - the event covered topics such as AI, social media analytics, influencer marketing, and the alignment of marketing strategies with sustainability goals.

The conference helped in collaboration and highlighted the critical role of digital transformation in driving sustainable marketing growth.



MANAGEMENT DEVELOPMENT PROGRAM



**On MS Excel -
Tools & Techniques
for Data Based
Decision - Making
in Daily Life**

IBS Jaipur organized a Management Development Programme on "Analytics for Managers: Data-Driven Decision Making," led by Dr. Brijesh Awasthi. The program focused on equipping managers and working professionals with the tools and techniques to leverage analytics in decision-making. Participants gained insights into data interpretation, problem-solving, and strategic decision-making, using Microsoft Excel, enhancing their ability to drive business success through informed, data-backed choices



Our Prominent RECRUITERS

For MBA Class of 2025



Hyundai India
Insurance Broking



jaro education



magicpin



ICFAI Business School

The ICFAI University - Jaipur, Near Cambay Golf Resort,
Agra Road, Jamdoli, Jaipur - 302031, Rajasthan

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For any suggestions - prowessibsjaipur@gmail.com

