

INNOVISION

Prism

SPECIAL EDITION

Performance - Reliability - Innovation - Survivability - Management





DIRECTOR'S Message



It is matter of profound happiness to release special issue of "Innovision". Innovision has been pulse of IBSA which combines virtues of being "Innovative with a Vision". Innovision is now 20 years young and happy to see release of special issue. The theme of the issue is "PRISM", a familiar member of our school science labs. As a child everyone of us would have got amused by the magic of PRISM transforming white light into Vibgyor. Extending this analogy, We as business school are like PRISM who enable transformations in the students during the course. The acronym PRISM appropriately captures the five important expectations of industry, which are true manifestation of this transformation.

This issue of INNOVISION collates these transformational experiences which student's undergo during the journey at ICFAI Business School, Ahmedabad. We are revisiting those moments which were most cherished in times of online learning. Our single most endeavor during pandemic was to provide near to similar experience of an campus learning.

We are now embarking on a new beginning and all set to welcome the Class 2024 at the campus. Having gone through an unprecedented times last two years it is prudent to be carrying forward those learnings the tough times have taught us. We have learned to be resilient through our will power and support of our family and friends. Our quench to do more has resulted Innovative business models by leveraging technology and kept everyone connected during the pandemic.

We continue to strive to do new things in our transformational journey and would be happy to share through the platform of our newsletter. My compliments to the editorial team for collating the essence of ICFAI Business School, Ahmedabad.

Best Wishes & Happy Reading...

Dr. Vivek Ranga
Director



EDITOR'S Message



Congratulations! to the editorial committee of IBS Ahmedabad on coming up with the special edition of our newsletter. The members of this committee have shown remarkable levels of commitment and it has been an absolute pleasure being their mentor. They have been super active to say the least, driven by one goal – to communicate through different mediums, the achievements and essence of IBS, Ahmedabad. The newsletter has been

curated by the committee members with an objective of making it an infotainment source of IBS Ahmedabad. The newsletter will essentially cover two important aspects. The primary aspect of the newsletter would be to provide information to the readers about all the journey of IBS Ahmedabad through the two years in both scholastic and non-scholastic areas. The secondary aim of the newsletter is to highlight how we have contributed towards the transformational journey of students. In essence it is a one-point source for all information about what is happening at IBS Ahmedabad campus. We look forward to this special edition and the many more editions to come and we hope you get all your infotainment too!

We aim at providing a common forum for students to come together. This newsletter is one such medium through which activities / events of prominence can be communicated to larger audiences within the campus, faculty and fraternity. I am enthralled with the release of this special edition of the Newsletter. "Commendable efforts directed towards our common goals."

Happy Reading!

-Dr. Pallavi Mittal
Faculty Member
Marketing



Contents

PRISM - Special Edition

04

**THE THEME OF-
PRISM**

05

**LIFE @ IBS-
AHMEDABAD**

06

**CULTURAL ACTIVITIES
@ IBS-A**

07

**SPORTS AT
IBS-A**

08

**ADVANTAGE AT
IBS-A**

10

**INDUSTRY INTERFACE
AT IBS-A**

14

**SIP
IBS-A**

17

**PLACEMENTS
IBS-A**

18

**REGULAR RECRUITERS
AT IBS-A**

20

**STUDENT
ARTICLES**

22

**ALUMNUS
SPEAK**

23

**COVID TIME
AT IBS-A**

24

**ACADEMICS
AT IBS-A**

25

**REMINISCENCE
AT IBS-A**

27

**FACULTY
SPEAK**

28

**CREATIVITY
AT IBS-A**

30

**FUN
AT IBS-A**

31

**TEAM
PRISM**

The Theme of – PRISM

PRISM - **P**erformance, **R**eliability, **I**nnovation, **S**urvivability and **M**anagement

It's been two years since COVID-19 was declared a global pandemic. Pandemic created new opportunities, as well as new challenges and all business schools, had to modulate their delivery model. When the pandemic hit in March 2020 we had to send students home but classes had to continue. Remember! this was May 2020 and all of us were under the impression that Covid will be gone in a few months. However, as the time progressed we realized that what was supposed to be a three-month interruption to the PGPM (and all forms of education) has ended up becoming a two-year challenge.

IBS Ahmedabad has always strived to give graduates exposure to management skills which helps them transform into specialists who can integrate across functional areas in a dynamic organization. Keeping up with our commitment to our goals, we at IBS Ahmedabad adapted to the new normal.

This issue would be showcasing our efforts, as we continue to develop and sustain the best educational tactics through the tough times. We have kept the quality of education exemplary, and innovation-driven so as to develop creative thinking and new learning experiences. The **"brighter side of the moonshot"** has been that we have kept the focus on the performance, reliability, innovation, survivability and management skills of our future managers throughout their transformational journey.

The campus believes in the holistic and all-round development of students and as part of it we at IBS focus on a performance-driven series of academic and co-curricular activities. The case method pedagogy coupled with practical learnings through SIPs leaves an indelible mark on the campus institution. Innovation continues to influence program design and pedagogy development. Apart from program innovations, IBS uses innovative pedagogy which is experiential in nature, like online courses, courses taught using software like Excel /SPSS, use of LMS technology, Industry Visits, Industry based research projects, Guest lectures by eminent industry experts have been a part of our journey through the last two years. Unique peer learning and self-learning programs through group work and projects/presentations, seminars and workshops, use of games, movies, simulation exercises, debates, role-play, group discussions, and webinar lectures were facilitated using both the online and offline medium.

As a ray of light that enters a PRISM gets refracted into the beautiful colours of VIBGYOR, students when they come to our campus they are provided with a platform to bring out their diverse talent, unbridle their latent creativity & energy, like that ray of light transforming into the beautiful "VIBGYOR".

So let's embark on the journey of this PRISM and witness the VIBGYOR!!

"It's not the Strongest Species that Survive. Nor the Most Intelligent Species that Survive. It is the One who is the Most Adaptable to Change"

~ Charles Darwin

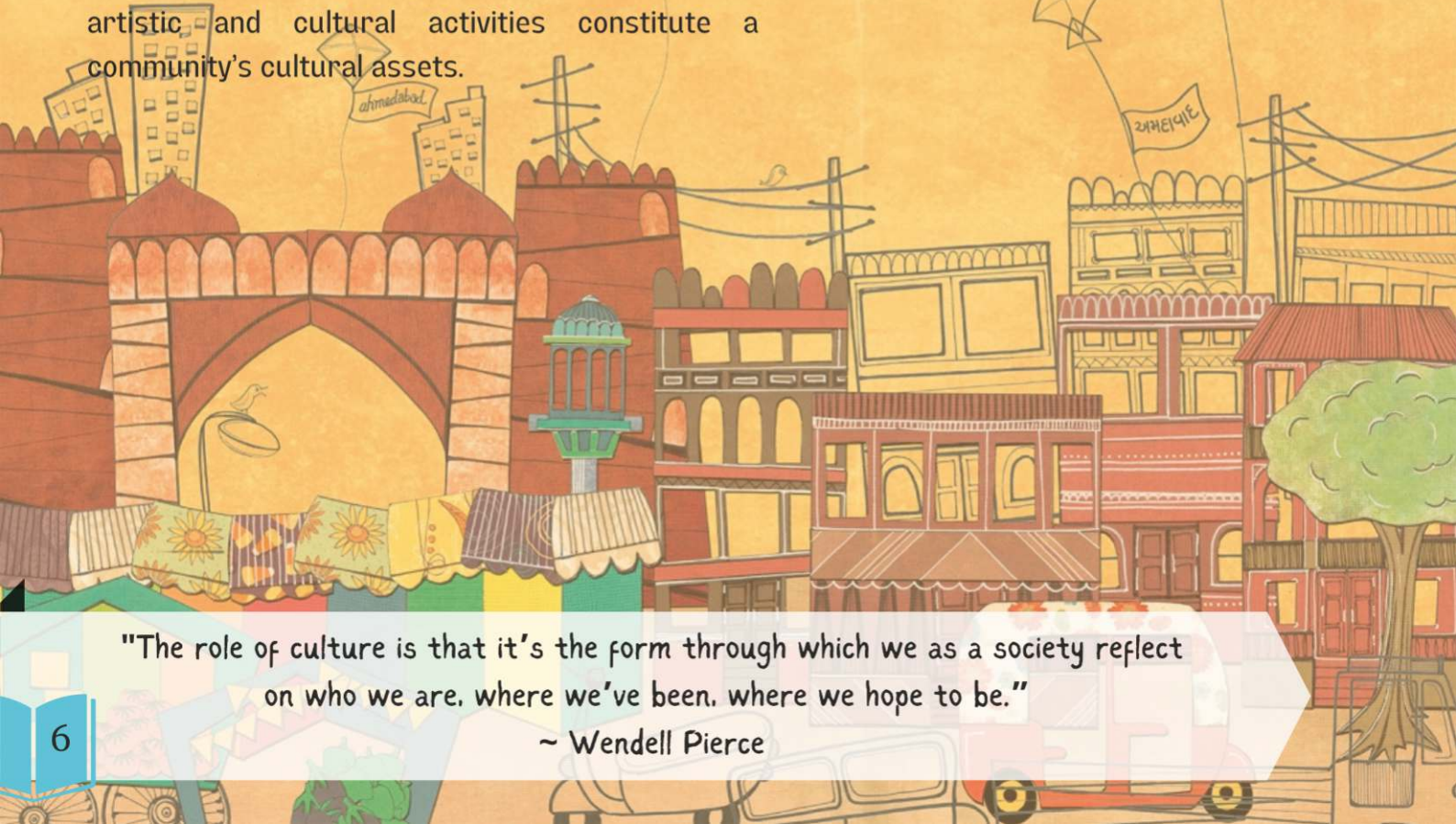
LIFE @ IBS-A





CULTURAL ACTIVITIES @ IBS-A

Culture can be defined as the arts as well as the intangible shared beliefs, values, and practices of a community. These cultural activities form the foundation of the college experience. They nudge students out of their shells, encourage them to prove their mettle, and urge them to meet peers with similar interests. Students also get the chance to sharpen existing skills and talents while exploring new ones. Through these cultural activities, @IBS Ahmedabad helps students broaden their horizons, teaches them to work in teams, and equips them with the **Performance and Management ingredient of PRISM**. Students participate in arts and culture at varying levels of skill and engagement. Some create, while others listen to, watch, teach, critique, or learn a cultural activity, art form, or expression. Some are professional artists, designers, and inventors, while others engage informally in expressive activities, thus enabling the students to unearth their hidden talents – just like the colours of the VIBGYOR. Together, these formal and informal, tangible and intangible, professional and amateur artistic and cultural activities constitute a community's cultural assets.



"The role of culture is that it's the form through which we as a society reflect on who we are, where we've been, where we hope to be."

~ Wendell Pierce



SPORTS @ IBS-A



Offering students this wide choice of sports, all programs combined, contribute to their well-being and helps strike the right balance between their studies and their personal development.

IBS firmly believes that playing sports helps develop the skills required for a successful career. Through sport, we are seeking to develop skills, defined as the personal qualities necessary for a successful career.

Performance, Reliability Survivability and Management - the ability to work in a team and surpass oneself, rigour, perseverance, self-confidence, the ability to make decisions, to work in complex environments or to manage stress and the risk/security pair are just some of the skills that the team manager or company head of tomorrow will be able to develop by playing sport. Through the various experiences provided by the activities, students are able to use and develop these various forms of useful knowledge, skills and soft skills, which are transferable to a future position in management.



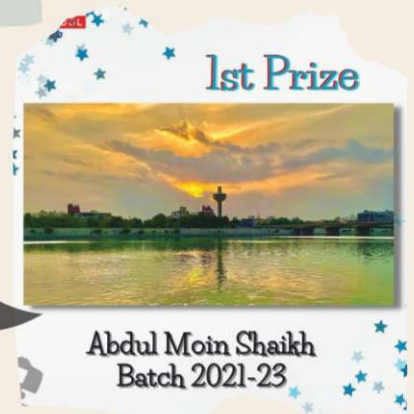
"Success in management and success in sport are derived from the same basic principles."

~ Will Carling

ADVANTAGE @ IBS-A

Life at IBS is a mix of academic rigor, exploration and experiential learning. There are a few activities which are exclusively done at IBS A that acknowledges diversity in the origin of its members and the importance of diverse activities in improving the personality, enhancing communication skills and building a positive, progressive global outlook. It strongly encourages its students to participate actively in various activities and hence touching upon each and every aspect of "PRISM"

Clubs like Photography Club, My View Club, Rhythm Club, Inspire Club, and Digital Marketing Ambassadors who organize events online and offline to keep the campus buzzing with diverse activities, forge stronger bonds and bring out their latent talent through these activities.



Debating Icons: Under the aegis of "My view " Club the event provides a platform to put the students' listening, thinking and speaking skills to test. It gives opportunity to prospective debaters to step up and speak up by expressing their views on pertinent issues. The event comprised insightful speeches by the participants followed by rebuttals by their respective rival teams, and last but not the least a very informative quiz.

iQuiz : competition where multiple teams from various colleges of Ahmedabad participated. The competition was fun as students enjoyed tunes of music and danced their heart out along with knowledge gaining session and competition.



Camp@Mt.Abu Learning and Leadership – Leadership is not about creating a leader but it's about how you overcome the fear of the unknown. It is about building the qualities of a good leader. This excursion is unique to IBS Ahmedabad amongst other IBS campuses.



In a **Simulations** Business game version of reality, students practice in safety and hone their skills in a realistic (but not real) environment. Mistakes here don't cost any organization anything or harm personal or business reputation and give the students a REAL-TIME flavor of business decision making. IBS A has been conducting Simulation games for their students Prowess & Excel Workshops for making the students Industry-Ready by honing their analytical skills.

"Girls Take Gift City" which was in association with Bloomberg. Students were inspired to pursue career in the field of finance by various leaders of the corporate world. The event included a panel discussion wherein they provided information about themselves and detailed knowledge about the importance of finance in the economy. Discussion on these booths enthralled the students.



These events provide the students a flavor of executing/organizing events and eventually, learning management lessons themselves under the guidance of faculty mentors. Active participation keeps the campus buzzing with activities throughout the year."

INDUSTRY INTERFACE @ IBS-A

When experienced executives come to IBS Ahmedabad to share their experiences, it represents a win for both sides: Students learn first-hand about the challenges a given industry or area of business faces, while speakers get an outside perspective and fresh ideas. In addition to providing inside views that no textbook can teach, such events also provide participants with unique opportunities to expand their networks. Throughout the pandemic, the students have maintained a consistent touch with the industry via a series of guest lectures.



Mr Manish Shah
Academic Head,
IMS Learning Resources Pvt. Ltd.

@ibsahmedabad conducted a guest lecture on achieving high growth trajectory in next 7 years. The lecture was delivered by one of the most respected gurus in the entrance preparation community-Mr. Manish Shah. He is currently serving as the academic Head at IMS Learning Resources. In the corporate world, he was associated with Adani Ports and SEZ Ltd. He gave insights about 5Cs required during the tenure of MBA. He also explained the importance of being financially independent. He also explained the importance of MBA for students deciding to join family business after pursuing MBA, starting your own business after the completion of the degree to name a few. The session was very informative and insightful.

Mr. Prashant Joshi is a Assistant Vice President at Centre for Monitoring Indian Economy, Ahmedabad, Gujarat. He is a Experienced Business Development professional who shared his views on in various branches of Management like Marketing Management, International Business Management, Human Resource Management, Advertising and Brand Management. He has worked with leading companies like Centre for Monitoring Indian Economy Pvt. Ltd. (CMIE) - India's leading Industry and Economic Research company.



Mr. Prashant Joshi
Assistant Vice President at Centre for
Monitoring Indian Economy



RJ Archana

Guest Session on Communication & Public Speaking by the Most followed RJ on Facebook in Gujarat.

GLOBAL INTERFACE @ IBS-A



Prof. Artus KG

**Head of the AIS-BI (Analytical Information Systems and Business Intelligence) group
Faculty of Business Administration and Economics
University of Pader-born, Germany**

In his talk on “Business Analytics Application to Industry” he highlighted the significant strides that the analytics industry has made in recent times. The talk was an attempt to increase understanding on business analytics and its applications.

IBS Ahmedabad had organized a guest session as well as the selection process for an international internship, wherein Mr Suman Alla had delivered the lecture.

He is the founder and CEO of Bizoneer Consulting, Rwanda Africa Ltd. He has experience working in various fields like sales, strategic partnerships, business development, key account management and team management.

In the lecture, he mentioned the reason behind choosing attributes over skills. He said that in today's day and age where people are laying more emphasis on enhancing their skills, one should focus more on enhancing one's attributes.

He also mentioned the importance of reading books. Besides that, he had discussed the career opportunities in the International market and skills that are required to get employed in the current scenario. The lecture was followed by a selection process.



**Mr. Suman Alla
Founder & CEO,
Bizoneer Consulting,
Rwanda Africa Ltd..**





Mr. Matteo Vallarsa
Founder Studio MV
Vicenza, Italy

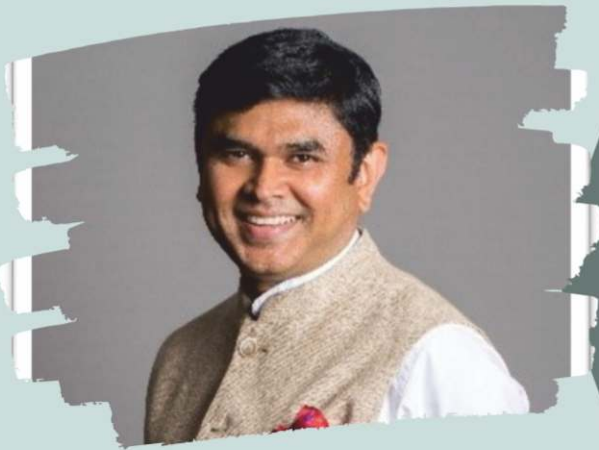
The sustainability movement has a strong following amongst some of the top retail brands in the world with a lot of green investments coming in. The workshop dwelled into the concept of sustainability & the various compliance initiatives surrounding sustainability. The discussion also included CSR and how brands are using this as a social competitive advantage. Studio MV is an Italian design firm working for global clients in textile field starting from yarn to fabrics, finishing, garments and up to presentation to final customers.

Kris has designed and developed courses for several Australian higher education providers. Prior to getting into academe, Kris served as Senior Economic Advisor in the Ministry of Economic Development, New Zealand, Chief Advisor of Research in the Ministry of Business, Innovation and Employment, and Senior Consultant in Martin, Jenkins and Associates.

He spoke on “Cost Benefit Analysis- A Tool For Evaluating Strategies In The Public Domain”.



Dr. Kris Iyer
Associate Professor in Torrens University
Brisbane, Australia



Mr. Nitin Jaiswal
Head Asia Pacific
External Relations, Bloomberg, Singapore

He addressed the students on the topic of “Global Financial Markets” from the perspective of Bloomberg- the world’s most trusted source for real time and historical financial data, news, research and analytics. He shared his experiences with respect to working with government, regulators, business leaders and initiatives towards capital market development in the emerging and developed nations. Strategic initiatives, fintech, financial market structure were key highlights of his session.





Mr. Deepak Singh
Water Wipes
Regional Marketing Manager, APAC
Singapore

He shared his diverse 16 + years of experience across the FMCG and OTC sector. He has been associated with majors like Eily Lily, Danone, Petronas and Water Wipes .The discussion revolved around core competencies, disruption strategies of the organizations.



Mr. Kandarp Nathvani
AVP-Global Solution Architecture,
Cognizant

“Latest Trends and Strategies – Enabling IT to align with the changing business needs”. The speaker discussed how his organization delivers lasting value to clients through Consulting solutions, thought leader ship and collaboration to facilitate the digital transformation of the clients.



Mr. Rajith Pillai
Sales Funnel and CRO, Digital Marketing &
Social Media Strategist

Mr. Pillai is a leading digital marketing practioner with 17 + years of experience, building paid and organic marketing funnels for several international clients. He shared the nuances of launching SEO and paid marketing campaigns on leading social media platforms.



SUMMER INTERNSHIP PROGRAM

@ IBS-A



On job training – A test of PRISM



IBS Ahmedabad concluded a successful summer internship placement season, establishing a strong industry connect and reinforcing the institution's reputation as one of the leading B-Schools in the region. Eminent companies exhibited unwavering trust in the calibre of the students by extending coveted offers and worthy profiles to 2021-23 Batch of PGPM students. The placement season saw a mix of participating companies. The Institute expresses its gratitude to its valued existing recruiters for their unwavering support and to the new recruiters with whom we hope to build fruitful and long-lasting relationships. The undivided faith shown by the corporates, supported by the quality of the students and their exemplary performance in competitions has been a major reason for the success of the Summer Placements.

HIGHLIGHTS OF SIP

- International internships (WFH Mode)
- Highest stipend Rs. 25,000 pm.
- Increase in stipend



Prof. Pranav Gosalia
Faculty Member
(IT and Business Analytics),
Coordinator -
Summer Internship Program (SIP)

Just like the way unique shape of PRISM transform incident ray into 'VIBGYOR' – the emergent ray, Summer Internship Program (SIP) is acting as a PRISM converting a novice trainee into learned multi-disciplinary personality, ready to climb the corporate ladder. Here are the angles of incidence and refraction makes SIP a transformational journey,

- Diverse corporations with well thought live projects.
- Rigorous selection process and project allocation.
- Each intern has at least two active mentors for guidance.
- Process driven continuous evaluation.
- Supportive yet performance based competitive environment.

Student's Journey



My name is Sonal Das. I am a PGPM student of IBS Ahmedabad. I am currently working as an intern at GIFT city. If GIFT city is taken into consideration as a product, it can be divided into two categories- domestic tariff area and GIFT SEZ- Multi-Service special economic zone- Notified international service centre which provides an efficient platform for all inbound and outbound foreign currency transactions.

The project that I currently working on, involves promoting and branding GIFT city. I have to create posts for the company's social media platforms, primarily LinkedIn. I had pitched in the idea of providing a platform for providing job opportunities for all the companies under GIFT city.

If the people working in a company are extremely supportive and encouraging, no matter how difficult the task is, it comes to fruition. Having said that, I would like to express my gratitude to my mentor- Mr Nisarg Acharya. He motivated me to learn new things by giving me various tasks. I still remember that he told me that it's not the quantity of work that matters, it's quality that does. Words of wisdom, indeed!

I would like to thank GIFT city for me such a glorious opportunity. Last but not the least, IBS Ahmedabad for providing this opportunity.

-Sonal Das



This crucial stepping stone between theoretical learning and practical experience in the corporate world teaches me important things such as how to conduct your learning on the field. I find my internship like a full-time job within itself. I am doing my internship with TATA BigBasket which is one of the largest grocery delivery e-commerce companies in India. During this journey, I have enjoyed the working culture and environment. One of the greatest experiences I have enjoyed was door to door promotion, that was tremendous. I got a lot more experience throughout my internship. I got exposure to operations & inventory management along with the procurement and pricing team.

We got to know a lot of insides of this industry in both FMCG and F&V which is a first mile for the company, then a great experience of B2B sector in front end sales. What I consider a great opportunity is that I have been called for one of the largest projects started by BigBasket across India which is T4 expansion. We called it (Project B) in this I have been given multiple exposure to areas like team recruitment, market location survey, partner onboarding, then team handling and marketing campaign overview. I got an opportunity to meet a lot of people and know their point of view about this expansion project. The work culture of the organization is extremely friendly and helpful.

At the last I would thank BigBasket to give me such exposure and practical experience in this field. I love to be a BigBasketeer for 3 months!

-Rishabh Bhawar



India International Exchange (IFSCA) Limited, the first international exchange at GIFT IFSC. I knew that an internship at India INX was a great platform for me to gain deeper insights into the securities exchange industry. India INX's technology is the base of its business. It is also known for its response time of 4 microseconds.

I was interning in the Trading Development Department, during which I was assigned to a couple of major engagements and had the opportunity to research cryptocurrency as the company was thinking of launching a crypto product in the market.

My job scope included the handling of many applications, gathering the client requirements and drafting it as BRS, raising the issues if found any errors and resolving the same with respect to the BSE IT team.

Here's what I like about my internship experience: "I like how interns are treated just like full-time associates and get assigned with actual and meaningful tasks which are crucial and beneficial to the technical engagements.

Quality internships, in my opinion, are vital for developing key abilities that cannot be learned in a classroom. When you work for someone else rather than yourself, skills like multitasking, communicating, learning to live with diversity, and dealing with deadlines are different. Internships are also an excellent opportunity to meet individuals in your field.

What I've learned as a result of my internship: "People have made, are making, and will continue to make mistakes, but one thing we can do is learn from them or from our own."

My first piece of internship advice is :

- #1: To always take the initiative in everything you do.
- #2: At the end of each day of your internship, keep a log of all you've learned.
- #3: Talk to new people and make connections, be it managers, seniors or fellow interns.
- #4: Try to give 100% & showcase perfectionism to your work.

- Chetan Lahoti



My every step towards the SIP was as exciting as it was on the first day at IBS. I am working as an intern with HFFC where I have to handle the customers. Coming to my basic role at HFFC, I was designated to give quality service to the customers, also I had to look after loans, documentation & collection. Just like IBS I had an amazing work culture and a fun atmosphere. IBS has always given me wings to fly and my first corporate fly was with HFFC. Interning and getting mentored under the most valuable guides, faculties & deans has been the most insightful & prestigious journey. Couldn't have any better place than IBSA to start off my career.

- Yashvi Kotecha



Hello Colleagues,

I am Charvi Gosai and have recently joined Khimji Ramdas India Pvt. Ltd. as a sales trainee (summer intern).

I want to introduce myself to you all and take this opportunity to express how excited I am to be joining the company at this point.

I have joined with the mission of achieving the maximum coverage of retail business in urban areas, a project named Maximus 4 by P&G company, which was started by the distributor of P&G- Khimji Ramdas.

Over the period of my internship, I have got great experience in the market as I was able to spend many hours in it, which drove me into observing the retailer's behaviour, channel-wise visibility knowledge, convincing skills, communication skill, ice-breaking skill.

Have got the opportunity to come over my comfort zone and accomplish my goals. I would like to thank ICAFI Business School, Ahmedabad for showing confidence in my abilities and choosing me for this internship. I sincerely appreciate the opportunity.

-Charvi Gosai

SIP HIGHLIGHTS



JANKI THAKAR
BATCH OF '22

IBS Ahmedabad Students participated in the E4 MBA Intercollegiate Summer Trainee Awards India Region 2021. The competition among students was based on their Summer Internship Projects (SIP). Students contributing to more than 9 industries, 11 verticals, and 100+ organisation has participated.

From 1000+ students across the country as well as over 900 colleges & institutions participating in the competition, **@janki_thacker** out of 8 students of **@ibсахmedabad** made it to the Top 10 in the country.

IBS Ahmedabad congratulates Janki Thacker for winning this competition. Below are her SIP project details:

Job Role – Digital Marketing & Business Development for Bizoneer Consulting (Rwanda) Africa Ltd.

Company Mentor – Mr. Suman Alla

Mentor – Prof. Pranav Gosalia



Winners of the Best Summer Internship Programme Award for the excellence in their Respective Internships. - SIP Contest @ IBS Ahmedabad.



From the Placement's Desk

PLACEMENT'S HIGHLIGHTS

- Highest International Package of Rs. 28.32 Lacs / annum.
- Highest Domestic Package of Rs. 11 Lacs / annum
- Maintaining Average Package of this year Rs. 8.6 Lacs / annum.

IIBS, Ahmedabad has successfully completed one of the placement cycles for the academic year 2020-22. Our recruiters were resolute and trusted the talent pool at IBS despite the tough conditions brought upon by the pandemic. Given the unprecedented circumstances this year, the entire placement process was conducted virtually, with everyone stepping up to this challenge. The students received coveted offers in diverse roles across sectors. The institute is thankful to its loyal recruiters and looks forward to long-standing collaborations with its first-time recruiters. This success is attributed to the undivided faith shown by the corporates, the remarkable quality of students and the agile and rigorous curriculum at IBS.



Dr. Naresh Sharma

**Faculty Member
&
Corporate Relations**

PACT - Placement Advisory Counselling Team is a specially designed method where "The 3 Member PACT Team" worked as a UNIT by owning a particular section/s allocated to it to conduct weekly one session covering all aspects of placement preparation.

One of the very distinguished activities named "KYS-Know your student" plays a very critical role in identifying student interest areas, their training needs and assessing their place ability. KYS is conducted 3 times first before the commencement of placement season, during the placement cycle and lastly in the 2nd phase of the placement cycle.

Also, one of the very important points in this aspect is to take timely and continuous feedback from the recruiters and corporate delegates on "what kind of talent they want or are required". And accordingly including that feedback into placement training. Recruiters' feedback helps the placement department to set up the tone of KYS and in turn are exercised in PACT Sessions.

We have proven examples of our approach toward placements: Students are taking fewer companies to get placed. Earlier the average company's students used to participate to get placed was around 6-7, after this approach, it came down to 2-3 companies, which is a clear indication that students are transforming on all required parameters of placements & recruiter's requirement.

Also, Students develop a sense of responsibility and accountability on themselves toward placement preparation. This is a good indication as they are not taking placements for granted.



Regular recruiters of IBS-A





STUDENT'S ARTICLES ON THEIR IBS-AHMEDABAD JOURNEY

Far from home...

Pliny the Elder's famous quote "Home is Where the Heart is" captures the essence of living in today's fast-paced world, where living with one's family is a privilege. Around the globe, especially in Eastern countries, the youth is usually conditioned to move out of their homes when they turn eighteen. However, in a South Asian country like ours, the tradition is to live with our parents, grandparents, and extended families, all under the same roof. With the advent of modernization, the family structure has changed across the country and with time, the children of the family started moving out of their homes, leaving their comfort spaces, to attain higher education or earn a livelihood.

On completing my schooling in Kolkata, West Bengal, which is my hometown, I further had the luxury to complete my graduation from the warmth of my home. Soon after completing my Bachelors in Engineering, I commenced my post-graduation, i.e., Master of Business Administration (MBA), for which I had to move to the other end of the country- Ahmedabad, Gujarat.

Moving out of home, for the first time, was indeed a challenging task. It is commonly said that we realize the value of a thing when we don't have it with us anymore. In the same way, I realized the essence and warmth of having a home to come back to every day. While studying Engineering, the only thing I had to worry about was my assignments and exams, but when I started living alone, I had to take care of everything all by myself.

Moving away from home and studying a course the foundational matrix of which is 'Management' quickly taught me how to regulate my time and how to balance my personal and educational life. On a personal note, I believe it is fairly important to give just enough time to all the segments in your day-to-day life which include education, family and friends, and self-care.

Amidst the daily hustle, it is of pivotal importance to cultivate yourself and work on your personal growth. Living away from home attributes several responsibilities on an individual and of course, I was no exception. Taking care of several things at once, including being up to date with your educational affairs and personal commitments can be overwhelming, as it was for me. However, with time, I learned to strike a balance between the different daily activities.

It is extremely important to adapt to the environment to function efficiently and I think I am yet in the adapting process- every day I learn something new about the city I moved to, every day I learn something new about a minor household chore, and every day, I feel a bit more independent than I was yesterday.



SAYAN PODDER
BATCH OF '23



From the grounds up...

A place where managers are born and are well prepared to be future entrepreneurs. A lot of hurdles to clear before you step into the world of IBS. For many people, it would be a business school, but for me, it's not only a place where I feel comfortable but also a place that gives me utmost safety to simply vent out my inner heart. Getting into IBS is a silver medal, but meeting the most fascinating and respected personalities like our College Deans, Gems of Faculties, Amazing Classmates and Forever Cherishing Environment is More than a Gold Medal.

My Life at IBS started back in May, when I was full of anxiety and nervousness as I was stepping into a whole new world to welcome my tomorrow. It's always said that one is always perturbed at the first day of any new thing but that was not my case at IBS, they provided us comfort when we were learning to step outside our comfort zones and were all set to welcome the new stage of being future Managers. Since day one we were designated to be Ambassadors of IBS A, and since that very day we all have been treated like ambassadors and then there is no going back.

It all started on a virtual platform where I gained a lot of professional knowledge like teamwork, and management, and allowed myself to rectitude. With every sunrise, there were plenty of opportunities to grab and with every sunset, I acquired a lot of knowledge, a place where the sun shines and a student is able to possess every ray of knowledge.

initially, it was all about excitement and welcoming new things but the time turned up and we welcomed new experiences alongside by organising events that not only foster relationships but help us to grow as individuals and that's what IBS is all about, developing and nurturing oneself for a better tomorrow. Right from the first event online to organising them on campus has been a surreal experience in all.

“

" FROM LATE NIGHT MEETS ONLINE TO ACTUALLY BEING THERE AT THE CAMPUS LATE.
FROM ARRANGING FOR THE DECOR AT THE CAMPUS TO MAKING BACKGROUNDS FOR ZOOM.
FROM SENDING INVITATIONS VIA MAIL TO PHYSICALLY INVITING ONE.
FROM TESTING THE AUDIO AND VIDEO TO SET UP THE MIKE AND SPEAKERS.
FROM A VIRTUAL HELLO TO A PHYSICAL HANDSHAKE IT WAS ALL THAT WE DID.
THE FOOD, MUSIC, AND DANCE WERE EXCEPTIONAL."

”

But little did I know that I had to adjust myself at every minute of my Post Grad life as taking the first step outside of my comfort was way too much of what i expected it to be. It was grueling as well as burdensome, but it was also a patience check during the ongoing process.

I started my career in the most uncertain times but at the same time IBS was always there to embrace it with its innovative framework of learning and keeping people motivated to do more. Getting into Management Institutes is always a dream come true and I have gotten my wings to turn my dreams into reality.

Thank You.



RIDDHI MADHAVANI
BATCH OF '23





ALUMNUS SPEAK



IBS Ahmedabad has helped me become who I am today. The institute has imparted the knowledge and wisdom I needed to sustain myself in the professional world. Even when I did not have any background in business, commerce or mathematical knowledge

I had been accepted into the institute with open arms by the amazing faculty who encouraged me to move forward one step at a time. The ability to use my skills much more efficiently in the corporate world was developed during my time at IBS Ahmedabad. The competitive spirit during inter-house events, the classroom discussions and debates, and the personal interaction with the faculty for their advice through their experience have allowed me to be a better version of myself than when I first entered the institute.

During my time at IBS Ahmedabad, I learnt that no matter what journey I have taken before, as long as I am committed to doing something and give everything I have to do it and more, then the path to the future can be opened. From the faculty, I learned that I can learn from their experience but I should always remember to be kind.

~ Gaurav Christian

BIZONEER CONSULTING (RAWANDA) AFRICA LTD.

Currently working as Vice President(Finance & Business Management) for Technology Function in Corporate and Investment Bank with JP Mogan Chase, London, UK. Leading Strategic Business Management, Financial Management, Formulating Annual Budgets. Partnering and providing support for decision making to Senior Leadership.

I have been associated with JP Morgan since 2008 in various roles in both Operations and Technology Domain focusing on Business Management, Financial Planning and Analysis & Program Management. Prior to JP Morgan, I worked with Oracle and Airtel India in their Finance Verticles. Unbreakable Bond was created with Batchmates and Faculty which has lasted for the last 17 years and counting+++ . The most enriching part of my life has been those 2 amazing years spent at the college.

I would summarize this as a quote from Rudyard Kipling " The strength of the Pack is the Wolf, and the strength of the Wolf is the Pack" I am proud to be an IBS Ahmedabad Alumni which consists of Best in class professionals over various Batches. There is a lot of effort and initiative taken by the college to have continuous engagement with the Alumni group which I believe is best across its peer colleges.

~ Jignesh Pathak

VICE PRESIDENT AT JPMORGAN CHASE

UNITED KINGDOM.



The brighter side of the moon shot PRISM through the Pandemic



" My experience at IBS Ahmedabad was incredible and unforgettable. "

It taught me one fundamental thing - One life-Experiment and Rise! If you keep doing the same things repeatedly, you will keep fetching the same results. What if you experiment? Try another way? You will certainly get different results. I kept experimenting with myself. Sometimes, it pushed me to go outside my comfort zone. My fear didn't stop me. I participated in almost every event. Sometimes I won, sometimes I lost. I won Public Speaking Icon'21 and Debating Icon'21. At the same time, I lost in the 'Vocal for Local' event. Winning and losing is a part of life.

I got selected as Digital Marketing Ambassador, where I need to write content for IBS Ahmedabad's Instagram and Twitter pages. Also, I got to meet new people, interact with them, and develop as a person as a whole.

Talking about academia, Zoom became a go-to platform for connecting the dots. Faculties expanded the horizon of knowledge and got us industry exposure. I got an internship at Amul, where I got to learn three major things, namely, Step - By - Step Go - To - Market Procedure for Launching a New Product, Competitive Analysis and Channel Expansion.

IBS Ahmedabad helped me develop new skills, upgrade my old skills and applied in my life as well. Overall, I got a place to learn, enjoy, explore and grow as an individual.



Kenny Jain

Batch of '22



Kishan Patel

Batch of '23

" Difficulties Faced in education during pandemic time "

A lot of things had changed for me, due to the pandemic. One of them was attending lectures in online mode. At first, it was a bit challenging for me. All these years I have attended classes in the offline mode. I could easily get my doubts solved, talk with my friends during recess, hang out with them after college hours and whatnot. It was a bit saddening to me that I won't be able to have that experience while attending lectures in the online mode. Well, this was the downside of online lectures. But there was an upside as well. The upside was, that the faculties tried best to make the sessions interactive. We had numerous discussions and debates in the class, which made the lecture engaging and interesting. Well, the other thing was that now I could revise any topic by watching recorded lectures. And last but not least got to organise events in the online mode. Having said that, the online events would not have turned out in the way they did, if the faculty team's constant support & motivation was not their.

I express my gratitude towards IBS Ahmedabad. The faculties and the friends that I have made in the college have helped in enhancing my performance, gave me the assurance that I would be able to accept the challenges that come my way and sustain through all of them, gave me the assurance that I could rely on the faculties in such difficult times gave me the assurance I could still try and innovate things and could manage to get rid of every problem that came my way. All of this, wouldn't have been possible without the constant support and motivation of my friends and faculty members. Thank you for helping me out in such challenging times. I would be indebted to my friends and faculty members for my entire life.



ACADEMICS @ IBS-A



Dr. Pankaj Madhani
Associate Dean

The COVID-19 crisis has forced education systems worldwide to find alternatives to face-to-face delivery in the classroom and keep the academic activities moving without losing the rigor and effectiveness of curricular content. To prevent the academic year loss for students, the IBS campus has accelerated the transition to blended online learning and transformed its teaching, learning, and assessment into more engaging and impactful, by redesigning the courses with a thoughtful blend of synchronous and asynchronous modes of learning. Synchronous live interactive regular sessions were delivered through ZOOM video conferencing, while asynchronous learning interactions were streamlined through Quicforce IBS Learning Management System (LMS). We at ICFAI Business School, Ahmedabad Campus designed our online learning with a blend of both formats to maximize the effectiveness of digital learning. The synchronous mode of learning was enriched with video recording, forum, discussion questions, polls, and assignments while the Asynchronous mode of learning was made effective with supplementary materials such as web links, EBooks, reading articles, and short videos. ICFAI Business School, Ahmedabad has successfully transformed its teaching-learning-assessment processes into more engaging and impactful outcomes through an integrated blended online learning approach. Although the past few months have been very challenging, I am glad to share that we have effectively executed the digital mode of learning and even smoothly transitioned from the Summer Internship Program without any loss of learning or skill-building. We all are excited to begin the new academic year with renewed energy and hope to see the campus again abuzz with activity as students return to campus next month.



Mr. Jagdish Patel
General Manager
- Development

VISIT OF H.E GOVERNOR OF GUJARAT SHRI OM PRAKASH KOHLI

With a view to give an out of the classroom exposure and to add the extra flavor of public governance in the academic experience of our students, we organized a meeting with the Governor of Gujarat. Not only students but faculty as well were highly excited as for most of them this was their first experience to meet the Supreme head of state governance.

After scouting and thorough checking we were taken to a big well-maintained meeting hall with proper seating arrangements for us all. Exactly at appointed time of 5 pm, H.E. Governor came to the hall. In a very polite manner he broach the discussion by collecting various information about our institution and group. He being an academician shown keen interest in our academic process. While talking on other subjects to faculty and students, he accentuated on ethics in everyday life. He further mentioned that ethics and human values are most precious attributes that each one should internalize and follow. He cited the various examples from the life of Mahatma Gandhi. As a token of his kind gesture he gifted the set of 5 books On Life of Mahatma Gandhi to each one of us.

While coming out from Raj Bhavan -Governor House, we were thinking that along with state governance, we also learnt basic elements of self-governance from a supreme state- head and an enlightened academician. Indeed a great experience and a lifetime learning as well.



~REMINISCENCE~ THE LEGACY @ IBS



Student interaction with Hon. Governor of Gujarat Dr. O.P Kohli

N J Yasaswy Memorial Lecture Series



Dr. Mallika Sarabhai, Publisher, Actor & Communicator



Dr. N Ravichandran, Professor IIM Ahmedabad,
Former Director IIM Indore



Dr. C. Rangarajan, Chancellor IFHE 19th Governor of RBI & Former MP

~REMINISCENCE~ CONVOCAATION - IBS



FACULTY SPEAK



Changing Orbits since 1995....

“A Journey of a Thousand Miles Starts with a Single Step...” goes a famous saintly quote from a wise person, making us all realise the importance of taking the 1st small but firm steps in our own individual lives during various moments that life presents us.

Philosophically, as one looks back, the same person realises and values the opportunities that were presented to them, which were really the catalyst of the eventual blooming of the personality that the world starts appreciating and even admiring at a later stage. My experiences to date, vouch for the fact that for most of the people, who, in the worldly parameters, have achieved some eminent positions in their respective lives, it was the platforms that the world offered at the right time (for most, at the youthful stage) in their lives, which acted as the propeller for these talented young men and women into fulfilling their real potential in their lives. We can have numerous Indian examples, beginning with the platform that Narendra Nath got when he met his guru, Shri. Ramakrishna Paramahansa wherein, he got the experience and platform to realise his journey forward and transform him from Narendra Nath to Swami Vivekananda, who showcased himself as a world-renowned sage with his powerful yet magnetic speech at the World's Parliament of Religions, held in Chicago in 1893.

IBS-Ahmedabad's PGPM course, wherein I have been associated since 2018, can be seen as another such platform provider for young Indian students, especially in being instrumental in changing the orbits of young bright Indian men and women, who come in as amateurs, with just another dream, however, by channelising their time and energies during the 2 years at the institute, they are transformed into Brighter, Much Dynamic, Passionate and More Resourceful professionals, ready for the plunge in the Corporate World. These changes in Orbits and Transformations, take place due to focus on ensuring 3 E-Approach, namely Exposure of their Personalities across the semesters, Profound Experiences while being a part of the various initiatives and Energy channelising for an all-round knowledge up-gradation across peers, faculty and various campus interactions, taking place within the student ecosystem, mainly due to the activities around the Live Projects, Club Activities, Sports Competitions, Cultural Events, Alumni Interactions, Industry Collaborations and finally, due to the “100% Ownership” of the students in taking the responsibility of the success of all the respective events in their tenures. Most Importantly, in most the cases, the events are designed to be a prototype of real business situations arising in a corporate world, with the timeline pressure, interpersonal dynamics, event stress management being the buzzwords of the student committee members handling these clubs apart from the main objective of scoring a decent CGPA for being eligible for meeting the criteria for Top MNCs during the Selection Process of the much-coveted Placement Process. It indeed, hence, definitely, not a surprise for us during our interactions during the Internship Process and post placements, when Corporates tell us about the attitude of our students being one of the best, since, for them, the platforms that they got during the Campus events, already gave them the flair of the real atmosphere expected at the corporate organisations.

I am sure, the experiences that you would see in the following pages, would vindicate my thoughts and I am confident over the years, IBS-Ahmedabad would leave an impeccable mark in Management Education Space in India as well as the World as being ‘one of the Best Management Institutions’, especially in transforming students into able and efficient Leaders, with a human approach for an Emerging India of the 21st Century & thereby continuing in being an Orbit Changer for Every Student!

Warm Regards,
Prof. Girishchandran C Pillai

Creativity @ IBS-AHMEDABAD

सही और गलत ..

क्या इस दुनिया में कोई ऐसा है जो सही और गलत का
फैसला कर सकता है?
अगर है तो कौन है, और कहा रहता है?
कुछ सवालों के जवाब मांगने थे उनसे
जैसे के,
अगर झूठ बोलना गलत है,
तो क्या सच छुपाना गलत नहीं?
अगर जुर्म करना गलत है
तो क्या जुर्म छुपाना गलत नहीं?
और जो इंसान उस जुर्म का शिकार बना हो,
उसको इन्साफ दिलवाने में देरी करना गलत नहीं?
अगर लड़कियों के छोटे कपड़े पेहेनना गलत है,
तो ऐसी छोटी सोच रखना गलत नहीं ?
अगर दंगे भड़काना गलत है,
तो क्या किसीके दिल में किसी और के लिए
नफ़रत की आग को भड़काना गलत नहीं?
अगर ज़ुल्म करना गलत है?
तो क्या जुल्म सहना गलत नहीं?
अगर किसीकी हत्या करना गलत है,
तो क्या आत्महत्या करना गलत नहीं?
और जो लोग उस इंसान की आत्महत्या का कारण बने
हो,
उन लोगो का उस इंसान को कमज़ोर कहना गलत
नहीं?
क्या किसी आदमी को बेसहारा छोड़ना
और फिर उसके मरने पे शोक जताना गलत नहीं?
ये सही और गलत का फैसला कोन करता है
और वो कहा रहता है?



Aesha Patel
Batch of '23

Creativity @ IBS-AHMEDABAD

Art Gallery

Maulesh Patel



Maulesh Patel



Maulesh Patel



Chetan Lahoti



Utsav Kundu



Ritik Talreja



Utsav Kundu



Utsav Kundu



Utsav Kundu

FUN @ IBS AHMEDABAD



TEAM PRISM



Dr. Pallavi Mittal
EDITOR



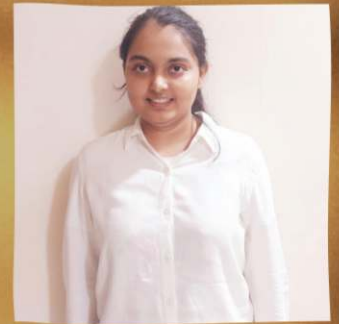
Hetu Otia



Riddhi Madhavani



Kishan Patel



Aesha Patel

EDITING TEAM



Chetan Lahoti



Sayan Podder

DESIGN & LAYOUT

IBS[®]
ICFAI BUSINESS SCHOOL

Excellence in
Business Education



IBS[®]

ICFAI BUSINESS SCHOOL
AHMEDABAD



<https://twitter.com/IBSAhmedabad?t=ltkynLaC7X73q5X0S86WA&s=08>



<https://www.instagram.com/ibсахmedabad/?hl=en>



<https://www.linkedin.com/groups/4960958/>