

Prerana

INNOVATE.BUILD.SUCCEED



Agility Beyond Classroom

October 2023

Director's Desk



Prof. Jyoti Tilak
Director

Dear Reader,

The two years of pandemic turbulence have shown us the importance of being adaptive and agile. Strategic agility is the ability to improve performance — not just survive but thrive — amid disruption. Opportunities come and go quickly, so organizations need to be ready and willing to act quickly. In this ever-changing environment- agility is the only way to move forward. Since it is difficult to predict how the future will unfold, it is hard to effectively plan the allocation of resources. Thus, it is important to build resources that are modular and/or mobile so they can be reconfigured or moved as needed. The essence of an agile transformation is reimagining the organization as a network of high-performing teams, supported by an effective, stable backbone of strategy, structure, processes, people, and technology.

I am extremely delighted to see the evolution of Prerana this year with many added features and reflecting in true perspective the spirit of agility. My sincere compliments to all those who made this issue possible by contributions and support despite the unrelenting academic schedule. Many words of appreciation to student's team and their faculty mentors for enabling the creation and completion of Prerana.

Happy Reading and wishing for you many interesting reads ahead.

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Editor's Desk



Ms. Dipti Inamdar
Soft Skills Trainer

Dear Readers,

In today's fast-paced and ever-changing business landscape, the ability to adapt and respond swiftly to emerging challenges and opportunities is of great importance. The concept of agility, often associated with flexibility, adaptability, and innovation, has become important for success in the modern business world. As MBA students, it is crucial to recognize the significance of embracing agility not just as a buzzword, but as a fundamental mindset that can shape students' future. One of the key aspects of embracing agility is the ability to learn from failures. In a constantly evolving environment, setbacks are inevitable. However, agile individuals and organizations view failures as opportunities to learn and grow. By analyzing what went wrong, adapting strategies, and implementing changes swiftly, they turn obstacles into stepping stones toward success. Agility promotes effective collaboration and communication. In an agile environment, open channels of communication and a willingness to collaborate across departments and disciplines are vital. Sharing ideas, feedback, and insights leads to innovative solutions and foster a sense of collective ownership. Embracing diversity in thought and background further enriches the creative process, making teams more adaptable and resourceful.

Embracing agility is not just a strategy; it is a way of thinking and operating that can lead to remarkable success.

In this edition we bring an array of agile events - club activities, SIP and recruiters meet, research conference, academic and extracurricular activities. My heartfelt thanks to the editorial team, faculty and student clan who have contributed to this edition.

Student Editorial



Nidhi Agrawal
Batch of 2024

Greetings Esteemed Readers,

It is with immense pleasure that we introduce the spectacular October edition of the Prerana Magazine. This latest issue is a mosaic of captivating content crafted by adept faculties, talented students, and the club members of IBS Pune. Within these pages, you'll find a delightful assortment of insightful musings, invaluable lessons, event highlights from various clubs and the institute, and even charming, imaginative sketches.

Our primary goal for this edition was to provide a platform for our diverse writers to express their thoughts on the theme, "Agility-the way forward". As a result, the content in this magazine encompasses a broad spectrum of agility, promising a rich and immersive reading experience. From reflective ruminations to practical advice, this edition caters to a wide array of tastes and interests.

We extend our hopes that you will thoroughly relish the thought-provoking articles, immerse yourself in the thrill of club and institution articles, and find joy in the vibrant sketches. The individuals who contributed to this edition have poured their passion and intellect into its creation, rendering it a true embodiment of the creative and intellectual prowess thriving within our IBS Pune community.

Therefore, we invite you to recline, unwind, and lose yourself in the enchanting narrative within these pages. Let us take you on an enthralling voyage through the diverse minds and experiences of our brilliant contributors.

Wishing you an enjoyable and enlightening reading experience!

Team Prerana



Mentors



Prof. Rachana Adtani

Ms. Dipti Inamdar



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Special thanks for proof reading : Capt Nitin Joshi

Faculty Article

Embracing Agility for Success



Prof. Girish Kulkarni
Faculty, IBSP

In our dynamic world, we deal with the reality of VUCA - Volatile, Uncertain, Complex, and Ambiguous conditions, representing the unpredictable forces of change that can significantly impact organizations. To confront these challenges, organizations must cultivate new skills, approaches, and behaviour to effectively manage the four VUCA threats. These challenges comprise a broad spectrum, affecting individuals, teams, managers, and entire industries.

The VUCA environment possesses the potential to paralyze decision-making processes, endanger long-term projects, hinder development and innovation, demanding substantial time and effort to combat. Therefore, it is vital to dissect VUCA into its component parts, addressing volatility, uncertainty, complexity, and ambiguity distinctly.

Volatility can be met with a clear 'vision' that accepts and integrates change as a consistent, unpredictable aspect of the working environment. Uncertainty can be effectively managed by fostering 'understanding', pausing to listen and observe, and anticipating potential future threats with appropriate responses. Crossing complexity requires 'clarity', which can be achieved through transparent communication within the organization.

When employees realize the organization's direction, the team can collectively deal with complexity more effectively. Crucial to this approach is combating ambiguity with 'agility', which can be achieved through flexibility and adaptability. Agility empowers both individuals and organizations to proactively embrace change. It calls for a fundamental shift in mind-set, one that views change as an opportunity rather than a threat. An agile approach encourages ongoing learning, experimentation, and the capacity to pivot when circumstances require adaptation.

Agility is not a fixed objective; rather, it represents an ongoing journey. It embodies continuous learning, adaptation, and evolution. Whether an individual seeks to remain relevant in their career or a business aspires to enduring success, agility is the chosen path. Embrace change, cultivate an agile mind-set, and prepare to display in a rapidly evolving world. It's important to remember that in today's world, it's not the strongest or the smartest that survive, but those most adaptable to change. Agility is not just a choice; it's the way forward.

Faculty Article



Dr. Pradeep Sadarpatil
Faculty, IBSP

Navigating the Future: The Crucial Role of Agility in Pharmaceutical Selling

In a rapidly evolving world, the pharmaceutical industry is no exception to the winds of change. Pharmaceutical companies, once known for their traditional sales approaches are now embracing agility as a cornerstone of their selling strategies. The shift towards agility in pharmaceutical selling is not just a trend; it's a necessity to thrive in a complex and dynamic healthcare landscape.

The pharmaceutical industry has traditionally relied on well-established sales models. These models, built around face-to-face interactions between sales representatives and healthcare professionals, served their purpose for decades. However, the emergence of digital technologies, changing regulations, and shifting market dynamics have forced the industry to re-evaluate its approach.

Agility in pharmaceutical selling is all about the ability to adapt swiftly to these changes. It's about staying ahead of the curve, understanding customer needs in real-time, and delivering value in an ever-evolving healthcare ecosystem.

One of the key drivers of agility in pharmaceutical selling is the use of data and analytics. With access to vast amounts of data, pharmaceutical companies can gain invaluable insights into market trends, healthcare provider preferences, and patient needs. Advanced analytics enable sales teams to make data-driven decisions, optimize their strategies, and tailor their approaches to specific customer segments.

For instance, by analyzing prescribing patterns and patient demographics, pharmaceutical companies can identify opportunities to engage with healthcare providers more effectively. This data-driven approach allows sales representatives to offer the right products at the right time, ultimately improving patient outcomes.

Digital technologies have revolutionized the way pharmaceutical companies engage with healthcare professionals. The traditional sales call is no longer the only means of communication. Virtual meetings, webinars, and online platforms have become essential tools for reaching and educating healthcare providers.

Agile pharmaceutical selling embraces this digital transformation. Sales teams leverage digital channels to disseminate information, provide educational resources, and facilitate discussions with healthcare professionals. This not only increases efficiency but also allows for quicker responses to changing market dynamics.



Pharmaceutical selling has always operated under strict regulatory guidelines. Agility in this context means understanding and adhering to these regulations while still being nimble enough to adapt to changes. Compliance should be at the forefront of all sales strategies to avoid legal pitfalls that can damage a company's reputation.

Pharmaceutical companies must continuously train their sales teams to stay updated on evolving regulations. Additionally, investing in technology that helps monitor and ensure compliance is a crucial aspect of agile pharmaceutical selling.

Agility in pharmaceutical selling isn't just about catering to healthcare providers. It also involves recognizing the importance of the end user—the patient. The industry is shifting towards a patient-centric model, where the patient's needs, preferences, and outcomes take center stage.

Sales teams are now focusing on providing healthcare providers with information that enables them to make decisions in the best interest of their patients. This patient-centric approach not only aligns with the broader healthcare trends but also strengthens the reputation of pharmaceutical companies as partners in improving patient health. In a world of constant change, pharmaceutical selling cannot remain static. Agility is the key to success in this industry. By embracing data, digital technologies, compliance, and a patient-centric mindset, pharmaceutical companies can navigate the complexities of the healthcare landscape while delivering value to both healthcare providers and patients. The future of pharmaceutical selling belongs to those who can adapt, innovate, and respond swiftly to the ever-shifting sands of the healthcare industry. Agility isn't just an option; it's a necessity for survival and prosperity in this dynamic field.

V



Faculty Article

Importance of Personal Agility at Workplace



Dr. Shradha Gupta
Faculty, IBSP

The outbreak of COVID-19 has been a glaring and forceful reminder about the VUCA world of work that we are living through in the modern era. It has geared up our concern regarding the fragile nature of employment in a service-led, interconnected, and rapidly changing economy. There is also a fear of AI and automation replacing a lot of jobs. "Work has a future. No one knows what it is," perfectly said by Jason Furman, a Harvard professor and former Chair of the Council of Economic Advisers, in his recent tweet. Nobody can say with certainty what new businesses will emerge and the skill sets that will be in high demand. What one can easily predict is that the future will be profoundly different from the work environment of now, and the rate of change will be much faster. Thus, to sustain oneself, one needs to have the capability to adapt to new roles, changing work environments, and business demands. Personal agility is of paramount importance for keeping oneself pertinent in this ever-changing environment. One needs to be aware and mindful of the attitude and skills one needs to have to be agile professionally. Personal agility helps aid in being responsive to change better, be more resilient, and seeing changes as opportunities and learning moments. It's a continual, and methodical evolutionary adaptation aimed at achieving and sustaining competitive advantage. Few evidence based practices for personal agility are - growth mindset, self-awareness, focus, perseverance, positive relationships, and emotional agility. Growth mindset is the principal mindset reinforcing all others.

It's a passion for learning and continuously improving to be our best. This mindset assists in thriving rather than just surviving. Add focus and perseverance to get the power to achieve goals in any field of work. To remain meaningful in the workforce, one must seek challenges, ask questions, take risks, learn from failures, and be curious about their surroundings. Be open to learning new things along with consistency in giving your best. One should be ready to learn new skills and apply them to new situations. Self-awareness and emotional agility set one apart from the other. Self-awareness gives one flexibility about the things one needs to make adjustments to, leading to better growth and relationships. When we know ourselves and are able to understand how others perceive us, we are more approachable and confident. Emotional agility helps to visualize possibilities, regardless of overwhelming emotions. All these practices together help to take change as normal and as an opportunity to grow rather than a threat. These purposeful practices provide resilience and the ability to deal with and bounce back from changing and unwelcome environments. What will separate a high-thriving individual is this personal agility to adapt, adjust, and respond to continually changing requirements. Marshall Goldsmith's words, "What got you here won't get you there," say a lot about the forthcoming need to embrace the notion that change is inevitable and a part of life. Don't wait: Your agility can only be built by you.

Faculty Article

Unlearning – The New Learning



Capt. Nitin Joshi
Faculty, IBSP

Do a simple exercise. Take a white board and start writing on it with a marker. Keep writing till you fill up the board. Write some more. Fill in the spaces between the letters. Find the white patches and scribble something there. NOW, try to write something important that you want others to read. OR try to solve a mathematics problem on it. You will not be able to do it because the board is full. What will you do? You will take a duster and wipe out a patch that is at least big enough for you to write the new message, right? If you have not been doing this till now, start doing it because you will have to do this exercise everyday in the coming times. Only, in this case the board will be your mind and what you have to write, wipe and rewrite will be knowledge, concepts, ideas, ways of working and even beliefs. We are living in a world that is rapidly changing in which clinging on to anything means obsolescence. We will have to start each day as a student, willing to learn and adapt. In other words, we have to be willing to unlearn and learn everyday.

But, the world has always been changing. So why the stress on unlearning and relearning now? The main reason is the sheer pace of the change. Today things become outdated even before they reach the market. And this is mainly applicable to technology. However, given the impact of today's technology it affects the way of working immensely.

Another big reason is the way the world is connected today. Everyone in the world can get in touch with everyone else.

This means instant transfer of ideas and their integration with what one knows. If I can think of something now, by the end of the day the whole world can know about it. People are no longer restricted as far as ideas or way of working is concerned. The only restriction that exists is the willingness to accept these. In other words, the mindset is the only restriction.

There is an increasing realization that traditional ways of working and thinking will not address the issues of the future world. There is a growing stress on out of the box thinking and going ahead there will be no box at all. The youth of today have little or no patience with those who cannot adapt to their world. But is it possible to unlearn? I mean once you learn something you know it all your life, right? We do not have memories like those of a computer with the options of select and delete

So what does it mean to unlearn and relearn. I think it means the following -

1. Innovation
2. Integration of new ideas of work, doctrines and belief systems
3. A willingness to accept major changes to the lifestyles that we know
4. Going ahead unlearning and relearning will also impact our ideas of the self, self-image and individuality vis-a-vis the society.

More than technical knowledge or technology, the unlearning and relearning will be applicable to the sphere of the mindset and ideas.

Student Article

Agility- Need of the hour



Ifra Zainab
Batch of 2024

Why is agility needed in organizations? How can agility be achieved? Where does it come from? These were the few questions on my mind when I first heard the word agility. Agility is the ability to respond swiftly to changing business needs and customer demands. It is needed in organizations to keep pace with changes in the market. The pace of technological advancement is currently unparalleled, moving at an unprecedented rate. As AI, VR, blockchain, and IOT make their debut, businesses are experiencing profound shifts. Embracing these shifts with agility will allow them to customize experiences and refine strategies through valuable insights.

Nokia, established in 1865, understood the market and adoption curve. But every competitive advantage has a limited lifespan. Nokia's transformation took a direction that ultimately proved to be misguided. While initially embracing the blue ocean strategy in their quest for survival, they faltered in establishing a robust ecosystem for themselves. This failure underscores the importance of agility in adapting to evolving market dynamics.

Organizations achieve true agility when they operate with foresight and reason. When a culture of innovation thrives within these organizations, individuals don't dwell on the past or present but are able to look ahead to the future. It is in this holistic embrace of forward-looking perspectives that genuine agility is achieved. Combining resilience with agility ensures that organizations bounce back from challenges swiftly and respond to unexpected events with greater ease. They can seize opportunities and become more informed. This powerful synergy will help them confidently tackle anything that comes their way.



Student Article



Nidhi Agrawal
Batch of 2024

Entrepreneurship - Our present and future?

One of the bravest and best decisions you can make in life is starting a business. Researching and putting the product or services on the market for sale takes hours and days of consistency, motivation, dedication, and hard work. According to research and evidence, entrepreneurs plan their start-up operations for over 80 hours per week. They must continually monitor market trends and conduct in-depth analyses of both the market and consumer behavior. Being an entrepreneur is not an easy profession because you are completely in charge of all business-related operations.

At the core of entrepreneurship lies the art of creative ideation, from conceiving an idea to rigorously exploring and evaluating its potential, culminating in its implementation. This path may not resonate with everyone, yet entrepreneurs wield a profound influence, driving substantial contributions to the national GDP (Gross Domestic Product) and the overall economic trajectory. In the landscape of India, 76 million trailblazers have embarked on entrepreneurial ventures.

A survey conducted in 2017 reveals that the level of entrepreneurial ambition among Indian employees is at its highest, with 83% of them preferring to be business owners and 56% of them stating they would quit their employment to do so.

Successful startups are now becoming unicorns in India. Our nation is rich in potential, talent, and abilities, but the mindset of the people is what drives their migration to other nations where they display their talents. Are we, the younger generation, poised to collaboratively shape a new narrative and collectively redefine this paradigm?

Entrepreneurial agility refers to the ability to be adaptable and willing to change one's business strategy in response to customer feedback and new market trends. Their adaptability enables them to take advantage of new chances, innovate, and outperform rivals. Startups that value agility are better able to adapt their plans, goods, or services to meet changing market needs and real-time data. This promotes sustainability and growth.



Student Article

Harnessing Agility for Success



Divye Pandey
Batch of 2025

Agility has become a key component of today's fast-paced business environment for everyone. Success now depends on having the quick reflexes necessary to respond to shifting conditions and quickly adjust.

Imagine an individual who embarks on a journey to master a new skill, such as coding in a job market that is always changing. Their capacity to quickly adapt to shifting needs and developing trends enables them to remain relevant and employable. In this way, agility becomes their hidden weapon for personal and professional development. Processes gain a lot from agility as well.

Amazon's fulfillment centers are an excellent example. The integration of robots and sophisticated algorithms allows for the speedy and efficient preparation and delivery of orders in this case. This nimble strategy guarantees that packages arrive at their destinations with amazing speed and accuracy. Apple, a tech giant known for its innovative products, provides a compelling illustration of agile strategy. They are always

refining their offers, diligently listening to client input, and staying on top of market changes. This adaptability ensures their position as a top-tier player in the business. The key takeaway is crystal clear: agility is a game-changer in our fast-paced world.

Those who can quickly change directions and adapt will not only survive but also flourish in this unpredictable world. Agility is the keystone of your success, whether you're an individual committed to securing your employability, a corporation looking to keep a competitive edge, or a process looking to increase efficiency. Everyone has access to this superpower, which is only waiting to be used to achieve transformative results.



Student Club Articles

Community Outreach- Anand Club



Thatikonda Meghana Chowdhary
Batch of 2025

In a heartwarming display of community spirit, Anand Club organized a blood donation camp on September 15, 2023, at IBS Pune. The event turned out to be a resounding success, as 62 generous individuals selflessly donated their blood to save lives.

Skilled medical professionals from Noble Hospital were present to ensure that the process ran smoothly. Donors were put at ease by a team of doctors and nurses who addressed their queries before collecting their blood. After their donation, the heroes of the day were treated to refreshments and snacks, replenishing their energy.

The Deputy Director, Prof. (Col) N Ram Gopal, and the club mentors, Capt. Nitin Joshi, Dr. Girish Kulkarni, and Dr. Geeta Mohan, extended their heartfelt thanks to the donors. They emphasized the noble nature of blood donation and the multitude of lives it can touch. The organizers of the camp extended their gratitude to all donors and the medical staff who played pivotal roles in making the event a success.

Donated blood is used in surgeries, during childbirth, and to treat various medical conditions, including cancer and trauma cases. Its impact on society cannot be overstated, as it forms a critical part of our healthcare system. The act of giving blood not only helps those in immediate need but also builds a sense of solidarity and compassion within our communities, making the world a better place for everyone.

Anand Club's blood donation camp at IBS Pune was a remarkable demonstration of unity, empathy, and the enduring spirit of humanity. The event showcased the incredible power of coming together to make a difference, one drop at a time. It is a testament to the impact a community can have when they join hands for a common cause. Anand Club and the selfless donors have set a shining example for all, reminding us that small acts of kindness can ripple out and touch countless lives.



Cultural Club

PicDhun, the much-awaited cultural club event of IBS Pune, swept was held on July 18, 2023. The event, held in the auditorium, attracted a staggering number of 110 participants, forming 55 enthusiastic teams.

The evening commenced with electrifying Round 1: "Pictionary—guess the muhaware". his game required teams to use their skills to draw the muhaware (idioms) on the white board while their teammates had to guess them. The challenge was to convey these idioms visually to their teammates. The auditorium echoed with laughter and cheers as participants hurried to sketch the idioms.

In Round 2, the event transitioned to "Name the tune". The teams that qualified for the second round huddled together. A medley of iconic songs was played, and the teams had to name the songs and their movie within a limited time. The auditorium was abuzz with energetic debates and excited whispers as participants showcased their knowledge of music.



Yashwant Kumar
Batch of 2024

Pic-Dhun truly succeeded in its aim to promote cultural awareness and teamwork while providing a platform for participants to showcase their creativity and musical knowledge. Pic-Dhun truly succeeded in its aim to promote cultural awareness and teamwork while providing a platform for participants to showcase their creativity and musical knowledge.

As the rounds concluded, the sources were tallied, and participants eagerly awaited the results. The winners of the PIC-DHUN event were Shreya Soni and Anjali; the runners-up were Piyush and Anand; and the second runners-up were Anand and Aditi. The winning teams won prize money of Rs. 500, Rs. 300, and Rs. 200 respectively.



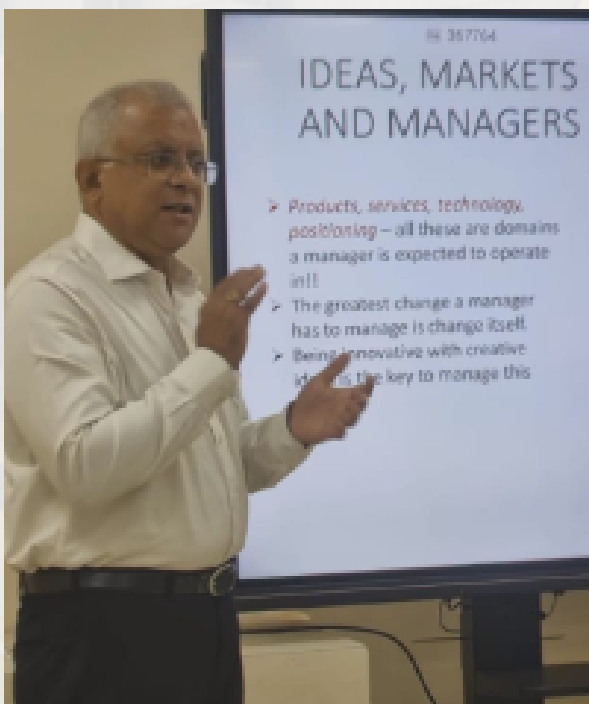
Entrepreneurship Club

The Entrepreneurship Cell (E-Cell) at IBS Pune stands as a shining beacon for students inclined towards entrepreneurship and innovation. The E-Cell at IBS Pune plays a pivotal role in doing so by organizing a myriad of events such as Entrepedia, Workshop, and Digital Green, that not only inspire budding entrepreneurs but also equip them with the necessary skills to turn their ideas into reality.

Entrepedia: The Quiz Event:

Entrepedia stands out as one of the most anticipated events. It was not just a quiz; it was a comprehensive test of entrepreneurial knowledge. Dr. M. Sainath, Executive Director, ICFAI Foundation for Higher Education and Innovation and Entrepreneurship Council, was the esteemed chief guest. Dr. Sainath praised the students, shared inspirational words, and expressed gratitude towards IBS Pune.

Through a series of intriguing questions on startups, business moguls, and historic business events, Entrepedia tested participants' ability to think about and recall the entrepreneurial world's intricacies.

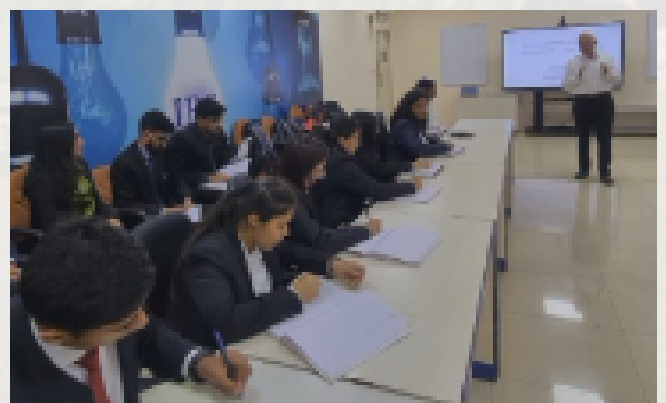


Yuvraj Singh
Batch of 2024

Digital Green Event:

On August 11 and 12, 2023 "Entrepreneurship Cell" organized a two-day digital green event that mainly focused on driving sustainability and fostering a greener future. Engaging panel discussions and impactful keynote sessions ignited conversations to create a collective impact towards a more sustainable and eco-conscious world. With the global emphasis on sustainability and the environment, IBS Pune's E-Cell introduced the 'Digital Green' event. This unique initiative promoted digital solutions for environmental challenges. By visiting different SMEs in Pune areas, a comprehensive analysis was provided regarding various measures adopted and also the solution to go ahead. Participants and industry workers were encouraged to develop an understanding of the ground reality that can contribute to environmental conservation.

Finally, the IBS Pune Entrepreneurship Cell is more than a club; it is a community. It's a place where ideas grow, aspirations come true, and entrepreneurs are born.



Finance And Economics Club



Tarang Patel
Batch of 2025

The Finance & Economics Club's primary objective is to enhance student's financial knowledge through a range of challenging activities, comprehensive workshops, and diverse competitions. With this goal in mind, the club came up with a new enigmatic event on 24th August 2023 named 'CHANAKYA 2.0'. The event was divided into 2 rounds where the participants had to showcase their capital budgeting skills.

The event was a success under the mentorship of Prof R.V Reddy and Prof. Sudhir Dravid along with the enthusiastic participants.

Round – 1 BLINDING MONEY

It was an elimination round where there were 2 members per team, where one member was blindfolded and the other member guided him to collect the capital. We were given 1 minute to collect capital which was down there. We selected 5 teams for the second round. The first round was very entertaining and loved by all.



Round – 2 BUDGET BONANZA

In the final round, the qualifying five teams were assigned various sectors like IT, Automobile, BFSI, Pharmaceutical and Infrastructure. 80% of the capital raised by the team in this round was to be used for capital budgeting and the remaining 20% was to be kept as capital reserve. They were given newspapers and tasked with creating budgets for the sectors they were assigned and also present budgets against judges. Also from this event active listening skill, decision making skill, creativity etc. All such skills were learned from this event.



Nazaria- Photography Club



Neha Raju Sah
Batch of 2025

The art of photography is all about directing the attention of the viewer, says Steven Pinker. This quote is a true depiction of how Nazaria - The Photography Club enhances perception and the way IBS Pune will reflect in the eyes of the world.

We, at Nazaria Club, capture all the cherished moments of the college. Be the club events of Synergy Club, Cultural Club, Nucleus Club, or any other club, we are always on our toes to ensure that worthy glimpses of the event get captured as memories to be cherished!

On August 21, 2023, the Nazaria Club organized a photo walk event named Through the Lense: Capturing Creativity.

The aim of the event was to capture a unique picture that depicts an inspirational or creative story and narrate the story to the audience.

After the concept and rules of the competition were explained to the participants, they were set on a guided walk around the scenic and beautiful campus of IBS Pune.

Each team was called to the stage, the picture taken by them was displayed, and the team members narrated the thought that inspired them to click the picture to the judge.

Many unique pictures with creative angles were clicked by the participants, which conveyed important messages such as respect for all support staff, using a helmet for safety, a picture showing new budding friendships, and much more.

Every team narrated their thoughts according to their perspective and answered the questions asked by mentors in a graceful and informative way.

The participants were evaluated on various parameters, like the uniqueness and creativity involved in clicking the picture, the perspective of the photo, and the way the team members put forth the same. It was a truly amazing event, that helped the participants to expand their perspective and enhance their creativity!



Nucleus - Marketing Club

Nucleus the marketing club started this academic year with enthusiasm and welcomed the new batch of 2023 by organizing marketing focused events incorporating current affairs. The Club organized a wonderful event called "Marketing Panel Discussion" which was conducted on July 27. The event was separated into two rounds, each of which drew students with a particular interest in marketing in order to create an exciting atmosphere. The first round was "Logline", an elimination round. Participants in this round were challenged to redesign the G20 summit's logo and come up with an exciting tagline to challenge their creative skills. The top 18 participants were then sorted into three groups of six people each. The groups chose the following topics: Growth in education, Tech Innovation and R&D, Digital transformation regarding the G20 meeting and the themes. Each group made their argument or set forth their own point of view.

The club recognized students' keenness in formulating marketing strategies and organized an event "Vocal for Local : A Marketing Focal." The event was conducted in two rounds, each of which was aimed to bring together students with a special interest in marketing in order to create a stimulating atmosphere. This event was also supported by "Quick Fizzy and Sai Kitchen" The event began with an elimination round.



Pragma Bhatnagar
Batch of 2024

called "Local Limelight". Participants were invited to promote iconic Pune businesses with short video presentations in this round making the students aware about the importance of the revolutionary era of digitalization and helping them adapt to the changing scenarios. The second round called was "The Marketing Strategy Challenges". In which each team have their own marketing presentations, demonstrating how marketing methods may be used to promote supporter's business. Each presentation was followed by a Q&A session with the presenting group from the judges and the audience. These presentations taught the participants and the audience new marketing skills and encouraged innovation. These events would not have been possible without the constant guidance of the club mentors Dr. Smita Santoki and Prof. Arun Prasad as well as the entire nucleus team working in harmony to put forward marketing centric events.



Operations Club

Operation Club's objective is to make all of its activities understandable and engaging for the students. The club's activities are designed to help members develop as leaders and employ those talents while having fun and participating in competitions that often take unexpected turns.

The club's first significant event of 2023 took place on August 14 at the college auditorium, with a huge number of students crowding to participate in the event. The students had to gather one partner along with them and gear up for the action-packed evening filled with excitement and camaraderie. This event was mainly designed for the students to push their boundaries of teamwork and individual prowess, offering a unique blend of tactical and intellectual challenges.

"The Ops Conundrum" was an exhilarating and intellectually stimulating event. This event had 2 rounds. The first was named 'Tactics Unplugged' in which the students had to toss balls into 5 cups attached to the edge of the table to gain points and then decipher some given abbreviations that were inside those attached cups, and then they had to provide their full forms along with their meanings. The second round was named The Operations face off, where the students were given an operations-related topic. They were given 2 minutes to gather information about the topic, then they were called accordingly to deliver a concise one-minute speech on the spot, which was judged by Prof. Arun Kumar Dutta.



Bhavya Bhatnagar
Batch of 2024

A very interesting event came to a brainstorming end with the winners, runners-up, and second runners-up. The event inspired the junior batch and gave them a chance to interact and have fun with both the senior batch and one another.

We, the members of the Operations Club, organized another event on September 16, 2023. "The Ops-Tackle Trivia". In this event, we had to come with one of our partners, forming a group of two to participate. This event had 2 rounds, the first being named "Tagline Jeopardy," in which the participants had to crack taglines given on their way out of a maze that they had to cross in the least possible time.

In the next round, the students had to choose a category out of the five and the anchors asked questions on General Knowledge Entertainment, Sports Science and Technology, and Operations, depending on the chit picked up by the participants.



Param- IT Club

On September 12, 2023, the IT club of IBS Pune proudly organized "Sole Survivor 2.0," an intercollege event that showcased the brilliance and versatility of the participating students. The event was a multifaceted competition consisting of three distinct rounds, each meticulously designed to assess critical skills and competencies. Round 1: Mind Clash (online quiz): The event commenced with Round 1 on September 9, 2023; an intellectually charged online quiz. This round covered a wide range of topics, from general awareness to intricate matters within the realm of information technology. Round 2: Abhivyakti (Group Discussions): Transitioning into Round 2, the event took on a collaborative dimension with the introduction of group discussions. Three diverse groups, each comprising 12 students, were thoughtfully assembled, bringing together participants from both IBS and non-IBS backgrounds. This round placed a strong emphasis on teamwork, effective communication, and the art of persuasive discourse. Participants were tasked with articulating their ideas coherently while demonstrating open-mindedness, valuing diverse perspectives, and engaging constructively in collective decision-making. Round 3: Final Fight (Public Interview): Round 3 marked the crescendo of the competition, featuring a public interview session



Sugandh Gupta
Batch of 2024

with the exceptional anchor, Col. Sunil Brijkishan. This segment aimed to evaluate participants' adaptability, poise, and grace under pressure. Facing a prominent figure in the field, participants had a golden opportunity to showcase their ability to communicate effectively, exhibit critical thinking, and engage in insightful conversations. Conclusion: In conclusion, "Sole Survivor 2.0" emerged as a comprehensive and intellectually rigorous competition. From the swift thinking and knowledge retention demanded by the quiz round to the collaborative prowess essential in the group discussions and culminating in the high-stakes interview session, this event provided a robust platform for students to not only exhibit their diverse skill set but also to glean invaluable insights from seasoned mentors. It stands as a testament to the holistic approach taken in evaluating and nurturing the talents and potential of the participants. "Sole Survivor 2.0" truly exemplified the spirit of learning, collaboration, and excellence.



Prerana Magazine Club

The Prerana Magazine club recently hosted a highly anticipated event, 'Koffee with Faculty 2.0', building upon the success of its previous edition, 'Koffee with Faculty'. This time, the event welcomed distinguished guests—Dr. Bidhan Datta and Mr. Rohit Kumra—who added an aura of expertise and enthusiasm to the occasion.

The event was thoughtfully structured into three dynamic rounds, each offering a unique and engaging experience for both the guests and the audience. In the first round, the faculties delved into their specific domains, discussing the latest trends and innovations in their respective fields, offering valuable insights and knowledge.

The excitement continued into the second round, where the focus shifted to the professional side of the faculty members. Exploring their LinkedIn profiles not only provided a glimpse into their career journeys but also highlighted their professional expertise and experiences.



Mrunmai Nande
Batch of 2024

To add a dash of fun and personal touch, the third round took the form of a lively rapid fire session. Here, the faculty members were asked entertaining and light-hearted questions, allowing everyone to unwind and share their personal preferences and anecdotes.

The grand finale of the event was marked by a heartfelt gesture. The faculty guests were presented with beautifully crafted coffee mugs as tokens of appreciation and gratitude. This gesture not only served as a symbol of admiration but also conveyed the collective gratitude for their invaluable presence and contributions throughout the event.



Public Speaking- Silver Tongue Club



Thathoiba Thokchom
Batch of 2025

The Silver Tongue Club recently hosted two dynamic events, the "Ninja Narrative Challenge" and "Debate Royale," showcasing the club's commitment to fostering critical thinking and quick decision-making abilities.

The "Ninja Narrative Challenge" began with "Hint Hurdles," where two teams conveyed a specific word without using it directly, relying on clever hints. Laughter and teamwork filled the hall, showcasing participants' ingenuity. In "Character Chronicles," participants dissected famous personalities with only a picture as a guide, highlighting their analytical prowess.

The "Debate Royale" segment offered a diverse exploration of communication skills. The former, an individual presentation round, saw participants passionately elucidating the essence of their respective states. The camaraderie and warmth that emerged from this round were palpable.

The "Counterpoint Debate" was a high-stakes face-off where teams took on the roles of prime ministers, deputy prime ministers, and opposition ministers. The topics of space investment and privatization ignited fierce yet respectful exchanges.

Both events provided a platform for participants to showcase their communication prowess, emphasizing the diverse facets of effective expression. The Silver Tongue Club continues to be a beacon for those seeking to refine their communication skills, and these events stand as a testament to their commitment to nurturing articulate, critical thinkers.

The memories of evening, marked by vibrant exchanges and memorable moments, will surely be cherished by all who attended. Events like these epitomize the Silver Tongue Club's dedication to fostering not just communication excellence, but also a deeper understanding of the world we inhabit.



Sports and Yoga Club

Our club has conducted various events in the fields of cricket, tug of war, and table tennis. Our club inaugurated this year with the event “Box Cricket,” commonly known as the “Freshers Cup,” which created a lot of buzz amongst our current batch. The rules were pretty straightforward: each team should consist of six players (4 boys and 2 girls) and two substitutes in case of injury. Our club received tremendous response from our freshmen, and 14 teams registered for this particular event. The event went on for 3 days straight as there were occasional rains, and the teams that came on top were “The Game Changers” and the runner-up team was “Team Chasers”.

The second event our club conducted was in the month of August, which was “Tug of War,” where the motto “Together we conquer and achieve victory” was of utmost importance. Each team consisted of 11 players (6 boys, 2 girls, and 3 subs). Our club received the registration of 12 teams for this event. The event went on for two days as we held a tie of best of three, and each team participated with full energy. The team that came out victorious in this event was



Anand Singh
Batch of 2025

“OpenBarbie” and the team that came in second was “Team Warriors”. The latest event our club held was in the first week of September, which was “Table Tennis: King of Ping,” where the table was set to prove our might. This event was composed of men's singles, women's singles, and mixed doubles. Our club received 20 responses for the men's singles event, 4 responses for the women's singles event, and 4 team responses for the mixed doubles event. The event went on for two days, during which each individual put everything on the table. The winner of the men's singles category was Glen Rodrigues, and the runner-up was Rohit Soni. The winner of the women's singles category was Pooja Shinde, and the runner-up was Vishakha Khatri. The winners of the Mix Doubles category were Akhand Thakur and Pooja Shinde, and the runners-up were Anand Shankar and Vishakha Khatri.



Synergy- HR Club

Synergy The HR Club is committed to orchestrating management-oriented events, acknowledging the crucial role that teamwork plays in attaining success in these endeavors. Teamwork not only elevates the caliber of these activities but also cultivates personal and professional development among its members.

On the 8th of July 2023, Synergy The HR Club orchestrated a successful event named "Brainfizz" The event was expertly guided by Dr. Pallvi Vadehra and Prof. Manasi Gokhale, with the esteemed presence of Dr. Smita Santoki as the judge for the event. A total of 25 teams (50 students) eagerly participated in the event. The event consisted of two engaging rounds that encompassed thrilling challenges, remarkable performances, and deserving winners who exhibited their cognitive prowess and eloquence and participated actively in the event.

Round 1: Risky Routes - In this round, teams of two members each collaboratively tackled a designated path. A unique twist was that one member directed the other, relying on the provided instructions.



Aarya Paritkar
Batch of 2024

Round 2: Flash 60/10 - Teams were shortlisted for the next round. Their task was to speak coherently about the topic for 60 seconds. Victory hinged on the speaker's aptitude to deliver pertinent content within the allocated time.

The students have shown great enthusiasm by participating and cheering each other. It was a great and successful event. We were motivated and encouraged by receiving such a great response. We learned many new things and will keep growing under the guidance of our mentors.

Upcoming events lined up:

Road to Success: This event focuses on building communication and relationships within a team. This game encourages one to see beyond a team member's weaknesses and see the strength in fellow teammates.



Research Club

GOLDEN AMULET CHASE - The Research Club and the Operations Club joined forces to create an epic event called "The Golden Amulet Chase" all geared up to give juniors a fantastic welcome! Just like the name suggests, the idea behind this event was to embark on a treasure hunt across the college campus. But there was a little twist in the plot: before teams could hit the treasure trail, they had to tackle a brain-teasing knowledge test round featuring 15 mind-boggling GK questions. Only the crème de la crème, the top 10 teams, could advance to the next stage. Now, here's where the real fun begins! These top 10 teams were handed a bunch of riddles, and the answers to these riddles pointed them to various secret locations where the illustrious golden amulet was cunningly hidden. Each team received a unique location clue and had the daring task of recovering five precious golden coins from their designated spot.

The catch? Time was the essence! The first three teams to return with their gleaming golden coins were crowned as the ultimate champions of "The Golden Amulet Chase." It was a race against the clock, a test of wits, and a treasure hunt like no other!

MIND MAZE MARATHON

The event was divided into two rounds.

In Round 1 "Dumb But Not Deaf": Teams of two were given a geometric figure to draw. The twist?



Thathoiba Thokchom
Batch of 2025

Participant 1 had to sketch the figure based on the instructions from Participant 2, and they were standing back-to-back. They could only communicate using lines and shapes. The faster and more accurate the drawing, the better the score. After this fun round, the top 7 teams showcasing exceptional teamwork moved on to the next stage. And as a bonus, there was a movie quiz that really engaged the audience!

In Round 2, with judges Dr. Irfan Inamdar and Dr. Girish Kulkarni on board, the qualified teams faced a challenging task. They were given a caselet featuring once-prominent brands that had fallen from grace due to various reasons. In just 10 minutes, teams had to analyze the case, pinpoint the issues, and propose effective solutions. Their problem-solving skills and the ability to pitch alternative strategies were the judging factors. The event concluded with the winning team receiving congratulations from the judges, along with appreciation for all participants and club members who contributed to the event's success.



Institute Articles

IBSAF Awards



Dr. Shradha Gupta
Faculty, IBSP

On the auspicious date of September 5th, 2023, the air was filled with gratitude and admiration as we gathered to celebrate Teacher's Day. This day, dedicated to honoring the torchbearers of knowledge, took on a special significance as we also presented the coveted IBSAF Awards for Excellence in the Summer Internship Program of 2023. It was a momentous occasion that underscored the dedication, talent, and hard work of both our esteemed faculty members and students.

The guest for the occasion was our alumni, Mr. Tanay Kediya, VP & COO, Allstate Solutions Pvt. Ltd. He graced the event by sharing his enriching experience and emphasizing the role of internships, mentors, and purpose for successful career growth. Our Director, Prof. Jyoti Tilak, and Deputy Director, Prof. Col. Ramgopal gave their insightful addresses, emphasizing the role of the teacher as a parent at college and the role of focus and hard work in shaping the personality and career of the student. Mr. Vijay Choure, Chief Sales Officer, SSPL Group (company mentor), also graced the occasion with his presence and shared his mentoring experiences during the SIP. Out of a pool of 200 exceptional students, a select group of 10 individuals—Agnihotri Ninad Prashant, Nidhi Agrawal, Pragya Bhatnagar, Sahil Deochake, Sharon Benny, Shashank Agrawal, Shreni Sharma, Smriti Chauhan, Swapnil Gupta and Shivani Sikha—stood out for their outstanding performance during the Summer Internship Program.

These students had not only exhibited excellence but had also showcased a remarkable commitment to their growth and development. However, it was in the final moments of the award ceremony that the spotlight shone brightest, revealing the top four performers: Nidhi Agrawal, Sahil Deochake, Sharon Benny, and Shashank Agrawal, who emerged as the ultimate winners. They were awarded a Certificate of Appreciation and a cash prize of Rs. 15000, along with recognizing the efforts of faculty and company mentors.

The winners had the opportunity to share their internship experiences, offering a fresh perspective on industry trends, challenges faced, and the invaluable learnings they gathered during the course of their internship. Listening to the winner's experience and learning, inspired the students and motivated them to put in their best foot forward to achieve the award for next year. The event ended with a vote of thanks, followed by memorable photographs.



SIP Guides Meet



Dr. Shradha Gupta
Faculty, IBSP

IBS Pune hosted a SIP Guides Meet "Samvaya 2.0" on July 21st, 2023, at Boat Club, Pune to thank all of our summer internship recruiters. Interacting with SIP guides and business pioneers was made possible due to this event. Participants had the chance to interact with industry representatives and academic staff, share ideas, and talk about their internship experiences.

SAMAVAYA 2.0 seeks to create a collaborative and networked internship environment. The evening opened with seeking blessings from Goddess Saraswati, followed by the address of Director Prof. Jyoti Tilak, who welcomed the guests and highlighted the achievements and new initiatives taken up by IBS Pune. SIP Coordinator Dr. Shradha Gupta briefed about SIP 2023, emphasizing the learnings, fulfillment of expectations of SIP companies, and further strengthening of relationships going forward.

The sharing of best practices, learning about the difficulties faced, and exposure to other industries were among the highlights of shared experiences by industry and faculty mentors and students. Additionally, the event emphasized the development of relationships between industry representatives and the academic fraternity. Attendees had the opportunity to enhance their professional connections by networking with academicians and other members of the industry.

The evening was made vibrant by a few cultural performances by the students of IBS Pune. The evening ended with a vote of thanks by Dy. Director and Dy. Campus Head (ACO) Prof. (Col) N. Ram Gopal, followed by gala dinner.





Recruiter's Meet



Ms. Dipti Inamdar
Soft Skills Trainer, IBSP

TIBS Pune hosted 'Gracias – 23', the annual recruiters meet on the eve of 11th August 2023 at the Hyatt Regency and Residences. 38 recruiters graced the occasion. The evening was a fruitful and happy interaction among the recruiters, faculty, and staff of IBS Pune.

The recruiters were welcomed by Prof Sankar Das, Associate Dean and Deputy PCO. The gathering was addressed by the Director, Prof Jyoti Tilak who welcomed the recruiters and shared the activities and events held at IBS Pune. Prof Soumitra Samaddar, Deputy Director Placements addressed the recruiters and shared the various initiatives taken by the faculty-placement team to enhance the students' skills and make them employable.

This was well received by the recruiters. A few recruiters shared their experience during the selection process and appreciated the efforts taken to reduce the industry- academia gap.

The guests were presented with a memento as a token of appreciation. The evening was vibrant with a musical rendition 'Sukoon bhare nagme' followed by cock tail and gala dinner. The evening ended with a vote of thanks by Dr Bidhan Datta, Associate Dean and and Deputy PCO. The event ensured excellent networking between corporate and academia.





Global Immersion Program



Dr. Pradeep Sadarpatil
Faculty, IBSP

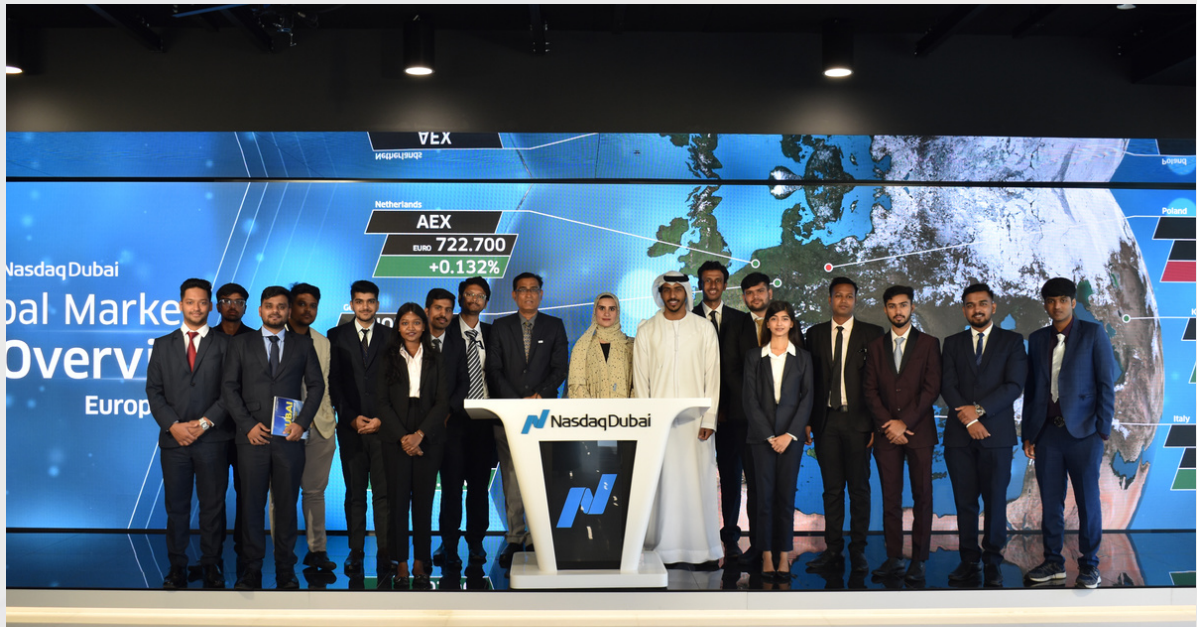
The Global Immersion Program to Dubai, organized by ICAI Business School Pune and led by Dr. Pradeep Sadarpatil, unfolded from the 2nd to the 9th of October 2023, leaving a lasting impression on the sixteen participants who embarked on this enriching journey. The meticulously planned program, spanning 5 nights and 6 days, allowed them to explore the vibrant culture, corporate landscape, and iconic attractions of Dubai, Sharjah, and Abu Dhabi.

The adventure began with their arrival in Dubai, where they checked into the luxurious Dubai Grand by Fortune Hotel. The first day included a captivating guided city tour, introducing the group to Dubai's iconic landmarks, and an evening Dhow Cruise along the Creek, offering breathtaking views of the city's skyline and a delightful international buffet dinner. The subsequent days were filled with an array of experiences, from corporate visits to the Teleios Factory and Apple INC, where participants engaged in a coding workshop. They explored the Dubai Mall and indulged in an exhilarating Desert Safari, complete with a BBQ dinner under the starry desert skies. Nasdaq Dubai was the highlight of another day, followed by visits to the Burj Khalifa, Dubai Mall, and Dubai Frame, providing a glimpse into the city's corporate and architectural marvels. The journey continued with a trip to Abu Dhabi, where the group explored the Grand Mosque, Ferrari World, and Yas Mall, showcasing the diverse offerings of the region.

The program wasn't all business and sightseeing; there was also time for leisure, allowing participants to explore Dubai at their own pace and savor the city's unique charm. The final day marked their return to Mumbai and Pune, concluding an unforgettable journey filled with valuable insights into the corporate world and a deeper appreciation for the culture and cuisine of Dubai and its neighboring emirates.

The Global Immersion Program 2023 to Dubai exemplified IBS Pune's unwavering commitment to providing students with enriching global exposure and experiences. This memorable experience bridged the gap between theory and practice, offering a deeper understanding of the global dynamics of business and culture, leaving participants with cherished memories and newfound knowledge.





IBS Pune Alumni Meet 2023 – ‘Rhapsody’ A Gala Evening



Capt. Nitin Joshi
Faculty, IBSP

The ‘Alumni Meet 2023’ was organized on 8th September 2023 at the Royal Connaught Boat Club, Bund Garden. The evening had been named ‘Rhapsody’ A Gala Evening, which it indeed was; an evening of fun, celebration and reconnecting with the alumni who have passed through the portals of IBS.

The evening started with musical renditions by IBS Pune students, which created a nostalgic mood in the audience and set the tone for the evening.

Mr. Aman Agrawal, a professional emcee then took the centerstage. What followed was pure fun and enjoyment, as Mr. Agrawal took the audience from one activity to another. The alumni, their families and even the staff and faculty members shed all inhibitions and donned their ‘student hats’ to outdo each other in these activities and competitions.

In addition, there was lots of laughter and fun as everybody danced to the latest numbers belted out by the DJ, in true spirit of the theme of the evening. The evening ended with a sumptuous dinner.

The grand evening was made possible by the unwavering support given by the staff and student volunteers. A total of 45 alumni, some with their families (totaling to 70 people) and 38 staff and faculty members braved the heavy rains and traffic to be a part of this event. A few alumni members had traveled from outside Pune, timing their work appointments in Pune to coincide with the event, to be a part of the meet. This just shows the ‘IBS spirit’ that pervades our alumni.





TEDxIBSPune 2023

“Le Voyage – A journey through self and society”



Dr.Saumya Misra
Faculty, IBSP

“We need women who are so strong they can be gentle, so educated they can be humble, so fierce they can be compassionate, so passionate they can be rational, and so disciplined they can be free.” – Kavita Ramdas. From Joan of Arc, to Harriet Tubman, to Oprah– history is full of famous strong women.

As an unstoppable collective force, women gained the right to vote, made countless major scientific breakthroughs, and raised generations.

IBS Pune has been organising TEDx Talks for the last 4 years and this was our 5th edition. This year, it was a bit different as we chose to bring to the forefront a powerful women force - TEDxIBS Pune Women was organized on 20 October 2023. Elevating voices, breaking barriers: empowerment took the stage in this inspiring TEDxIBS Pune Women talk, where ideas were ignited and stories resonated with the strength of female perspectives. Director IBS Pune, Prof Jyoti Tilak delivered the opening address and welcomed the eminent speakers.

The five amazing TEDx speakers:

Latika Bhandari, a renowned Taekwondo athlete and Commonwealth medallist.

Mahsweta Ghosh, Technology Marketing Leader at Sutherland Global Service Limited and an endurance runner.

Dr Chanda Nimbkar, Director of Nimbkar Agriculture Research Institute.

Pragya Parijat Singh, an Advocate at the Supreme Court of India.

Dr. Priyadarshini Karve, a renowned scientist and the CEO of Clean Energy Access Network (CLEAN).

These powerful ladies shared their amazing journey and truly inspired the young minds.

The event was organized by IBS Pune with the Digital Ambassadors' Team driving the planning and the seamless execution. They were mentored by Dr. Saumya Misra and Prof Spurti Sushil.



Research Conference

Multidisciplinary Approach to Data Analytics



Dr. Anupama T
Dean Examinations, IBSP

“ICFAI Business Pune organized a Research Conference on 14-10-2023. The conference was initiated at the start of this year with a three-member organizing committee consisting of Conference Chairperson Dr. T. Anupama and Conference Conveners Dr. Irfan Inamdar and Prof Rachana Adtani. The committee identified subject experts and finalized the topic - Multidisciplinary Approach to Data Analytics. This conference has been conceived to provide a platform for academicians, researchers, industry professionals, and students to share their views and facilitate different viewpoints on how analytics can play a role in stabilizing this vast and fast business environment.

The conference received 85 abstracts, out of which 72 were accepted. 66 full research papers were accepted for oral presentations and 46 for the Conference Proceedings. The remaining people opted for publication in the journals of their choice. Along with paper presentations, to encourage the graduating students for the poster presentation competition, 15 poster presentations were made by 27 participants. Our total registered participants were 216, and those who made up the final presentations were 158 across 49 colleges from Pune, from different parts of the country, and a few from outside the country. The conference maintained a high-quality peer-review process for all the manuscripts. Selected research papers have been compiled and edited as Conference Proceedings with ISBN number and published by Success Publishers.

This one-day program of presentations and keynote addresses was conducted in offline as well as online mode. Online presentations were made for the participants outside Pune. The event brought together 158 participants, faculty members, students, and key officials nationally and internationally to discuss the recent advances in Data Analytics. The conference started with an inaugural session with a welcome note by the Director, Prof Jyoti Tilak, followed by the keynote address by Mr. Saurabh Agarwal, Global Head AP Moller-Mesrek. The track sessions followed the inaugural session and comprised of 7 tracks and 2 panelists for evaluation in each track, from engineering, marketing, health care, general management, HR, Finance, and operations. The valedictory session started with a conference summary report by Dr. T. Anupama, followed by the keynote address by Mr. Nagesh Manapalli, Director Operations and Strategy, Head of Consulting and Customer Insights, Future Bridge. The conference concluded with prize distribution in all categories and deeper insights in the field of analytics for all the participants.



Winners of Poster Presentation at Research Conference

Treasa Janet and Yogesh Jadhav as a team with poster title “Smart citizens: engaging citizens in decision making through data analytics” secured the first position with their outstanding representation and clear articulation of the topic.



Siddhi Chordiya, Avishkar Kathe and Hitesh Motwani as a team with poster title “Exploring Marketing Analytics within a multidisciplinary Data Analytics Framework” followed in the second spot, impressing the judges with their innovative approach and design.

T Priya Yadav and Akriti Gupta with poster title “Analysing growing emphasis of analytics as a multidisciplinary tool in redefining strategic agenda in” secured the third position, through their visually appealing poster.



Mock Interviews



Dr. Bidhan Datta
Faculty, IBSP

As a practice of placement preparations we conducted mock interviews for 2024 batch students on 19th August 2023. All students were interviewed by senior officials from industry and alumni. There were 20 interview panels and in each panel there was at least one external guest and one faculty member. We invited our recruiters to assess our students' performance. 21 recruiters participated in the mock interview process. All comments, feedback and observations were captured and were shared subsequently with the students on one-on-one basis for their improvement. We received good feedback from external guests about our hospitality and students' performance.



12th Shri NJ Yasaswy Memorial Lecture



Dr. Irfan Inamdar
Faculty, IBSP

ICFAI Business School, Pune hosted its 12th Shri NJ Yasaswy Memorial lecture on Friday, 27th October 2023 to commemorate our founder. The event was held at Suzlon One Earth, Pune. Director, Prof Jyoti Tilak in her welcome address narrated memories of Shri Yasaswy and his passion for institution building. Shri NJ Yasaswy was a great leader, a brilliant teacher and a visionary. The occasion was graced by two prominent business leaders Mr. Ram Gopal CEO, Barclays India. and Mr. Bhavesh Bhatia Founder President, Sunrise Candles. Prof. Col. Ram Gopal Dy. Director – Academics and Prof Soumitra Samaddar Dy. Director Placement also graced the occasion. Our students, faculty and staff of IBS Pune attended the event and learnt from the inspirational speeches by the guests.

Mr. Ram Gopal highlighted the need to understand the role of artificial intelligence in today's competitive world. He spoke on how AI can streamline operations, improve customer experiences, and enable data-driven decision-making, while also emphasizing the need to address data privacy, security, and regulatory compliance issues in the banking industries adoption of AI technologies. Mr. Bhavesh Bhatia delivered an inspirational speech, sharing his journey from being a visually challenged street hawker to achieving great success. Mr. Bhatia's story serves as a testament to the power of determination and resilience. His captivating session resonated not just intellectually but emotionally, leaving a deep impact on the hearts and minds of entire audience. The event concluded on a pleasant note with a vote of thanks by Prof. Prof Ravi Venkat Reddy followed by high tea.





Creative Buzz

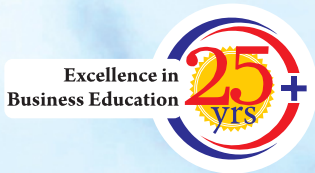


Sakshi Chouhan
Batch of 2024



Snehal Shirke
Batch of 2024





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