



PRERANA

INNOVATE. BUILD. SUCCEED



JUNE 2023

DIRECTOR'S DESK



Prof. Jyoti Tilak
Director

Dear Readers,

I am immensely pleased to see the ever changing and dynamic “Prerana” evolve as a magazine with stimulating content. It is also very gratifying to perceive that the quality of contributions is improving with time thereby proving our belief that given an opportunity students and faculty alike will showcase their capabilities which lie latent within. “Quality is not an act ... it is a habit” ... these words of Aristotle should serve as an inspiration for each one of us to pursue doing things to the best of our ability.

The current issue deals with a host of topics that have triggered substantial interest in the young minds. Emerging areas like Artificial Intelligence, Machine Learning, Robotics, SAP Applications etc. have moved out of the realms of technology applications to enter the domain of business and personal life. Very soon the manner in which technology is likely to interfere with the way of living and lifestyle will redefine the very essence of human relationships. Moreover, Post COVID impact on impersonal workspaces and standalone work ethics is causing a new strain on work life balance. While on one side, the emphasis on use of newer technologies is on the rise due to its inevitable advancement and need; the other side is the story of human alienation that may follow as an unwanted outcome.

To cut the story short, the future stands at cross roads of ambiguity and change. The current generation does not have the luxury of one time learning and therefore need to be more agile, alert and curious to be in line with change. It's not just about knowledge upgradation; it also calls for greater flexibility and adaptability in thought and action. It is significantly important for each one of you to realize that future lies with those who know how to keep pace with the pace of change.

Good Luck and God Speed.

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TEAM PRERANA



Prof. Rachana Adtani



Ms. Dipti Inamdar



Nidhi Agrawal



Mrunmai Nande



Deepak Reddy



Nancy Niranjana



Raksha Thakur



Debarshi Chakraborty



Abhinav Prakash



Bhavya Bhatnagar

Special thanks : Capt. Nitin Joshi (proof reading)

FACULTY EDITORIAL



Prof. Rachana Adtani
Faculty Member

Dear Readers,

It is our pleasure to bring out the June 2023 edition of our in-house Prerana Magazine. The theme for this particular edition was kept open to welcome a variety of articles. Placement and internship are integral part in the overall development of students, hence their practical experience by the means of summer internship program and recruitment experience are highlighted in this edition. The new semester has just begun; first year students have joined with aspiration and enthusiasm. The advent of academic year started with a two week long induction program for juniors and a badge holders ceremony of seniors.

Industry institute interface is at the heart of any institute and the activities for the same are highlighted in this edition. We take pride in sharing those pleasant moments with you via Prerana. Also, we are immensely happy to share prestigious Gold and Silver award winners at Convocation 2023.

Looking forward to reporting a vibrant semester in the upcoming edition.

Hope you get a glimpse of the buzzing campus life through this edition of Prerana.

Here is to a new semester, a new beginning, new aspirations and insightful learning...

STUDENT EDITORIAL



Nidhi Agrawal
Batch of 2024

Dear Readers,

We are thrilled to unveil the June edition of Prerana Magazine, an exciting compilation of captivating content brought to you by experienced faculties, talented students, and alumni of IBS Pune. This edition is a medley of insightful thoughts, valuable lessons, inspiring placement experiences, memorable summer internship journeys, enlightening field visits, institute events, and even some delightful creative sketches.

The aim of this edition is to provide our writers with the freedom to express their thoughts on a topic close to their hearts. As a result, we have a diverse range of content that covers various themes, ensuring a rich and engaging reading experience for our audience. From introspective musings to practical tips, this magazine edition offers a little something for everyone.

We hope you thoroughly enjoy reading through the thought-provoking articles, reliving the exhilarating internship adventures, and immersing yourself in the vibrant sketches. Our talented contributors have poured their hearts and souls into this edition, making it a true reflection of the creativity and intellectual prowess within our IBS Pune community.

So sit back, relax, and immerse yourself in the pages of this magazine, as we take you on a fascinating journey through the minds and experiences of our talented contributors.

Happy reading!

FACULTY ARTICLES

Understanding and Managing Emotional Triggers



Prof. Venkat Reddy
Faculty IBSP

The term 'emotional trigger' describes sensations, thoughts, and situations that cause a person to react emotionally - automatically. Because the reaction happens automatically and without much self-control, the word 'trigger' is crucial. Despite appearing to be involuntary, the reaction, like everything else we do, is a matter of choice. We must learn to recognise our own emotional triggers if we want to take control of how we react to situations. There are times when unforeseen incidents take place that would have otherwise been rather quiet, turning our world upside down. For instance, you might be in a good mood while driving and then suddenly your mood changes when your vehicle radio plays a sentimental or depressing song. Depending on their emotional triggers, individuals respond to similar experiences in various ways.

Understanding Emotional Triggers - Our triggers will perpetually control our emotions as long as we are alive unless we can accurately identify them. You need to take control of your emotions by first overcoming your own stressors, also known as stress inducers, so that you don't let tiny inconveniences send you running for the hills.

Categories of Stressors - Stressors of emotions could likewise be viewed as sources of internal stress. Aspects of personality like pessimism, suspicion, and perfectionism are also included, as are anxiety and fears. You may think or perceive other individuals differently as a result of these stressors. Common categories of stressors are Household stressors, Social Stressors, Work Stressors and Decision Stressors.

"The Best Way to Manage the Triggers is to Remain Positive" Some emotional triggers have a significant impact on us due to our perspectives. If you are resolved to remain cheerful, emotional triggers are unlikely to have an impact on you. You may come into scenarios that have the ability to provoke your emotions, but due to your concentration on happiness, such situations may not succeed in turning your life upside down. As part of living a positive life, you should aim to combat any anxiety tendencies as much as possible. Instead of dwelling on the uncertainties of tomorrow or the difficulties of yesterday, you can choose to live in the present and seize the possibilities that offer themselves. While we are all emotionally sensitive to some extent, learning how to manage those emotions and the triggers that cause them is what distinguishes us.

AI & ML Transforming Managerial Education

Artificial Intelligence (AI) and Machine Learning (ML) have revolutionized the way we learn and teach, and their impact can be felt across all areas of education. One field that has seen significant changes due to AI and ML is managerial education, which is focused on preparing students for management roles in the business world. In this article, we will explore the impact of AI and ML on teaching and learning in managerial education, with a particular focus on a case study.

Let's take the example of the Executive MBA program at the Stanford Graduate School of Business. This program is designed for experienced professionals who are looking to advance their career in the field of management. The program uses AI and ML to enhance the learning experience of its students in several ways.

Firstly, the program uses an AI-powered learning platform that provides personalized feedback and recommendations to students. The platform analyzes student data, including their learning progress, performance, and engagement level, and uses this information to create a customized learning path for each student. This approach ensures that students receive the right level of challenge and support throughout the program, leading to improved learning outcomes.

Secondly, the program uses intelligent tutoring systems to provide students with instant feedback on their assignments and projects. The system uses ML algorithms to analyze student responses and provide targeted feedback that helps students identify areas where they need to improve. This approach has been particularly effective in helping students who struggle with complex concepts and ideas.

Thirdly, the program uses AI-powered simulation tools to provide students with immersive learning experiences. These tools



Prof. Arun Prasad
Faculty IBSP

simulate real-world scenarios and provide students with opportunities to practice critical thinking, problem-solving, and decision-making skills in a safe and controlled environment. This approach has been particularly effective in teaching managerial skills, where students can learn how to manage teams, resources, and budgets in a simulated environment.

Finally, the program uses AI and ML to automate certain tasks such as grading and assessment. This has reduced the workload of teachers and allowed them to focus on other aspects of teaching, such as lesson planning and curriculum development. This approach has also made it possible for teachers to grade more efficiently and accurately, leading to better assessment and feedback for students.

In conclusion, the Executive MBA program at the Stanford Graduate School of Business is a prime example of how AI and ML can transform teaching and learning in managerial education. By using personalized learning paths, intelligent tutoring systems, immersive learning experiences, and automated grading and assessment, the program has been able to provide its students with a world-class education that prepares them for success in the business world. As AI and ML continue to evolve, we can expect to see further advancements in the field of managerial education, leading to even better outcomes for students.

Reminiscence of a town – Bijbehara (Management lessons from my experience in Kashmir)



Capt. Nitin Joshi
Faculty IBSP

Bijbehara!!! I first heard the name of the town in the early 90s, when the Kashmir conflict was new. There was a militant behind every tree and an improvised explosive device (IED) under every stone. There was a demonstration against India and some miscreants taking advantage of the situation had tried to snatch an army officer's weapon. He opened fire and many miscreants were killed. The human rights lobby created a huge ruckus over the issue.

In 2003 when I was in the army, I got posted to Kashmir. On 24th September 2003, our convoy headed towards Srinagar. While crossing Bijbehara I remembered hearing the name many years ago. My musing was interrupted by a loud blast. A scooter based IED, with 5 Kg of explosives, kept at the roadside, with a clear aim of targeting our convoy, had exploded. The person detonating it had miscalculated the time. Also, because the road was wide and our vehicle was in the center meant that the explosion had occurred at a considerable distance and no damage was caused to us. The IED had been very powerful and we felt the vibrations inside the vehicle. Some locals standing near the road were not so lucky. They bore the brunt of the blast and five of them were killed. Our vehicles sped ahead and stopped only when we were well out of the village. We assessed the damage done. Luckily no one was injured. One of the officers on the convoy jokingly said to the others, "Welcome to Kashmir guys." (Yes, army men can find humor and crack a joke in any situation.)

(Management lesson - EXPECT THE UNEXPECTED – When venturing into the unknown, in life or in business, always be ready for the worst. You may have heard tales of what others encountered but facing it yourself is so different. Be mentally prepared for the worst at any time. Also, the best way to avoid any damage / loss is to follow the best practices and have situational awareness. Always be alert to your surroundings at all times. Make an effort to know the people you work with and the situation that you work in). This was not to be my last brush with Bijbehara. A few months later, I was doing convoy protection duties. The convoy route passed through many towns including Bijbehara. One day when everything was going on as usual and we were passing through Bijbehara, there was a loud thud on the window of my vehicle followed by an explosion. The thud had been a grenade hitting the window pane. The window pane had been rolled up and the grenade had not come into the vehicle. It exploded on the road. The local unit swung into action and neutralized the grenade thrower.

(Management lesson - FOLLOW THE PROCEDURES – In the first instance, the driver driving our vehicle in the middle of the road was a standard operating procedure (SOP). In this case, the window being rolled up was the same, an SOP. These SOPs have been developed over a period of time based on the experience of people and in this case they saved lives including my own life. Follow the procedures whenever and wherever they are applicable. There is a reason they exist. If you feel some procedure is unnecessary or outdated, find out the reason it was started in the first place. If the reason is no longer valid, amend it by all means.)

If I thought that this was the last memory that the town would give me, I was mistaken. A month later I was on the same route and the same duty and of course passing through the same town. There was a burst of AK 47 from a nearby building. The vehicle in front of us was hit and so was the vehicle that I was sitting in. The soldier sitting on the vehicle with a light machine gun (LMG) retaliated and caused the militants to duck for cover. The convoy sped out of the town to a safe place.

(Management lesson - YOUR RIVAL WILL TRY ANYTHING AND EVERYTHING – Do not write off your rivals in life or business. They watch you, they learn and adapt. If one thing fails, they will surely try something else. Always be alert. Likewise, you too should watch, learn and adapt at all times.)

Over the next few months, I passed through the town many more times and each time I would be in a very high state of alert lest the town sprang more surprises for me. (An IED, a grenade and AK 47 – what next?) Even now whenever I hear the name of the town, I cannot help but get a sense of almost being back there. You cannot just stop thinking of a place where you had such narrow brushes with death.

In 2005 when I left the army and headed home, as I passed through Bijbehara, I was expecting something to happen. Guess what? Nothing happened. For a town that had given me such a 'warm' welcome, the farewell was very quiet.

(Management lesson - DO NOT BE PARANOID – As a leader, being paranoid will only cause you to feel stressed out. While being alert is one thing, it should not develop into unnecessary fear and distract you from your work / objectives.) It has been many years since I last passed through Bijbehara. Over the years, the Kashmir conflict has taken many twists and turns. It looks like we will finally see the end of the troubles. I plan to visit the state as a tourist and go to places like Gulmarg, Dal Lake and many other well-known tourist destinations. I think I should also pay a visit to Bijbehara. Or should I?

Global Gains for India despite the Global Turmoil



Dr. Smita Santoki
Faculty IBSP

India is on an upswing in terms of many factors like her ever-rising defense exports, scope for signing multiple free trade agreements with its trading partner countries, great offer for buying Russian oil at a cheaper price, big ticket size gains to deal in Indian 'rupee' as a foreign exchange currency which is a result of a fallout of sanctions from the West due to the Russia-Ukraine war. And finally to hosting the G20 Summit meets across different states in the country providing ample opportunities and scope for the country's growth. Sample this: Walmart may invest in India to the tune of \$8 billion, in a mix of both primary and secondary purchase of shares, valuing Flipkart to approximately around \$20 billion; making it Walmart's most expensive investment in ecommerce. And the reason why Walmart is willing to take this giant leap is to get a competitive edge over Amazon India and also because of India being the fifth largest retail market in the world, growing at 12% a year that Walmart wishes to be an obvious partner in growth. As India's stand in today's global scenario is that of a giver, a collaborator and the tone is an affirmative one when it comes to investments in technology and trade diplomacy; companies from different countries are not just making a beeline to India but are gaining and growing by leaps and bounds here that in turn is making us a robust economy in the times of global turmoil.

Several foreign companies are testimonial to this like Apple's manufacturing and exports growth in India, Japan's air conditioner maker Daikin has invested 2300 crore and has become a billion dollar company in India after Tata's Voltas group, the second company to cross the one billion milestone. There are many such shining examples flourishing in India which is a fallout of India's resilient stand amidst the global geopolitical shifts. Our soft skills power display at various occasions and global platforms too has worked in our favor. CEOs of global consumer facing companies like Coca-Cola, Unilever, Mastercard, Crocs, Apple, Whirlpool and Skechers have reported strong resilience and growth in their Indian businesses. With China yet to recover to the pre-Covid consumption levels, India has become a major focus for these and many more global companies for their long term growth potential. India's recently declared Foreign Trade Policies (FTP-2023) aiming and reflecting India's Global plan of actions is quite an exciting journey to watch out for!

Embracing the Metaverse: Unlocking the future



Dr. Irfan Inamdar
Faculty IBSP

Humans have long been fascinated by fiction. Imagination is always at a paramount level. What if fiction comes to reality? Neal Stephenson in his science fiction novel 'Snow Crash' built a computer generated world and coined the term 'Metaverse'. With advancement in technology along with growth of IT enabled infrastructure today, metaverse is a reality.

The metaverse is still in the developmental stage and a fully functional metaverse will require further advancements in technology and infrastructure. However, looking at the past experiences where technology changed our life to the level no one imagined, metaverse will also become part of our normal lives. For example, attending a meeting in the office where you share the round table with your company colleagues across the globe when actually you are at home. Learning deep diving with a professional trainer without jumping in the water. Trainee doctors honing their skills on complicated surgeries without a real human body.

Gartner, Inc. a well-known technological research firm predicts that metaverse is set to become a significant part of our lives in the coming years. By 2026, 25% of people will spend at least one hour a day in the metaverse for work, shopping, education, social life and/or entertainment.

Metaverse does have its own challenges like ensuring data privacy and security in a virtual environment, however with advancement in technology we will be able to overcome such issues for sure. The metaverse will also change the way we are doing business. Be it a product, a process or a customer experiences, the metaverse can enable new revenue streams for businesses by creating virtual products that can be traded within the virtual environment. It will help to innovate, engage with customers, and create new business models. It offers a wealth of possibilities and a prospering future for businesses that are willing to embrace this new technology.

STUDENT ARTICLES

De-Dollarisation: A Long Way to Go!



Ninad Agnihotri
Batch of 2024

In recent times, the term de-dollarisation started gaining momentum when India and China decided to do trade with countries in their own currencies. Also, the RBI has given permission to various banks from 18 countries to open Special Vostro Rupee Accounts (SVRA) to facilitate transactions in rupees. In recent months, the Unified Payments Interface (UPI), one of India's digital payment systems, has seen a steady rise in adoption on a worldwide scale. Additionally, India's growing economic ties with China and Russia have an impact on its desire to de-dollarize. India is one of the top buyers of Russia's crude oil, and the two nations have been attempting to expand their trading relations in other areas as well. China and India have increased their economic cooperation in recent years, achieving \$100 billion in bilateral commerce between the two nations in 2022. In light of these developments, it is not a surprise that India is actively looking at Society for Worldwide Interbank Financial Telecommunication (SWIFT) alternatives and attempting to strengthen its commercial links with China and Russia. Additionally, the BRICS (Brazil, Russia, India, China, and South Africa) group is considering creating a new reserve currency based on a basket of the

participating countries' currencies. It will take several years for any currency to seriously contend with the US dollar's hegemony since the de-dollarization process is not an easy one. Currently, more than 58% of the world's foreign exchange reserves are held in US dollars. Currently, only 1.6% of the daily average of all international trade is transacted in Indian rupees whereas it was only 0.6% in 2007. The US would experience greater import costs and more volatility in the global commodities markets as more nations move to other currencies for commodity transactions, which might impair the development and stability of the US economy. De-dollarization is ultimately a difficult and drawn-out process, but the trend is obvious and indisputable. Although it will take time, the dollar might eventually lose its dominance as the world's primary medium of exchange, and India will have spearheaded the movement!

Revolutionising the Tech World: How AI is Changing the Game



**Suruchi Kumari
Batch of 2024**

In recent years, artificial intelligence (AI) has become a game-changing innovation that is quickly revolutionizing the computer industry. Artificial intelligence (AI) is a broad phrase that refers to a number of technologies, such as computer vision, machine learning, and natural language processing that allows robots to mimic human intelligence and carry out jobs that were previously thought to be exclusively human-centric.

Healthcare, banking, and manufacturing are just a few of the industries that AI has already significantly impacted. AI-powered tools are being used in the healthcare industry to create more precise diagnostic models, customize treatment regimens, and enhance patient outcomes. Artificial intelligence is being applied to finance to identify fraudulent transactions, forecast market trends and streamline customer service. Robots with AI capabilities are being employed in manufacturing to improve productivity and efficiency.

The ability of AI to process enormous amounts of data rapidly and accurately is one of its most important advantages. This has enabled the creation of new, previously impractical applications and services. For instance, AI-powered virtual assistants like Siri and Alexa send messages, make phone calls, and create reminders while also comprehending normal language. Businesses are using AI-powered chatbots to offer 24/7 customer service, while E-commerce platforms are using AI-powered recommendation engines to suggest products to clients based on their browsing history.

The way we work is likewise being altered by AI. AI-powered communication solutions are growing in popularity as remote work becomes more common. Teams may interact and work together without difficulty with these tools, which use natural language processing, regardless of where they are physically located. Project management solutions with AI capabilities are also being utilized to streamline processes and boost output.

However, there are several difficulties with AI. The likelihood that AI may supplant humans in workforce is one of the key worries. Although AI is predicted to contribute to the creation of new jobs in sectors like data analysis and machine learning, it may also result in the loss of jobs in manufacturing and customer service. The possibility of bias in AI algorithms which might lead to unequal treatment of some groups, is another cause for concern.

In conclusion, AI is a revolutionary invention that is revolutionizing the tech industry. It has revolutionized how humans engage with machines and allow organizations to automate tedious jobs, and increased production and efficiency. To guarantee that this technology when used properly and ethically, it is also essential to address the issues that it brings with it future developments in AI are certain to result in even more profound transformations.

Indian Food



Urvashi Somnani
Batch of 2024

India is renowned for a wide variety of food, varied and delectable fusion of spices, herbs, and different cooking methods. Indian cuisine is an explosion of flavor and aroma, from the hearty curries of the North to the succulent seafood dishes of the South. There are a variety of flavors, scents, and spices. Biryani, that is prepared with rice and meat or vegetables and a variety of spices, is one of the most well-known Indian dishes. Tikka masala, which has a creamy tomato base and is frequently served with chicken or other meats, is also very well-liked. Indian breads, primarily naan and roti, are another essential ingredient in Indian food. While roti is a flatbread that is often prepared on a griddle, naan is a leavened bread that is baked in a clay oven.

The literature that is currently available shows that food has 'language-like' qualities of significance and communication for matters like self and cosmic order, suggesting that it can play a significant role in the medium used to address important matters of ontology, emotion, faith, and personal experience.

And as we know India is a diverse nation, and each of its various states has its own culture and customs. Indian food, as a result, differs substantially from standard western cuisine. Here are some famous dishes from different Indian states: Biryani, Dosa, Idli, Vada Pav, Momos, Rajma Chawal, Thali, and Fish curry.

These are only a small sample of the many delicacies from various Indian states. There are many more delectable meals to discover and each state has its own distinct culinary tradition.

In summary, Indian food is a varied and delectable fusion of spices, herbs, and different cooking methods. Indian cuisine is an explosion of flavor and aroma, from the hearty curries of the North to the succulent seafood dishes of the South. Indian food has something for everyone, whether you're a vegetarian or a meat eater.

ALUMNI ARTICLE

HOPE



Shraddha Ponkshe Alumni IBSP

"You will get chocolate if you behave properly today". Listening to this my 3-year-old nephew helped us with our work, completed colouring his picture and was actually a good boy, he did all this with the HOPE of getting a chocolate from his aunt!

We all are living with a constant hope in our minds. We hope that things will regularize, and we will be able to enjoy the way we used to a few months back! I have somehow concluded that HOPE is the journey towards our destination!

We wish to go somewhere and with the help of this HOPE, we take efforts accordingly to reach the destination, so now, considering HOPE as a journey, let us analyze its 4 underpinning elements which make it beautiful.

H – Hard work

Hard work has always been the first step to success. The current competitive environment demands smart work along with hard work. Smart work adds the X – factor whereas hard work helps in implementation of the X- Factor! As it is said hard work has no substitute, we need to work and take efforts in the direction which would lead us to the desired destination.

O- Optimism

It is a factor which plays a vital role in almost everyone's life. Being optimistic keeps you going! Optimism is nothing but the energy bar which one needs after you get exhausted! The more optimistic it is, the more one is motivated

to make an effort. Pessimism brings in negativity and one tends to be lazier, which is a bane for one's aim!

P- Patience

Patience is the key to every issue! Time is something which heals many things! Being patient and giving time for things to normalize helps a lot. Being impatient and going after things might ruin them and derail you from your aim/ goal.

E-Elasticity

Being elastic/ flexible will help a lot. Being flexible according to the ongoing scenario but by sticking to our roots, can help us achieve our dreams.

Let us consider a few scenarios where this Journey of HOPE can lead us to our desired destinations.

Assume that you wish to get an admission in a renowned college:

Here, the HOPE can be:

You work hard and crack the necessary exams, with the help of hard work and optimism. Just in case you fail, be patient as well as optimistic that you will clear the exam and change your study plan according to the requirement.

To quote Desmond Tutu, "Hope is being able to see light despite all the darkness". I believe that this new definition of HOPE would dispel all the darkness and enlighten our lives! Everything which we do is done with a hope, believing in yourself and acting accordingly will surely help us reach the desired destinations!

SIP EXPERIENCE ARTICLES

DVS Logistics



Muskan Rastogi
Batch of 2024

Gaining work experience is the key to boosting your employability, especially as a business management student. For my summer internship program, I interned at DVS Logistics for 13 weeks. DVS Logistics is a supply chain solution provider specializing in third-party logistics (3PL), offering services such as transportation, logistics consulting, warehousing, and 3PL and in-plant services. The business model of the company is based on providing logistical services to businesses in order to help them extend their supply chains and minimize the cost of supplying products.

The main task allotted to me was fleet acquisition. The fleet acquisition model of the organization is an investment proposal to secure appropriate funding for the organization so that the organization can increase their base of operations by investing in fleets (vehicles), an important asset for a 3PL provider of transportation services.

This internship provided me with in-depth knowledge of the logistics sector and the subsidiaries associated with it. The internship focused on sharpening the skills I possessed and played a huge role in bridging the gap between my theoretical knowledge and the practical implications of corporate life. Even though my designated profile at the organization was 'Operations Executive', I learned a lot about other fields as well, such as social media marketing, lead generation via social media platforms, and the financial aspects involved with operational functions.

As a first-time intern working in a professional environment, I emphasized doing the work assigned to me on time and being less of a bother to my supervisors, but I learned that interacting with the team is as important as completing work. The office follows an open-door policy, and it made it really easy for me to approach my supervisor as well as fellow employees, whether it was to share an achievement or a problem. Learning to communicate professionally, whether it be in person, over the phone, or through email, is a great skill that I learned during my internship.

I gained a better understanding of the logistics sector, made a new network, and gained a few new references for the future. But most importantly, I gained a new sense of professionalism and a clearer view of what it meant to be in the professional world.

CSB Bank Ltd



Pranshul Gupta Batch of 2024

The SIP experience was incredibly fascinating since I learned how the bank functions. During the internship, work was done in the retail banking and SME departments. I got familiarized with the organization's policies, processes, and applicable industry legislation. I also got training on specific financial products such as life insurance, CASA, the procedure of NEFT and RTGS, software systems, and analytical tools widely used in the banking business. I worked on particular tasks that were assigned during the internship. The two departments described above had an impact on the projects' character. Additionally, it gave them the chance to learn from skilled bank employees and implement those learnings while performing the tasks. Throughout the SIP journey, mentors have been a pillar of support, offering timely advice, answering my questions, and imparting their understanding of the banking industry.

Apart from that, it provided an opportunity to work in a team environment, as effective communication and teamwork skills are highly valued in the banking industry. Finally, in addition to the tasks that were given, the main goal was to observe and learn how the bank operated as a whole. A future profession in banking or finance may thus greatly benefit from the experience obtained during an internship. It is crucial to approach the internship with excitement, a willingness to learn, and a proactive attitude to make the most of this valuable opportunity.

Man Power Group



Purva Paritkar Batch of 2024

The internship is all about shaping freshmen and their careers. With the real-life mentoring model, I gained a professional understanding of the real essence and spirit of human resource management. Talent Acquisition, with domestic and global customers expectations for technical and generic profiles was excellent. I learned the perfect sculpting of the job descriptions and action verbs, highlighting the core takeaways and the intricacies of effectively tapping the potential of the job portals like Naukri, Indeed, Apna, and LinkedIn.

I learned about the systems for campus hiring interviews. I managed to host meetings and recommend workable strategies. I managed diverse teams. Each lesson has been a worthwhile package of mentoring, handholding, and supervision by expert professionals with caring hearts. I scaled up my people management, negotiation, interpersonal, and assertive skills. I feel blessed for this worthwhile gesture.

In HR Operations, I learned about post-employment processes. I learnt the essence of onboarding and the need to sensitively manage it. It was enriching to learn the structured processes, approaches, and management techniques encompassing the entire employee career cycle.

Overall, my internship has been a worthwhile learning experience, and I thank Dr. Smita Santoki for being a wonderful, kind-hearted mentor. I thank Mr. Ashwin Kumbhar, Mr. Sagar Jadhav, and the entire team for providing me with this wonderful learning platform.

SSPL Group



Sharon Benny Batch of 2024

I would like to thank our college for providing me with exposure to firsthand industry experience across the span of three months.

I would also like to thank my SIP guide for standing by my side and guiding me at every turn. I feel incredibly gratified to have reached a career milestone by working closely with industry leaders who trained me and helped me realize my full potential and gain an understanding of how the market operates.

It has taught me how to work against time, meet deadlines, and inculcate a disciplined lifestyle. It has trained me to conduct myself professionally and own my work. Such hands-on training enabled me to recognise my potential and areas of interest.

When I was employed by the company as an associate in human resources, among the many lessons I learnt, one in particular that I would like to share is when I became acutely aware of how crucial it is to have a two-way exchange in any organization, regardless of its size or industry. Employees put forth their best efforts to advance the company to new heights of success, and companies respond to this effort by taking it into account, appreciating it, and including and involving them in all major and minor decisions. As a result, I came to understand how crucial it is to have planned and scheduled staff engagement and development events in order to promote teamwork and a healthy work-life balance in the organization, which in turn increases productivity.

HDFC Life



Devanshu Thakkar Batch of 2024

Every firm needs marketing to be successful. It's critical to set yourself apart from competitors in a crowded market and reach your intended audience successfully. I've had the chance to develop my skills in creating persuasive marketing campaigns while working as a marketing intern at HDFC Life.

Our major goal was to examine the commercials of our rivals and pinpoint ways that HDFC Life might strengthen its marketing plan. We were able to pinpoint the population groups that were most likely to be interested in life and health insurance products by performing in-depth research. Due to this, we were able to properly target our target population with our marketing messaging.

We used survey data and consumer insights to produce intriguing advertising scripts that would resonate with our target demographic. We also considered the many channels via which we might advertise our goods, including conventional media channels like radio and television as well as social media sites like Facebook, Instagram, and Twitter. We were able to establish the most cost-effective strategy to reach our target audience by performing a cost analysis for each platform. In addition to our research, we got the chance to personally engage with consumers and market life and health insurance products. This provided us with important information on the wants and needs of our target market, which we utilized to improve our marketing plan.

In addition, we produced advertising for holidays like Mother's Day and Father's Day. We were able to develop scripts that emphasized the significance of life insurance in safeguarding families by conducting surveys to establish the most effective messaging.

Overall, my experience as an HDFC Life marketing intern has taught me the value of research, customer insights, and compelling messaging when developing marketing campaigns. It has also drawn attention to the necessity for companies to modify their marketing plans in light of the evolving media environment, where social media and other digital platforms are playing an increasingly significant role. Businesses may efficiently contact their target audience and set themselves apart from the competition by utilising these techniques.

AIF & PMS Expert India Pvt Ltd



Kritika Ekta Batch of 2024

I began my internship as a relationship manager, where we were given system-refined data and asked to make calls based on the information supplied. Knowing the clients' needs, describing the products, sending reports, scheduling zoom meetings with the investment team and fund houses, and finally finalising the deals are all part of our responsibilities.

I gained knowledge of client interaction, communication techniques, financial products like alternative investment funds (AIF), portfolio management services (PMS), etc. during this time. I closed a business worth 10 lakhs while I was employed in this role.

After working as a Relationship Manager for another two months, I switched to the human resources division. I gained knowledge about candidate hiring during this time through direct calling in colleges and through agencies, which taught me about coordination and presentation and helped me further develop my confidence. During my time of internship, I was successful in hiring 10 interns for the company as well as 5 prospects for permanent positions. Along with direct calling, I also conducted group discussions and individual interviews with the hopefuls.

I effectively acquired expertise in sales and human resource management towards the end of my internship, and this achievement was recognized with a eCertificate of eExcellence for maximum hiring.

CSB Bank Ltd



Shashwat Sharma Batch of 2024

As an intern at CSB Bank this summer, I have been fortunate enough to be exposed to both banking operations and sales. In the banking operations department, I was involved in a range of tasks including customer service, account opening, and account management. In sales, I have been responsible for generating leads and developing relationships with clients. Both of these experiences have provided me with a broad understanding of the banking industry and have allowed me to gain practical skills that will be useful throughout my career.

One of the main corporate learnings taken from this internship is the importance of customer service, building strong relationships with clients which is essential for the success of any bank, and providing high-quality service which is a key factor in building these relationships. I also learned the importance of attention to detail in banking operations, as even small errors can have significant consequences for both the bank and its clients.

One observation that stood out was the importance of the customer experience in the banking sector. With competition from both traditional and new-age players, banks need to offer a seamless and personalized experience to their customers. This requires a customer-centric approach, continuous innovation, and investment in technology. As an intern, I have seen the bank's efforts in this direction, such as the implementation of mobile banking and the use of AI-powered chatbots to improve customer service.

In terms of the market, the banking industry has been facing a range of challenges in recent years, including increased competition from fintech companies and changing consumer preferences. However, CSB Bank has been successful in adapting to these changes and has continued to grow its business. My observation was towards how the bank has navigated these challenges, and how it has positioned itself for success in the future.

Overall, the summer internship with CSB Bank has been a valuable learning experience that has allowed me to gain practical skills and knowledge that will be useful throughout the career. I am grateful for the opportunity to work with such a respected institution, and I look forward to applying what I have learned in the future.

PLACEMENT EXPERIENCE ARTICLES

IBS Pune works on war-footing when it comes to placement for students. Since day one of the academic year, faculties and the entire placement team work upon every aspect of a student so as to develop their personality. My experience was more than great with IBS Pune. From SIP placements to SIP presentation to mock interview which was conducted by IBS Pune in which various industrialists were part of the panel. For me, it was a real personality development process as the preparation was always an ongoing process and I tended to learn from every step of what IBS put in front of me.

I got placed in Repos Energy India. The HR head was part of the panel of mock interviews and she was overwhelmed with my performance in the interview and had given a heads up to the placement coordinator in advance with my name for the placement process. This experience made me more confident towards facing interviews and sharing experiences and also connecting with people.



Anit Katiyar
Batch of 2023



Karan Mane
Batch of 2023

It gives me immense pleasure to share the fact that I have been placed at Tolaram Group, Nigeria, with the highest CTC on the campus of INR 56 lpa.

As the saying goes "nothing is impossible for people who have a will to achieve something" really came true for me with a lot of hard work put in and the invaluable guidance of my teachers.

IBS Pune has helped me become what I am today. The teachers at IBS, Pune, are amazing, and they have actually held my hand whenever required. The college places a focus on the 360-degree development of the students and hence have put subjects like soft skills and PACT in the curriculum. These two subjects helped the students to imbibe confidence and polish their communication skills and inherit various qualities that are essential to being an individual who is ready to take on any eventualities when it comes to corporate careers.

It gives me a sense of satisfaction and pleasure to be a part of the esteemed Tolaram Group in Nigeria as an Area Sales Manager and would like to share that I have been able to achieve this feat because of the collective efforts put in by me, my teachers, the placement cell, and whosoever was associated with me in my journey at IBS, Pune.

My transition from a student to a corporate employee was only possible because of IBS Pune. All the credit for my placement at Deloitte goes to my Faculty members, Soft Skills Trainers, and the Placement team. We were trained for the Deloitte Versant test through a series of preparatory sessions followed by mock tests as well as interview training. Also, a small chat with our alumni who are placed with Deloitte helped groom us. All the efforts put in by our Alma Mater did work out, as it led me onto a bright future with Deloitte.



Sae Borse
Batch of 2023

It's said by a wise man ' Success doesn't come to you, you go to it.' My experience for placement was very insightful, which was only possible because of IBS Faculty. They helped us to get the best out of ourselves. We were given proper training with mock interviews and GD's, wherein we learnt new aspects of Business World. I got placed with ICICI which was the result of the hard work by me and my mentors who guided me towards it. The experience has made me more confident and broadened my outlook towards the business world.



Hritik Kumawat
Batch of 2023

IBS Pune goes beyond the academic curriculum for its students before placements. Through Soft-Skills sessions, we received really beneficial training. We were deeply involved in a series of group discussions and mock personal interviews during these sessions, which helped us to be prepared for the day.

These sessions aided in my employment at HCL Technologies, a reputable IT firm.

This soft skills training not only aided in my placement but will undoubtedly be very helpful to thrive in the corporate world in the future.



Pranav Khasne
Batch of 2023

SPECIAL EVENTS

International Conference - Paper Presentation

Dr. T. Anupama
Faculty, IBSP

BS Pune is delighted to post that our students Aarya Paritkar, Abhishek Rathore, and Aditya Mehrotra presented a research paper at the 1st International Financial Management Conference (IFMC 2023) held on 11 February 2023, organized by Chandragupt Institute of Management, Patna. The paper's title is "An Empirical Analysis of the Factors affecting Gold Prices". We thank the IFMC 2023 team for providing this opportunity, and Dr Anupama Tadmarla, faculty mentor, for the support and guidance throughout the research paper.

The Abstract

Gold has been one of the most loved metals by humans since it was found. There are multiple reasons for that but the biggest reason is that it can be easily converted into cash.

Gold has been one of the important pillars of the Indian economy since its inception. It is the best investment for the common people. At the present time also, it is used by investors as an instrument to hedge their portfolio investment. The monetary demand for gold has been on roll during the last few decades as people use to carry it or wear it in form of jewellery. Even today majority of the countries use gold during international trade.

It has been observed that countries that have large gold backing to their currency help their currency to become internationally acceptable and more powerful. Example – USA. But gold prices have been continuously rising for the last few decades and still, it is rising.

The price of 10 grams of 24k gold in January 2013 was Rs 29909/- which increased to Rs 57709/- in December 2022. The gold price during the last decade has increased by more than 50%. What

could be the reason behind that? This paper tries to find some answers to the question.

This research paper tries to find the important factors which lead to the historical rise in the price of gold and also find factors that are highly responsible for the change. The major factors that are considered for the study are exchange rates, crude oil, silver, and nifty50 which impacts the changes in the price of gold. The data was collected from the year 2013 to 2022. Multiple regression analysis is used for drawing conclusions.



Tata Motors - Industrial Visit

**Dr.K.Deeppa
Faculty, IBSP**

A team from IBS Pune visited Tata Motors Limited (TML) on 12th May 2023 which comprised of the Director, Deputy Director (ACO), Faculty members, Staff and Placement Managers. This was done as a part of the Industry Institute interface.

Tata Motors is a leading global automobile manufacturing company. Its diverse portfolio includes an extensive range of cars, sports utility vehicles, trucks, buses and defense vehicles. Mr. Sachin Thakur, Deputy General Manager Corporate Sustainability, with few others welcomed the team and briefed about sustainability and the initiatives taken by the company to address the issues concerned to it.

The visit to the plant was done in two E-Vehicles. Two coordinators of TATA Motors briefed about all the operations. The manufacturing facilities of TML are certified for world class manufacturing and quality standards. They have a state-of-the-art technology backed by passionate engineering, quality talent and focus on automation and technology. Tata Motors vehicles styling are global, enriched with comfort during driving and fuel efficient.

Environment sustainability is the core at TML. It is uniquely positioned to create a sustainable positive environmental impact.

The company is constantly advancing environmental innovation and systematically reducing environmental impact, by assessing its footprint across the whole lifecycle and value chain of its products. The visit to the complete plant took around two hours. Mr. Jyotin Kutty Sastabhavan, Chief Sustainability Officer, Tata Motors joined the team for lunch and gave valuable insights of the organization. It was great opportunity to visit such a huge manufacturing company and to understand the processes that make them successful. Tata has its best practices, ethical standards, environmental policies, safety and social measures to add to its accomplishment. Overall, it was a great learning experience for us and the visit was extremely informative.



Exploring the Essence of AMUL: A Delightful Industrial Visit

Dr. Shradha Gupta
Faculty, IBSP

In the world of social media and the internet, one advertisement mascot continues to dominate the minds of consumers! It's none other than Amul's iconic girl! She has been around for more than 50 years and is considered unique, entertaining, and loved by the people of India. Well, as we were concluding our marketing internship in Amul, we had the opportunity to visit the very place where those products were produced from milk. It helped us get a holistic view of the entire supply chain of Amul milk products. Let me narrate the experience and learnings from this visit.

The world of academia met the bustling world of industry, as ICFAI Business School organized an enlightening industrial visit on a serene May day. On this memorable occasion, the PGPM students, under the esteemed guidance of Deputy Director Prof. (Col) N Ram Gopal and Associate Dean, Dr. Shirish Jeble, embarked on a captivating journey to the heart of the AMUL factory located in Rajgurunagar Khed, Maharashtra. The visit, graced by Dr. Shradha Gupta and Ms. Suchitra Thete as faculty coordinators, promised a day of knowledge and inspiration.

Amidst eager anticipation, everyone gathered at the college campus, their minds open to the wonders that awaited them. Little did they know that this experience would leave an indelible mark on their understanding of the manufacturing division and the intricacies of Amul's dairy empire. From the moment they stepped foot into the factory, they were greeted by the esteemed HR head,

Mr. Amit Rachhawar, and the diligent Quality Control Manager, Mr Sushil Narawade. These guiding forces unveiled the captivating history of Amul and shared remarkable insights into the company's journey. Facts came alive, painting a vivid picture of dedication, perseverance, and excellence.

The students were fortunate to engage with the plant's quality assurance manager, who became their beacon of knowledge throughout the visit. With grace and enthusiasm, this wise mentor led them on a tour of the entire plant, unraveling the mysteries that lay within. Every question and query were met with patience, ensuring a profound understanding of the production department's inner workings.



Witnessing the production process first hand, the students marvelled at the meticulous handling, packaging, and storage of the supplies. From cold storage to dispatch, each step was executed with precision and care, underscoring Amul's commitment to maintaining the highest quality standards. The students were captivated by the cutting-edge testing methods employed by Amul, which guarantee the quality and safety of their products. With a robust logistics and supply chain network in place, this Indian cooperative dairy company ensures effective distribution, allowing their dairy delights to reach every corner of the country.

Milk, curd, and buttermilk take centre stage as Amul's primary goods, each crafted with dedication and expertise. From single-toned to buffalo milk, the range of milk varieties caters to diverse palates. The students discovered a tapestry of flavours, including full-cream milk, double-toned milk, cow milk, slim-trim milk, buttermilk (plain and spicy), masti dahi, and premium dahi. These treasures are lovingly packed in various forms, such as tetra packs, plastic pouches, bottles, and cartons. Every package is thoughtfully designed to preserve the product's quality and freshness during storage and transportation.

The Amul factory visit not only showcases the remarkable achievements of the dairy industry but also highlights the importance of supporting local farmers and promoting sustainable practices. It is a testament to the power of unity and collaboration, proving that when people come together with a shared vision, they can achieve greatness.



Embracing Wellness: IBS Pune Celebrates International Yoga Day

Dr. Pradeep Sadarpatil Faculty, IBSP

The International Yoga Day celebration at IBS Pune served as a reminder of the power of yoga in nurturing both the body and the mind. It was a testament to the institution's commitment to holistic education and overall well-being. The morning sun witnessed a gathering of students, faculty members, and yoga enthusiasts, all ready to embark on a journey of inner peace and self-discovery.

The event commenced promptly at 7:00 am with a warm welcome extended to the esteemed guest, Mr. Sanjay Gaikwad, a highly experienced yoga trainer. The introduction of the guest set the tone for a captivating and enlightening session ahead.

As the clock ticked, Mr. Gaikwad guided the participants through a series of basic yoga postures, breathing exercises, and meditation techniques. With his expert instructions, the attendees were able to delve deeper into the practice of yoga, focusing on their breath, alignment, and mindful movement.

The event saw an overwhelming response from both students and faculty members, showcasing the collective dedication towards embracing a healthy lifestyle.

Prof. Col. N Ram Gopal, Deputy Director - ACO & Deputy Campus Head of IBS Pune, along with Dr. Pradeep Sadarpatil, facilitated with sapling to Mr. Sanjay Gaikwad. As a token of appreciation and respect for Mr. Gaikwad's valuable contribution to the event. Shubhank Tiwari, President of the Sports Club, graciously extended the vote of thanks. The acknowledgment and appreciation resonated through the applause and smiles of all the participants. As the event drew to a close, everyone present experienced a renewed sense of energy, tranquility, and motivation.

Following the event, all participants and teachers gathered for a nourishing breakfast, sharing their experiences and engaging in conversations that further strengthened the sense of community and well-being.

The celebration of International Yoga Day at IBS Pune was a resounding success, leaving a lasting impact on all those who participated. The event served as a powerful reminder of the importance of prioritizing holistic well-being and embracing practices that promote inner harmony. With its unwavering commitment to fostering wellness, IBS Pune continues to inspire students to embark on a lifelong journey of self-discovery and personal growth.



Convocation 2023

Dr. K. Deeppa Faculty, IBSP

The 26th Convocation ceremony of the Class of 2023 of ICFAI Business School (IBS), Pune was held on 24th July, 2023, at Yashwantrao Chavan Academy of Development Administration (YASHADA), Pune.

The Chief Guest, Mr. Shailendra Jagtap, Managing Director and Country Manager at John Deere India Pvt. Ltd, graced the event with his eminent presence. Prof. Jyoti Tilak, Director, IBS Pune, addressed the convention to officially open the event and highlighted the accomplishments of IBS Pune.

The Director laid emphasis on the brand image of IBS with over 65,000 alumni base and highlighted the case study method used at IBS; the importance of the 14-week Summer Internship Programme, which is offered exclusively by IBS, and the ongoing mentorship sessions offered by the committed faculty. The Director also emphasized on the coordination between the corporate relations team and industry experts which helped achieve the 99 percent placement record for the 2023 Batch, including international placements.

Mr. Shailendra Jagtap stressed the need for adopting a growth mindset and to have a broad vision while detailing his challenges and accomplishments. It is essential to have empathy for others, especially for coworkers, as it increases their motivation levels. Mr. Jagtap reiterated the importance of face-to-face communication. He discussed the significance of "Think, Understand & Speak" in both personal & professional life.

The PGPM certifications were awarded to 225 students in total. Mr. Krishna Kumar Sharma received the gold medal and a cash prize of Rs. 20,000 for being first in the order of merit in the class of 2023. The silver medal and a cash reward of Rs. 10,000 went to Ms. Shreya Gupta, for being second in the order of merit while Ms. Prasiddhi Thakre received the award for the Best All-Round Girl Student and a cash prize of Rs. 5000 in honor of Late Smt. Chandrika Kutty, mother of Mr. Sastabhavan Kutty, Chief Sustainability Officer at TATA Motors, Pune. The convocation ceremony came to a well-deserved close with a vote of thanks proposed by Prof. Col Ram Gopal."



Training Program for IBS Marketing team

Dr. K. Deeppa
Faculty, IBSP

The training for IBS Marketing team was conducted over two days. On 15th June 2023, the first part of the day had the inaugural address and in depth sessions about academic activities and placements in IBS Pune campus which was dealt by Prof. Jyoti Tilak (Director), Prof. Col. N. Ram Gopal (Deputy Director (ACO) and Prof. Soumitra Samaddar (Deputy Director (Placement)). Post lunch sessions were conducted on team building and Marketing Principles by faculty members Capt. Nitin Joshi, Dr.K.Deepa and Dr.Irfan Inamdar. Day one concluded with its last session by Mr. Tejesh Shriyan (AGM) who addressed his team.

On 16th June 2023, the program started with the briefing about past marketing experience by Mr. Yogesh Borse (Marketing Manager).. This was followed by sessions on Grooming and Query resolution by faculty members Dr. K Deeppa and Dr. Girish Kulkarni. Last part of the training was handled by Prof. Col. N. Ram Gopal on conflict management, negotiation and deal closing.

Participants during this session continued to be a part of role play where certain members were asked to play the role of different stakeholders while others addressed them as IBS Marketing officials.

The two day program was thoroughly elevating for participants with a lot of new perspectives, ideas, inputs and suggestions which were shared by the experts. Every Marketing Team member went home richer in knowledge and skills.



SIP Presentation

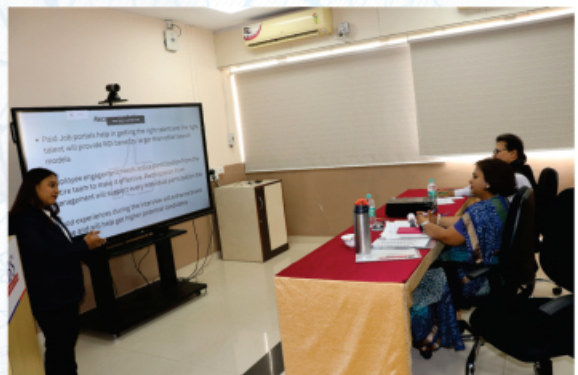
Summer Internship Program was held for 14 weeks this year, from Feb 15th 2023 to 20th May 2023 for the batch of 2022-2024. SIP aims to provide hands-on experience and corporate exposure to our students in order to bridge the gap between classroom learning and practical aspects of real world functioning. Students work on projects which adds value to the business of the SIP Company while also honing their professional and soft skills.

The SIP culminated with the SIP presentations on 10th & 11th June 2023 for the batch of 2022-2024 at IBS Pune. On each day 100 students showcased their internship projects and shared their learnings throughout their journey of 14 weeks of Summer Internship Program. The students have done their projects in varied fields like Retail Banking, Digital Marketing, Sales, Equity Market Analysis, Supply Chain, Recruitment, HR Policies, Business Analytics etc. Their work was evaluated by the panels composed of Industry Mentors/Recruiters, along with Faculties and Placement Managers/Soft Skills Trainers. The Industry Mentors were from varied industries; IT, Market Research, BFSI, Retail to HR Consultancy.

Students were enthusiastic and eagerly showcased their experience and work done highlighting learnings and challenges faced during the Summer Internship Program. The panelists gave them objective feedback keeping in mind the corporate journey they will be soon starting.

IBS Pune extends its heartfelt gratitude to the esteemed external panelist for their valuable guidance and support.

Dr. Shradha Gupta Faculty, IBSP



Investiture Ceremony

Proud and Privileged!!

IBS Pune congratulated the talented senior batch students, who were appointed as Presidents, Secretaries, and Treasurers of 14 prestigious clubs & The Digital Ambassadors Team, during the Investiture ceremony held on 20th June 2023. Their commitment and dedication have earned them the honor of leading these clubs, bringing fresh ideas, and shaping the future.

The ceremony was inaugurated by Prof. Jyoti Tilak, Director-IBS Pune addressing the newly appointed Members of Board of the clubs.

Prof. Jyoti Tilak (Director), Prof. Col Ramgopal (Deputy Director (ACO)) and Prof. Soumitra S Samaddar (Deputy Director (Placement)) presented the students with well-deserved badges, symbolizing their responsibility and leadership.

The vote of thanks was proposed by Prof. Col. N. Ram Gopal (Deputy Director (ACO)). Sir, praised the hard work that was put in to make the event successful, by the student council and Dr Saumya Misra, Associate Dean & Student Activities Coordinator.

Dr. Saumya Misra
Faculty, IBSP



SKETCHES



Sakshi Chouhan
Batch of 2024



Snehal Shirke
Batch of 2024

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✉ ibspune@ibsindia.org

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