

INNOVISION REALM

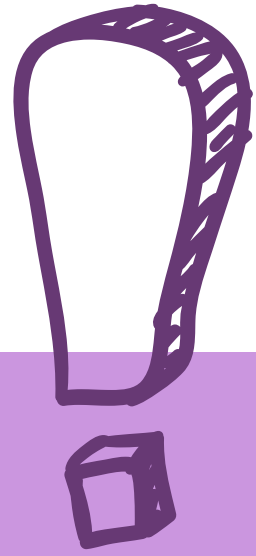
BEYOND THE LIMIT OF VISION

RESEARCH & DEVELOPMENT | ENTERPRISE | ADVERTISING | LOYALTY



MARKETING 4.0

DIRECTOR'S MESSAGE

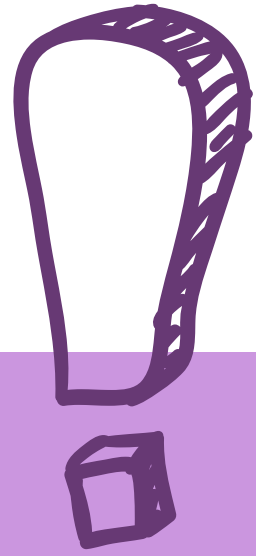


I am extremely happy about the release of another issue of the newsletter of ICAI Business School, Ahmedabad. At the outset, I congratulate the "Team Innovision" for bringing out the issue well on time in the midst of hectic academic schedules during the semester. This issue of "Innovision" truly celebrates "Offline Learning" and the joy of returning to the campus. The campus is at buzz with students immersive in case studies, projects and evening campus events. The semester also witnesses the participation of faculties in conducting outreach activities in the western region and connecting back after a gap of two years with academic and corporate colleagues.

The theme of this issue "REALM" is an attempt to underpin the domain of marketing and strategies by companies in building loyalty. Technology has created huge disruption in the world of business and so as in marketing. The last two years of Covid have accelerated the impact of technology in the domain of marketing. Organizations need to realign impact and require organization to rethink building up customer loyalty. This is the time of "Reinventing" the marketing thought to decipher insights to reach customers better and offer the product they want. Digital health of brands is the new mantra of success where each customer touch point is subjected to reviews and acts as pivot of consumer decision making.



DIRECTOR'S MESSAGE



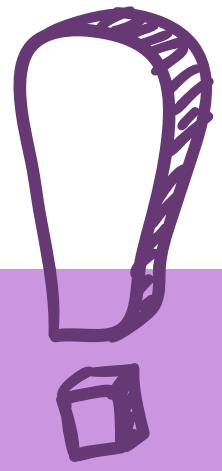
In this backdrop, the issue captures thoughts of the young minds and their take on these disruptions. These young thought leaders will be custodians in the future and would contribute to the journey of customer experience.

As I pen down this note, the campus resonates on the placement drives and the coming semester would be preparing the new batch for internships. Within all this, we all move with energies in the festival season to witness new practices the "Great Indian Market" offers to attract its customers.

Happy Reading & Best Wishes

DR. VIVEK RANGA

MENTOR'S MESSAGE



I am pleased to share that, Innovision the quarterly news letter of IBS – Ahmedabad is transcending to new heights with each passing year. With a clear vision of the newsletter team, we focus not only on highlighting the campus events but also every edition focusses on a different theme.

The newsletter is conceptualized and published by Team Innovision- The Literary and News Letter Club of IBS – Ahmedabad.

The Mission is to integrate the skills of logical thinking, disciplines for writing & speaking spontaneously and to provide a platform to express. The club acts as positive catalyst for upgrading and honing student skills and make them innovative initiators. The club ignites the light of enlightenment in every ICFAI'ans mind by conducting creative literary events and reaching out to the fraternity through the newsletter.

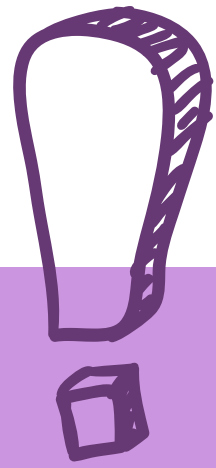
The Club is run by students who are interested in reading and are talented in writing and creativity. We try to invoke interest in writing among other students by holding competitions and by displaying work produced by the students. In this club, infinity is the limit of creativity.

I feel blessed and honored to mentor this team which is highly dedicated and competent. We as a team remain committed to delivering on the values and culture entrusted to us by our institution.

DR. PALLAVI MITTAL



PRESIDENT'S MESSAGE



It is a matter of pride to announce the release of the second edition of Innovision. Innovision has been the pulse of IBSA. It showcases how students of IBSA with their innovative ideas and visionary mindsets have organized scholastic and non-scholastic events. The main motive of the newsletter is to evoke the intellectual side of the students of IBSA by making them write articles on varied topics. The theme for this edition is REALM- Research and Development, Enterprise, Advertising, Loyalty in Marketing 4.0. The elements that lie at the crux of marketing strategies formulated by the brands to stay relevant in evolving times.

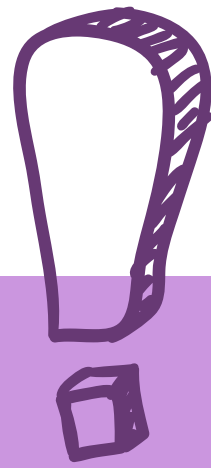
Marketing 4.0- When Online meets offline, Style meets substance and Machine to Machine meets Human to Human. Marketing 4.0 gives a new dimension to marketing with connectivity and technology. The concept talks about how brands in order to give seamless experience to their customers have brought a paradigm shift in their marketing strategies.

I thank the Vice President of the club for being the pillar of support and for giving required guidance to the members of the club. I also thank the digital team of the club for making such compelling designs and captions for the social media account of the club. Last but not least, I bow down to our mentor Dr. Pallavi Mittal for guiding us at every step of the journey that we as a team embarked upon to come up with the second edition of Innovision. We look forward to this edition and many more editions to come. We are beyond delighted to present to you the second edition of Innovision.

AESHA PATEL



EDITOR'S MESSAGE



It is a matter of boundless pride and contentment for IBS-A -to bring out the second edition of the newsletter Innovision for the academic year 2022. The essential purpose of this newsletter is to inspire and present a timely and honest portrait of the activities of the various clubs, faculties, and students in both scholastic and non-scholastic ways and evoke the writers within the students. We, at Innovision, motivate students to express their feelings and opinions through the medium of Writing.

We bring you a plethora of knowledge in the field of marketing with our theme R.E.A.L-M - Research and Development, Enterprise, Advertising, and Loyalty in Marketing 4.0. As connectivity has changed in many ways, and marketing is the game changer we bring you marketing 4.0.

We extend our gratitude towards Dr. Pallavi Mittal, Mentor of the Newsletter Club for her support. We extend our sincere thanks to all the visible and invisible hands that have made this magazine a special one. Also, we would like to thank the design and creative team for their amazing layout ideas. We thank the creative team who contributed to the articles. Finally, we thank all the authors for their excellent articles.

Happy Reading!

BHUMI & RAHUL



INNOVISION

REALM

BEYOND THE LIMIT OF VISION



REALM

BEYOND THE LIMIT OF VISION

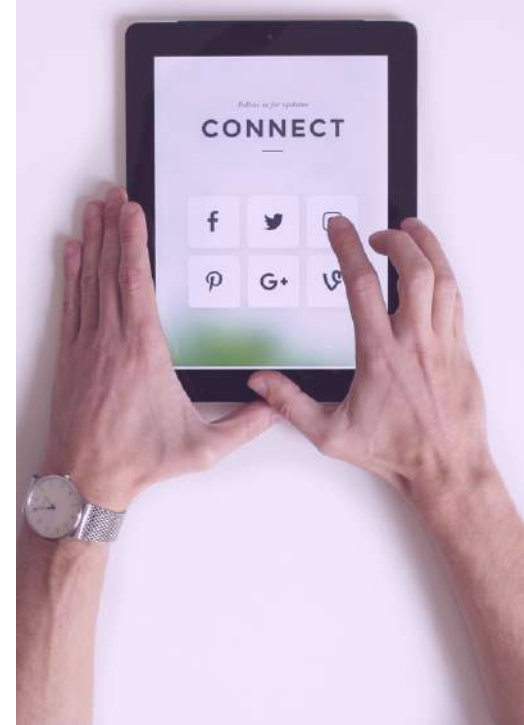
RESEARCH & DEVELOPMENT | ENTERPRISE | ADVERTISING | LOYALTY

The newsletter club of IBS Ahmedabad announces the release of the second edition. The theme of this edition is REALM- Research and Development, Enterprise, Advertising and Loyalty in domain of Marketing 4.0.

Marketing 4.0- Transition of brands from traditional to digital. The concept talks about how the companies in order to give a seamless experience to their customers have applied an omnichannel strategy. While it is imperative for brands to be more adaptive owing to technological advancements, not losing the brand essence is more important than ever.

The issue focuses on the concept of REALM and thereby invites articles on Research and Development, Enterprise, Advertising, Loyalty in the domain of Marketing 4.0

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MARKETING 4.0





DEV AGGARWAL

I am 21 yrs Old. My home town is Bhiwani in Haryana. Lately, I am living in Ahmedabad for my MBA PGPM study which I am pursuing from IBS (ICFAI Business School) Ahmedabad.

MARKETING 4.0

In today's world, it appears that we have returned to the offline world after two years of online exile. Lockdowns, pandemics, work from home, and other new developments have dramatically altered our way of life over the past two years for good as well as for evil. The good side was that people started spending more time with their families

The pandemic turned out to be unfavorable for enterprises and organizations owing to the slow pace of work which resulted in the closure of some start-ups and existing companies.

But now these 2 years of exile have opened new opportunities for the marketing and tech industries.

Nowadays, technology and marketing play a significant part in how people learn about new companies and goods as they enter the market. The evolution of technology has brought a change in the methods and techniques of marketing.

The fundamental principles that assist marketing in adjusting to the quick shift in technology are mentioned below.

The first aspect is Research & Development. Research and Development lies at the core of marketing. This is the stage where businesses or brands conduct research and look for new business prospects that will allow them to better serve their target audiences.

The second aspect is Enterprise. An enterprise is like the body of marketing, where the brain (i.e., R&D) creates terms and conditions for the brand, which helps the brand to increase its values, revenues, and market share. The organs (i.e., marketing experts) create strategies and carry them out in accordance with the insights provided by the brain. In order for customers to believe that the company is legitimate and not a hoax, it built up its Enterprise.

Through this factor, clients and the company can develop trust.

The third aspect is Advertising. There's a saying in Hindi which states "Jo dikhta hai, wahi bikta, which loosely translates to , the thing that buyers notice the most, gets sold the most.

Advertising serves as the public face of marketing. It is the aspect of marketing that can enhance or tarnish a brand's reputation.

The fourth aspect is Loyalty. Loyalty adds thought to marketing. A pleasant thought shows you the path of success meanwhile an unpleasant thoughts shows you the path of destruction. Likewise, good loyalty shows the path to success in the field of marketing.

In a nutshell. Research and Development, Enterprise, Advertising and Loyalty are the elements of marketing that assist businesses to adapt to ongoing changes.

This means R&D, Enterprise, Advertising, and Loyalty are directly related to marketing which helps brands to cope with the rapid change in technological trends

The classic example of REALM from the perspective of Marketing 4.0.

Based in the Indian city of New Delhi, Lenskart is an optical prescription eyeglasses retail business that sells its products online. The company has done a commendable job in the R&D that how the company can change the behaviour of the customers to buy eyewear online by just uploading their prescription. The company knows that in the near future people will buy things digitally more rather than in offline markets.

Launch of company's advertising campaign including influencers and celebrities like Bhuvan bam and Katrina Kaif. Their advertisements also highlight the benefits of wearing eyewear for vision correction as well as the drawbacks of not doing so. This increases consumer confidence in the brand's quality

By producing high-quality products and advancing technology to produce eyewear first, Lenskart gains the loyalty of its clients. Lenskart employs a prescription-based manufacturing process. The business switches to a mobile eye exam model.

STUDENT ARTICLES

REALM

These all demonstrate how REALM 4.0 is a potent marketing tool that enables it to keep up with the quick changes in technological trends.

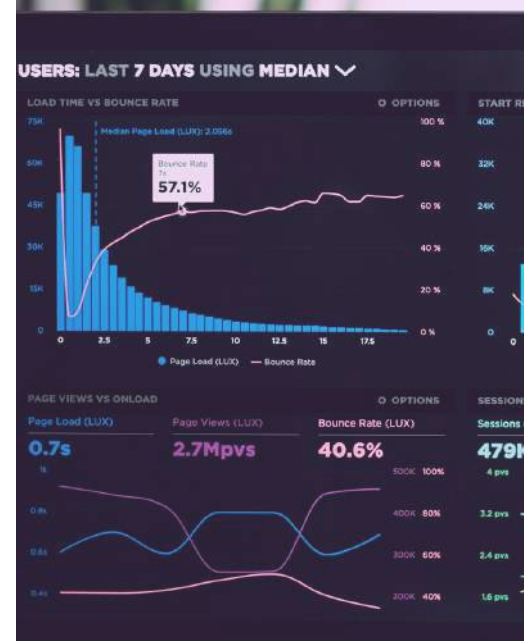
Now, these all points clearly show how REALM 4.0 is a mighty tool of marketing that helps to cope with rapid changes in technological trends.



MARKETING 4.0 MANTRA

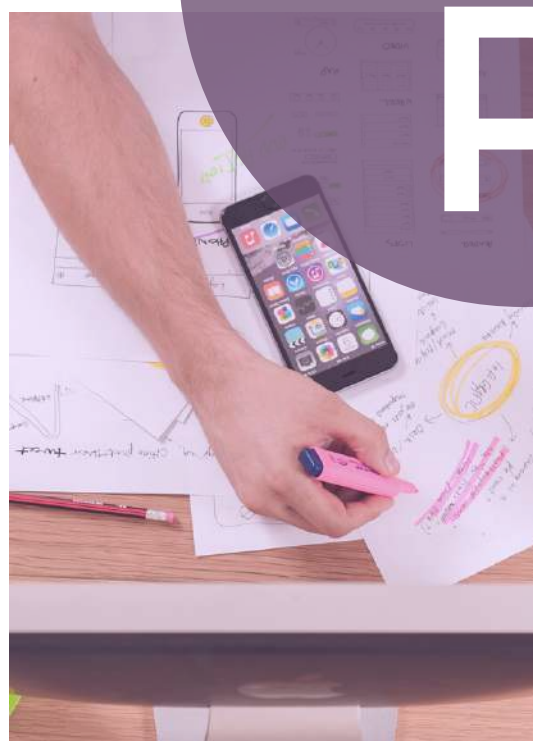
“ In much of society, research means to investigate something you do not know or understand.

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RESEARCH & DEVELOPMENT

R



STUDENT ARTICLES

RESEARCH & DEVELOPMENT



C.S DHARMA RAJAN

I am an IBS Ahmadabad student of batch 2024. I have completed my graduation from Chandigarh University in a Bachelor of Commerce. I have a working experience of 1 year and 7 months in BANK OF AMERICA. I am a person who like to take up challenges which bring me out of my comfort zone. I love to work in MS-Word.

RESEARCH AND DEVELOPMENT

Research and Development management is the process of managing Research and Development activities. It includes all aspects of planning, organizing and conducting research and development related activities: evaluating research and development performance and monitoring research and development costs.

In order to be effective in research and development management, you must understand how your company's focus on innovation can help it gain a competitive advantage over its competitors.

The main goal of research and development management is to improve productivity while reducing costs through better use of resources and technologies.

Research and development management is a relatively new field. It combines traditional management and new technologies to improve the efficiency, effectiveness, and productivity of research activities.

The history of research and development management can be traced back to 1929 when Peter Drucker wrote his famous book titled The Concept of the Corporation: Management in Large Corporations as an Organization with its Own Conceptual System (1939).

This book has been considered one of the most influential texts on corporate business management ever written by an American professor. In this work, he defined "management" as **"the function which directs organization processes toward successful performance within given environments"**.

STUDENT ARTICLES

RESEARCH & DEVELOPMENT

The future of research and development management is in the hands of the managers. The success of research and development management depends on how well managers manage their companies' research and development processes.

This can be accomplished by using a number of different strategies including:

- Having clear goals for each project before starting work on it;
- Ensuring that all employees are working towards these goals;
- Using appropriate tools such as computers/software when needed but also keeping track manually if possible because this will help keep costs down;



Research and development management is a topic that has gotten more attention in recent years as the pace of technological growth continues to increase. Due to this reason, the companies are focusing more on this part of the management so that they can create an impactful image of their company in front of their customers. Hence, Research and Development (R&D) has brought a revolution to the current scenario as it has increased the competition to another level.



VINAY DUNANI

A person with a business mindset and background in pharmaceuticals. I have knowledge of sales in the field of pharmacy. I am currently pursuing a PGPM degree from IBS Ahmedabad. Besides that, I am holding the post of Vice President in Inspire Club- the sports club of IBS Ahmedabad.

R&D IN PHARMACEUTICALS

Indian pharmaceutical firms have successfully developed numerous cost-effective generic drugs by using their expertise in synthetic organic chemistry and reverse engineering. This progress has resulted in a substantial change in Indian pharmaceuticals, with significant investment pouring into research, particularly in the fields of innovative medication delivery and novel drug discovery research.

The key fields of Indian pharmaceutical research include generic research, biosimilars (research, and new chemical entity discovery research.

Generic drugs are those manufactured by companies other than the innovator firm after the original patent has expired.

A generic medicine is a pharmaceutical that is designed to be identical to a previously marketed brand-name drug in dose form, potency, mode of administration, quality, performance characteristics, and intended purpose. In other words, they have the same pharmacological properties (safety and effectiveness) as the innovator's medicine. Generic prescriptions have played a major part in health care cost reduction, saving medication to purchasers and consumers billions of dollars.

Novel Drug Discovery and Development:
India is a global leader in the manufacture of high-quality generic pharmaceuticals, but it has yet to fulfill its full potential in developing new treatments.

India has a chance to capitalize on its capabilities in generics and climb up the value chain by enabling new drug research breakthroughs. Medicine research and development are the entire processes of discovering a novel drug and bringing it to market.

However, developing a new treatment is arduous, costly, and time-consuming. According to statistics, it takes 10-12 years from the discovery of an active molecule to its commercialization as a product, with a total cost of close to \$1 billion USD.

In drug discovery research, natural materials produced from plants and microbes have been the primary source of bioactive chemicals.

Chemical advances enabled the creation of huge libraries of compounds with a high degree of structural variety, which could then be screened to discover molecules with potential biological activity.

Furthermore, breakthroughs in medical research and the human genome project have resulted in the identification of various proteins that play essential roles in pathophysiology and may be therapeutic targets.

In innovative drug discovery, there are two primary approaches: producing first-in-class and best-in-class medications.

While first-in-class medications are more inventive and result from the regulation of new proteins, best-in-class therapies result from advances to established drug classes.

For example, Indian businesses such as Dr. Reddy's, Glenmark, Wockhardt, Zydus, and Lupin have entered into drug research and generated compounds that are best-in-class in their respective therapeutic categories.

Some of these compounds were successfully licensed to significant pharmaceutical companies.

Indian players also took a first-in-class strategy, discovering breakthrough medication candidates and effectively partnering with big pharma to reduce the inherent risk that comes with clinical translation uncertainty.

Zydus discovered and developed the first compound in India, Saroglitazar (LipaglynTM), a first-in-class medication.

The industry's research approach is evolving in response to changing market and competitive conditions. .

STUDENT ARTICLES

RESEARCH & DEVELOPMENT

This is demonstrated by the fact that several Indian pharmaceutical companies have made major expenditures in biologics and NCE research. Despite the fact that these research frontiers are relatively new, resource expensive, and have a longer gestation period, this technique has begun to generate favourable results.



There are instances of Indian biosimilars that have been authorized in worldwide markets, NCEs that are in various phases of clinical development, and successful discovery collaborations with large international pharmaceutical corporations. This research approach based on 'imitation to invention' is projected to convert the Indian pharmaceutical sector into a global center for breakthrough medications.

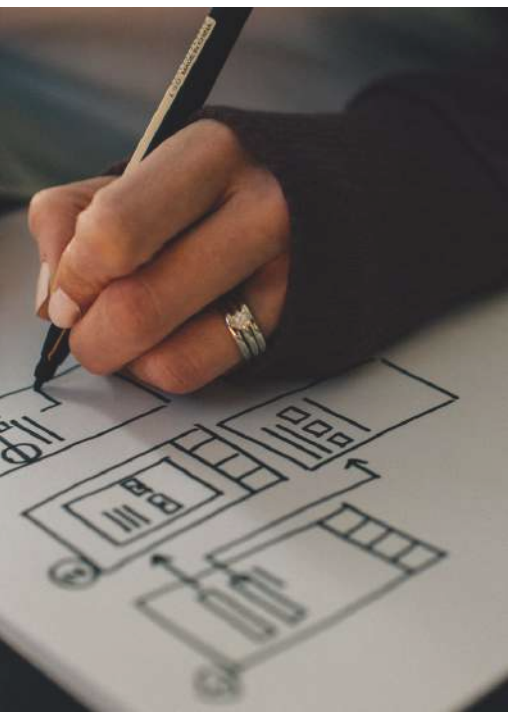


R&D MANTRA

“

Research is to see what
everybody else has seen, and to
think what nobody else has
thought.

”



ENTERPRISE

E



SAKSHI RAWAL

This is Sakshi Raval. Currently, I am pursuing PGPM from IBS Ahmedabad. I am from batch 2022-24. I am a BBA graduate. I have completed my graduation in 2021 and I am a fresher. I love reading and traveling, also I am fond of sports and I am a badminton player.

STARTUPS IN INDIA

Start-up is a new trend in India. Start-up is one of the emerging trends in India. Lots of Start ups have been started in the past couple of years, many of which are enjoying incredible success.

India has evolved into one of the emerging countries in the world. The Indian Government has promoted the start-up wave in India by launching an initiative called Start Up India.

The action plan of this initiative is focusing on three areas: Simplification and Handholding, Funding Support and Incentives. Its sole purpose is to bring about startup culture and build an ecosystem for entrepreneurship and innovation.

Owing to emergence of start up culture in India, many new concepts have come into being- new workplace strategies, techniques and solutions.

As of beginning of January 2022, India has recognized more than 61,000 startups and thereby has emerged as 3rd largest startup ecosystem after the United States of America and China.

Many booming Indian startups are hiring young people so that they can experience in their fields of interest.

Some of the most renowned startups in India are Flipkart, Ola, Boat, Zomato, Swiggy, Lenskart, Zerodha to name a few. Zerodha is one of the most profitable startups in the country with profit of over 1000 crores in FY21. Other startups that have incurred huge profits.

Other profitable startups are boAt, Lifestyle, and CarTrade. Currently, Cred, PharmEasy, Digit Insurance, Meesho, Nykaa, Udaan, Dream 11, Swiggy have had billion-dollar evaluations.

Umpteen number of startups had been started during the COVID- 19 pandemic, many of them turned out to be successful, whereas some of them had to shutdown.

STUDENT ARTICLES

ENTERPRISE

The Department for Promotion of Industry and Internal trade has recognized more than 4500 startups in sectors related to up-and-coming technologies such as the Internet of Things, robotics, artificial Intelligence, analytics, etc.

I would like to shed some light on one of the startups that has fared exceedingly well-boAt. boAt's foundation was laid in 2016. It is by far the best earwear audio brand in the country.



The brand was founded by Aman Gupta and Sameer Mehta. The brand has garnered revenue of \$206.07 mn (INR 1531 crores in FY21) and has a valuation of \$299.59 mn (INR 2200 Crore) as of April 2021.

The boAt is currently aiming to diversify its portfolio in order to cater to the increasing demand for technological gadgets. The brand is trying to offer the products at affordable rates.

boAt's aim is to become a homegrown brand that offers all the technological devices at affordable rates.

Startups and the entire technology ecosystem are the engines of growth for any country. Startups are necessary for a country since they fuel its economy, create employment opportunities and drive innovation.



TANYA DHANWANI

Hello, My name is Tanya Dhanwani. Currently, I am pursuing PGPM in Marketing at IBS Ahmedabad. I enjoy reading and writing.

ENTERPRISE IN MARKETING 4.0

Rapid developments and advancements in technology have changed the way how an enterprise works. Keeping up with change has become essential to sustain the business in the long run. With Marketing 4.0 how businesses handle information, engage with customers, and design marketing strategies, have undergone a huge change.

The huge amount of information backed by big data analytics helps make the products and services more personalized.

Connectivity -

The way in which firms operate and access markets have evolved because of connectivity.

The dynamics of how to compete and succeed in the marketing campaign have been transformed. The opinions and suggestions of its customers regarding the product are essential.

The influence and connections of the customer base should be prioritized, and the target market's behavior should be studied, in order to increase competitive advantage.

The success of a business isn't solely dependent on technology. It requires a more strategic approach that examines the fundamental needs and aspirations of the customers, as well as their use of technographic and other modern conveniences to engage and remain connected with them. Customers are in complete control in today's networked environment.

They are in charge and have more information to make their purchase decisions.

The purchase decision of consumers are –

- Persuaded by adverts on various media
- When choosing a brand, consumers frequently take their friends' recommendations into account.

Following the developments that have taken place over the generations as a result of the development of digital technologies, marketing is undergoing a metamorphosis and has reached its next generation, known as Marketing 4.0.

Since individuals are searching for solutions that meet more than just their fundamental requirements, wants, and desires they are looking for ways to express their creativity and uphold their values.

Advocacy and Engagement -

Creating advocacy and involvement is important to running a successful enterprise.

The requirements of the customers must be met with leverage.

Digitization, includes how customers browse for information, research and evaluate goods and services, engage with businesses and make purchases. They spend a lot of time on mobiles, move a lot, and lead busier lives.

Everything ought to be quick and efficient. They look things up on their mobile devices when they are curious about something. They check online for price and quality before making an in-store purchase decision.

Being digital natives, people can make decisions on purchases using a variety of gadgets anytime, anywhere.

However, enterprises should recognize that customers still value a mix of offline and online connections with brands and businesses.

It is necessary to integrate online and offline elements into the overall customer experience.

The enterprises must choose Omni or multi- channels in order to stay engaged with the customers. In fact, in a world that is becoming more and more online, offline touch can stand out and become a point of differentiation for the business.

In order to increase engagement, which increases conversion rates, and helps the company recruit customers as brand ambassadors, the advantage of the internet and technology must be taken.

Influential groups -

In this digital age, the most influential groups are youth and netizens. largely because they are the ones who are closely connected to social networks and have the potential to have an impact on popular culture.

They have a vast network of friends and relatives, which means they can have a significant impact on your business. When these people are impressed, it can help with good engagement and brand promotion.



From exclusive to Inclusive offerings -

All business is going in the direction of inclusivity. Automation and nanotechnology are made possible, which lowers product prices and enables businesses to meet the needs of developing markets. Technological innovations in all corporate areas have made things more affordable and easier for items provided to all.

ENTERPRISE MANTRA

“There's no limit to what free men and free women in a free market can accomplish when people are free to follow their dreams”



ADVERTISING

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STUDENT ARTICLES

ADVERTISING



C SOWMYA

I am currently, a second year Economics and Mathematics undergraduate student at Jesus and Mary College, University of Delhi. I am also currently pursuing the association of chartered certified accountants. I enjoy reading and writing. I am also the marketing subhead of our college's newsletter, The mercurian Times, Jesus and Mary College, University of Delhi.

ADVERTISING IN METAVERSE

The word Meta means beyond and the word verse comes from the word universe. Web 2.0 is the second generation web-based services which we are in currently. It is focused on online collaboration, and the ability to share and spread content among different users across the world.

Web 3 will be the next break through. Web 3.0 has the potential to cause a paradigm shift in the advertising industry. The concepts of decentralization, ease, openness and increased consumer usefulness and comfort form the basis of Web 3.0 Metaverse is the future iteration of the internet. Metaverse is a hypothetical iteration of the Internet as a single, universal and immersive virtual world that is facilitated by the use of virtual reality (VR) and augmented reality (AR) headsets.

The metaverse would allow users to do their day to day activities like working, meeting, gaming, and socializing together in these 3D space. The metaverse will be the bridge between the physical and digital world. The video gaming industry(using VRs) are the closest to what metaverse will be like.

How will advertising and marketing work in the metaverse?

In the metaverse, the users will have their own avatars. Advertising and marketing will shift to the metaverse too. Earlier when televisions didn't exist, companies used to allocate their budget to outdoor advertising in the form of big posters and door-to-door advertising.

STUDENT ARTICLES

ADVERTISING

When people started to read the newspapers, advertisements were being printed on the newspapers. later, Television had come into existence and companies started their marketing and advertising commercials on TV.

Now, in the digital era, many companies use social media as an advertising platform. The newest form of advertising and marketing is influencer marketing, wherein a popular social media influencer advertises a certain product of a company. Hence, we understand that the advertising and the marketing industry keep evolving with the changing trends.

In the metaverse, the advertising industry will be able to benefit a lot. In the metaverse, there would be various virtual billboards on the streets and they would have advertisements for various brands. Just like the Youtube algorithm, the advertisements will be personalized because the platforms would be able to track our movement in the metaverse and see what we are interested in. Unlike in the real world where the billboard is the same for every person.

In the metaverse, the billboard will be customized for every user based on her/her interests. The marketing tactics would also be different in the metaverse. The clothing brands might have offers like ' buy one dress in real life, and get the same free for your avatar!'.

The users can walk into virtual clothing stores like Zara, and H&m and check out the products in detail and then place an order.

The advertising industry will have so much information and data about the users and hence, they will be able to recognize their target audience very easily. The advertising industries have already started working on their 3-dimensional models of the products.

The marketing and advertising industry will be saving a lot of their costs due to the access to the information of the customers. They will recommend their products only to those customers who they think are interested in based on their past movements. When it comes to influencer or celebrity marketing, the celebrities will also have an avatar of their own. For example, lets take person A who is a fan of Justin Bieber.

ADVERTISING

The person A attended a metaverse concert of Justin Bieber. The company and the advertisers will be having this information regarding the person A. In the person A's metaverse, if the avatar of Justin Bieber is walking on the street wearing a particular jacket, the user can simply click on the jacket and get the details of the jacket and purchase it if they want to.



STUDENT ARTICLES

ADVERTISING



RITIK LAHOTI

I am currently pursuing my bachelors degree in engineering in the field of electronic communication from Galgotias college of engineering and technology

ADVERTISING

The advancement witnessed all across the globe in consumer technology have caused paradigm shift in the advertising sector.

It has acknowledged and recognized the contribution of rising consumerism and the possibilities of generation of money.

Consumers now have the opportunity to engage in two-way communication with the brands and the goods or services they offer due to advent of social media platforms.

Print and television advertisements are the main elements of traditional advertising. However, the advent of digital media has brought a paradigm shift in consumer behaviour. Consumers of the today's day and age, interact with brands through online platforms like social media, website, to name a few.

GAINS FROM MODERN ADVERTISING:

Advertising Effectiveness: It helps brands in determining if their advertisements are hitting the mark with their audience and whether they are getting best returns. This helps them to measure strengths, weaknesses and ROI of specific campaign.

Targeted Reach: For every customer segment, different versions of an advertisement can be created. The best way to reach your targeted audience is by providing them with useful and relevant content. Creating advertisements and campaigns that appeal to them, and thereby influence their purchasing decision.

STUDENT ARTICLES

ADVERTISING

Community Engagement: There are numerous ways of engaging the brand's community of consumers. One of the ways is by using hashtags to initiate conversation with brand's customers and thereby build a strong brand image. One of the trends to watch out for this year is social media advertising, which is undergoing a massive change due to emergence of trends on social media platforms like Facebook, Twitter, Instagram, Snapchat, etc.

Display advertisements are ads that appear on a website's pages. Display ads are usually shown in the form of banners, pop-ups or video ads. They are also known as banner ads and can be used to promote products and services online.

One can use an AdWords account to start advertising their products and services online. They can create a new campaign for each product or service they wish to advertise on their site without having to create separate campaigns for each one. This is advantageous because it allows them to manage all of their campaigns at the same time. As the reach of these advertisements is enormous, the conversion rates are high too.

Tata jiyo (Jaago re) campaign: Before this campaign TATA Global accounted for 18.7% of market share and ranked number 2 after HUL (21.5% market share). Post this campaign launch they captured the number #1 position with 22% (currently at 19%) market share.

Due to motive of brands to address issues and contribute to the welfare of the nation the concept of Cause marketing was launched. This campaign took up social activism allowing the company to connect with issues such as voter registration, corruption and women's rights. For example: Due to motive of brands to address issues and contribute to the welfare of the nation the concept of Cause marketing was launched. This campaign took up social activism allowing the company to connect with issues such as voter registration, corruption and women's rights. For example:

Companies can use a digital media campaign to create content tailored to specific demographics. A company can use digital media marketing technology to track ads, evaluate them in real time, and make changes to optimize future advertising strategies.

STUDENT ARTICLES

ADVERTISING

Everything from changing a few phrases to changing an artwork image can be done at faster pace and at economical rates.

Advertisers can now select from a number of different mediums for their campaigns. . If you want to reach more people for less money, switch to digital. Small businesses that understand digital advertising have a huge advantage. Social media marketing has also gained popularity because it allows you to communicate directly with your target audience.

Social media advertising becomes very handy as every other user spends considerable amount of time scrolling and surfing through the social media platforms.



Advertising on social media gives you a quick ROI because everything on social media is done in real-time. People also tend to do A/B testing and change the way they advertise based on their target audience preferences. Owing to increased consumption of social media, it has become preferred medium of advertisers to captivate their consumer base.



STUDENT ARTICLES

ADVERTISING



HIMANI MERATWAL

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Batch: MBA 2022-24 (Division 1)

ADVERTISING IN THE NEW AGE

Advertising is a way to communicate with the consumer. It's not just about getting people to buy something, it's also about educating and informing them. The best advertisements are the ones that influence the buyer's purchasing decision.

Traditional media (TV, Radio, Print) are losing ground to the internet. While the internet has enhanced overall media consumption, it has also reduced traditional media consumption.

Newspapers have suffered the most from internet competition, followed by magazines

With the advent of digitalization, you can reach millions of people with a single click, whether you are selling products or services or simply spreading information.

Companies can use a digital media campaign to create content tailored to specific demographics. A company can use digital media marketing technology to track ads, evaluate them in real time, and make changes to optimize future advertising strategies. Everything from changing a few phrases to changing an artwork image can be done at faster pace and at economical rates.

Advertisers can now select from a number of different mediums for their campaigns. If you want to reach more people for less money, switch to digital. Small businesses that understand digital advertising have a huge advantage. Social media marketing has also gained popularity because it allows you to communicate directly with your target audience.

STUDENT ARTICLES

ADVERTISING

Newspapers have suffered the most from internet competition, followed by magazines

They are also known as banner ads and can be used to promote products and services online. One can use an AdWords account to start advertising their products and services online.

They can create a new campaign for each product or service they wish to advertise on their site without having to create separate campaigns for each one. This is advantageous because it allows them to manage all of their campaigns at the same time. As the reach of these advertisements is enormous, the conversion rates are high too.

Due to motive of brands to address issues and contribute to the **welfare of the nation the concept** of Cause marketing was launched. This campaign took up social activism allowing the company to connect with issues such as voter registration, corruption and women's rights.

For example: Tata jiyo (Jaago re) campaign: Before this campaign TATA Global accounted for 18.7% of market share and ranked number 2 after HUL (21.5% market share).

Post this campaign launch they captured the number #1 position with 22% (currently at 19%) market share.

Many brands are no strangers to crisis management and marketing, but the global scale and continued uncertainty around the COVID-19 pandemic is a first for all companies. Customers' top priority is safety and reliability and support brands that show strong Corporate Social Responsibility.

Moment Marketing Advertisements are quite literally the new future trend. When companies creatively convert their brand ads with ongoing situations in the nation, it is termed as moment marketing.

Amul has successfully given it's take on various happenings across the length and breadth of the nation.

For example, Amul creatively merged their ad with ongoing trend of the viral video "Yeh ham hai, yeh hamari car hai aur yeh hamari ari pav tea ho rahi hai"

ADVERTISING

A large, colorful speech bubble filled with a dense collection of small, diverse icons. The icons include symbols for technology (like a smartphone, laptop, and globe), nature (like a tree, heart, and sun), and everyday life (like a house, car, and shopping bag). The speech bubble is white with a black outline and a shadow underneath, set against a plain white background.

STUDENT ARTICLES

ADVERTISING



AMAN KUMAR

I am from Siwan, Bihar. I had my graduation from Deen Dayal Upadhyay University, Gorakhpur, UP. Currently, I am doing MBA from IBS Ahmedabad.

ARTICLE ON ADVERTISING

Advertising simply put is telling and selling the product. Advertising Management though is a complex process of employing various media to sell a product or service. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product.

When a company comes up with a new product or service, advertising provides means to create awareness among a large group of people

Importance of Advertising

Companies advertise their products with intention of influencing the purchasing decision of the consumer. Advertisements can increase familiarity and trust between a company and its customers. If a potential customer sees multiple ads about your product, they may consider you a trusted brand. You can also use advertising to address any concerns, which further builds trust between your company and your customers.

Types of Advertising

There are several branches or types of advertising which can be used by the companies.

Print Advertising – Print media has been used for advertising products or services for a long. Newspapers and magazines are widely used channels or modes of advertising adopted by companies all across the world.
forth.

Broadcast Advertising- The term broadcast advertising is used for the commercials aired on television or radio. The motive of airing a commercial on radio or television is to reach out to a larger audience.

STUDENT ARTICLES

ADVERTISING

Outdoor Advertising - Outdoor advertising makes use of different tools to gain customers' attention. The billboards, kiosks, events and tradeshow are an effective way to convey the message that the company is willing to put

Public Service Advertising - As the name suggests, this method of advertising is done with the intention of doing greater good for people. The motive is to contribute to the welfare of the community, state, or nation. A lot of matters and issues like AIDS, energy conservation, literacy, and poverty can be addressed through public service advertising.

Four main Objectives of advertising are:

i. Trial: The companies which are in their introduction stage generally work for this objective. The trial objective is one that involves convincing the customers to buy the new product introduced in the market.



ii. Continuity: This objective is to make sure that their customers keep on buying their products or services. Advertisers tend to come up with new versions of the product or at times come up with different advertising campaigns to captivate their consumers.

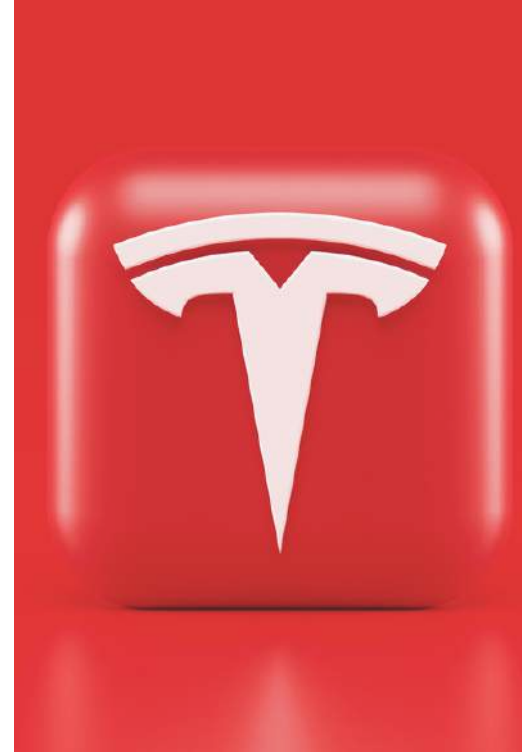
iii. Brand switch This objective is basically for those brands that are willing to attract customers of their rival brands. Here the intention of the advertisers is to convince the consumers to switch to their brand from the brand that they are currently using.

iv. Switching back: this objective is for the companies who want their previous customers back, who have switched to their competitors.

ADVERTISING MANTRA

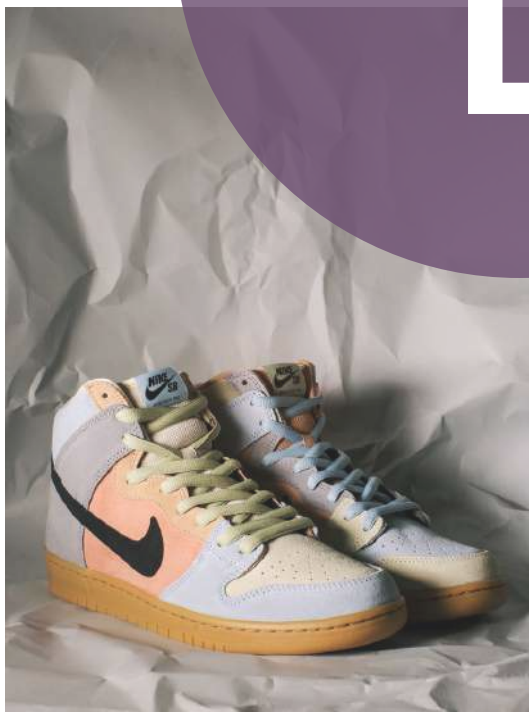
“ I have learned that any fool can write bad ad, but that it takes a real genius to keep his hands off a good one.

”



LOYALTY

L



STUDENT ARTICLES

BRAND LOYALTY



RUSHIKESH BANSINGE

A meticulous and motivated individual. Skilled in copywriting and knowledge of basic design tools. A detailed- oriented person, ready to work in fast-paced environment.

BRAND LOYALTY

Is brand loyalty dead? Nope, not from this contributor's perspective.

In an ideal world, all your customers would be loyal to your brand. Loyalty means a customer is willing to come back to your brand for multiple purchases and experiences, forgoing your competitors' -- even if those competitors are offering lower prices or similar incentives.

Some studies (and opinions) suggest that brand loyalty is a concept that's dying; for example, 79 percent of the millennials polled in one survey ranked quality as their most important purchasing decision, rather than the brand name involved.

Novelty

First, there needs to be some degree of novelty to catch consumer attention. The world is full of different brands similar to yours; therefore, if you want a shot at winning a new customer, you either have to offer a product that's never been offered before, or make a compelling, persuasive pitch that can potentially attract loyalists from other existing brands.

On top of that, novelty is linked to stronger memories, which, upon repeated customer exposure, can instill familiarity and positive feelings.

Brand loyalty doesn't depend on novelty to sustain itself, but it is a necessary first ingredient.

Associations and positive reinforcement

Much of human psychology is built around the concept of associations; when we eat something sweet, we experience a release of feel-good like dopamine; that way, we learn to associate sweet foods with a pleasant experience. When we touch a hot stove burner, we associate pain with the stove and subsequently avoid a repeat of our mistake.

STUDENT ARTICLES

BRAND LOYALTY

So, the marketing lesson from these real-world experiences is simple: Once you've captured someone's attention, the next step to securing his or her loyalty is to ensure your brand is associated with positive feelings.

customer experience (whether that involves serving food or delivering a package) to reinforce materials to your physical location, or using slogans and imagery at opportune times during the connection to the brand.

All this takes time, of course, but with every positive experience, your customers will become more loyal to you.

Identity and tribalism

Humans are a social species, and we've learned to engage with one another by forging an identity, sticking to it as stubbornly as possible and participating in tribalism (sticking close to people like ourselves and vilifying or avoiding people unlike us). This is the main reason politics are so divisive, and a contributing factor to the thrill of sports rivalries.

So, the marketing lesson from these real-world experiences is simple: Once you've captured someone's attention, the next step to securing his or her loyalty is to ensure your brand is associated with positive feelings.

So, the marketing lesson from these real-world experiences is simple: Once you've captured someone's attention, the next step to securing his or her loyalty is to ensure your brand is associated with positive feelings.

Tapping into this identity and tribalism, then, can be a good strategy to try, to secure brand loyalty. Apple is a notorious example here: It uses the imagery of cool, laid-back, colorful people to showcase its brand, and stuffy, unlikable characters to portray its rivals'. Instilling a sense of community identity is the key to making your customers feel that they're a part of your brand.

The key takeaways

What can you learn from these psychological factors? What can you do to make people more loyal to your brand? Five things:

1. Stand out by being different. You have to start with a notable brand, that you can differentiate from the competition. Without this step, loyalists of other brands will have no reason to switch to yours.

STUDENT ARTICLES

BRAND LOYALTY

2. Know your target market, and cater to those people. If you want to give more positive experiences and memories to your target market, you need to understand exactly how they think --and what they're looking for. Find out what that is, and give it to them.

3. Incorporate a series of positive, branded experiences. Always keep your brand present, consistent and top of mind. If customers lose sight of your brand, it won't matter if they have a good experience -- they won't remember you.



4. Allow your customers to interact with one other. Best way to build a community is to nurture an organic one. Foster a sense of tribalism by allowing your customers to engage with one another.

5. Make your brand a component of personal identity. Find a way to make customers feel your brand is a part of their personal identity.



STUDENT ARTICLES

BRAND LOYALTY



NAMAN TALWAR

Institute- IBS Ahmedabad
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CONSUMER LOYALTY

With the advent of digitalization, the entire vending pattern has changed. If we have a look at the traditional marketing strategies it was narrowed to only some things such as T.V ads, radio ads, and hoardings.

Besides that, marketers preferred to have a direct conversation with the consumer or customer. This method of communication with the consumer helped in increasing consumers' loyalty to the brand.

In today's day and age, consumers are not willing to take out time to have a conversation with a salesperson regarding the product, yet they are looking for a flawless product or service.

Consumer retention has become challenging in today's milieu, owing to the surge in the influencers in the industry. Consumers are being swayed to switch products through social media platforms or by word-of-mouth advertising.

A couple of years ago, customers did not switch brands frequently, as they did not have the capability to different brands that were offering the same goods or services, but today they have a plethora of ways to delve deep into the brand and its offerings.

The advent of digitalization has proven to be beneficial for some companies and drawback for others; any rival company may simply lure the customers of the brand by offering them deals, and premium quality products at comparatively lower rates, to name a few.

Taking Mama Earth's example into consideration, they had created buzz around their brand owing to its product portfolio, but they were losing out on customers due to their pricing strategy. Hence, they started applying sales promotion strategies, in order to retain

STUDENT ARTICLES

BRAND LOYALTY

Hence, the advent of digitalization has made it easier for companies to spread the word about the product offerings and convince customers to buy the product or service again.



LOYALTY MANTRA

“An ounce of loyalty is worth a pound of cleverness.”





“ Climbing to the top demands strength and skills, whether it is to the top of mount Everest or the top of your career”

PLACEMENTS AT IBS

DR. NARESH SHARMA

The coveted placement cell is headed by Dr. Naresh Sharma and Ms. Ranjeeta Parihar.

It also comprises of student placement committee which assists the head-honchos in organizing placement related activities.

The placement cell of IBS Ahmedabad acts as an integral link between students and corporate organizations. The cell acts as a contact point for all companies that wish to select students from IBS -A. This year especially the performance has been overwhelming. The job scenario today is facing an onslaught of ground-breaking competition from all the fields and employment in good companies and organizations has become a daunting task.

IBS A organizes mock interview rounds for students to help them prepare for the final interview. We recommend students shortlist the organization based on the profile they desire, the location they choose, and the package they want.

Atlso, IBS A 's Placement cell takes feedback regularly to know your student 's strengths and weaknesses and the areas where the faculties and students cumulatively can work for the betterment of the students.





"The ladder of success is best climbed on the rungs of opportunity"

PLACEMENTS AT IBS

Also with the help of feedback the students do take responsibility and effort in transforming themselves.

IBS A has a distinguishing activity named Know your student where the students fill out the form mentioning their area of interest and choice.

KYS helps the placement cell in determining the student's core strengths and areas of improvement.

As far as placements of Batch'23 are concerned, till now a total of 18 students have been placed. Eight of them, got pre-placement offer and rest eleven got selected in the company that came to campus for recruitment purpose.

Another feather in placement's cell cap, indeed! The cell is all set to assist the remaining students in carving their path in the corporate world.



FROM THE DESK OF STUDENT PLACEMENT COMMITTEE

DEVAM KUKADIYA



Hey, colleagues, I am Devam Kukadiya, one of the members of Student Placement Committee. The Committee is headed by Naresh Sir and Ranjeeta Ma'am. Both of them have been Committee's pillar of support, since the commencement of journey of serving as the members of Placement Committee.

Under the effective leadership of Vivek Sir, the committee has been successful in helping students get through placements with ease. Initially, when I came across the fact that the college has students' Placement committee, I was very excited to be part of it. Hence, I worked relentlessly to get selected in the committee.

It is matter of pride for me to get selected as one of the members of Student placement Committee. We categorise the students on the basis of their subjects of interest. We also organize mock interviews, tests and Group discussions. It enhances the confidence of students.

I will always be thankful to IBS Ahmedabad for giving me this opportunity.

CHARVI GOSAI

Charvi Gosai from Student's Placement committee, the committee of four in IBS Ahmedabad which plays a vital role in measuring efficient placement process, co ordinates all the efforts and activities directed towards ensuring utmost satisfaction to the needy students for the placement. The process was rigorous of getting place in committee having written test, followed by psychometric test, followed by interview. It feels quite good by getting selected in placement committee as taking responsibilities of the students for their career which directs them to live their life further.

Basically, workings of the SPC are to answer any and every query that a student might have regarding placements. Being the voice of students by ensuring the concerns, problems and requirements of students. Staying and let students get updated on latest trends in industries, sectors and companies.

Providing all recruiters with seamless recruiting experience and establishing relations of college. Through this we have exposers interacting with delegates, we build network with alumni, we can get teamwork experience. Lastly, a message to students: There is no dearth of opportunities, keep in mind that better the preparation, more the chances of getting placed in your dream company



YASHVI KOTECHA



While the entire college hopes to get at least one job, the placement coordinator must concentrate about getting the entire batch placed. There are times when you have an exam the next day and you are working for classmates while they wait their turn for the interview during a company visit.

You and your buddies have arranged to see a movie one week in advance. Just as you're about to leave campus, you get a call from the placement head regarding an urgent meeting. And there you have it: seven days of planning blown in a flash by seven seconds of a phone call. Most of the time, the only thing people want to talk about with you is companies and their upcoming campus visits. As if your mind were a read-only memory calendar. As if there is nothing about you, in you, to talk about besides the firms in question.

On the other hand, being a placement coordinator for my batch has given me a dose of what lies ahead in the life of person doing a job.

RAHUL DODHIYA

I gave my registration in the SPC Committee with this thought, "What I think, I can become. What I feel, I can attract and what I imagine I can create."

My main objective to being a SPC Member is, to assist my classmates in terms of placement process and give them right direction towards in their placement journey. It was matter of pride for me to be chosen as the member of Student Placement Committee.

During the tenure of placements in college, the most challenging part is to organize sessions to prepare students for their interviews. I, as the part of the Student Placement Committee have to organize Mock rounds for Group Discussions, Personal Interview, and last but not the least the aptitude test. All of these sessions were seamlessly been conducted due to support of other members of the Committee.

The first placement session that was conducted turned out be successful, as it was great help to the students who had applied. I feel sense of pride when placement sessions help in garnering outcomes that are beyond the team's expectations. All of this could not have been achieved without the guidance of Dr. Naresh Sharma Sir and Ranjeeta Ma'am.



DIGITAL BUZZ AT IBS



DIGITAL ASSISTANTSHIP

Owing to rapid technological advancements, digital medium is ruling the roost. A couple of years ago, Artificial intelligence seemed to be far fetched dream, but today it is governing the functioning of commerce and industry across the world.

PROF. PRANAV GOSALIA

Due to the rapid growth in the popularity of social media platforms, the terms digital marketing and social media marketing are often used interchangeably. In today's day and age, social media is one of the most frequently used mediums for enhancing the exposure of organizations or perhaps even institutes for that matter.

IBSA has social media platforms that assists its stakeholders- the current batch of students, the alumni base of the college, and all the organizations that come for placements.

One of the motives behind having social media platforms for the college is to showcase the happenings in the college- be it on-campus events, summer internships, placements to name a few.

Another motive is to keep the alumni base abreast with the current scenario of the college.

Previously, Facebook was the social media platform that was extensively used for engaging the stakeholders of the college. However, due to changing times, the college switched to Instagram to engage of its targeted audience.



DIGITAL BUZZ AT IBS

Off late, the college has also started posting quizzes on Instagram for infotainment of the current batch as well as the alumni base of the college.

Apart from using Instagram in the best possible way, the college is also utilizing Twitter and YouTube to reach out to its target audience.

Social media is a great medium to build or perhaps foster networks. IBSA's social media platforms are handled by its digital marketing assistants. Right from preparing appealing designs to creating captivating captions, Right from posting stories to preparing quizzes on Instagram all of it is being done by the digital marketing assistants of the college.

Digital marketing assistantship has been of great help to our past students in writing blogs, creating diversified content on YouTube channels by investing their own money, and creating networks using Linked-In.

Kenny Jain has used Linked-In for networking. Palak Shah, hailing from HR background, is currently working as a part-content writer at several firms.

Poonam, who had the dream of pursuing a career in digital marketing, is currently designated at the post of digital head in a Mumbai-based firm.



In the tenure of digital marketing assistantship, students learn to manage their time, they learn new software for creating designs and they learn how to conduct research for creating compelling content for social media platforms of the college.

LIFE AT IBS AHMEDABAD



Civil Defence Program

MS. RANJEETA MA'AM

Chief Womens Wing

IBS Ahmedabad held a four days civil defense program with fifth day taking its test at its campus. All the 1st year PGPM students participated in this program. Ms. Ranjita Ma'am , the head of civil defense in Ahmedabad directed the students about the schedule of whole five days program. Civil defence comprises activities designed to minimize the effects of war on the civilian population, deal with immediate emergency conditions, and quickly restore vital utilities and facilities damaged in an attack.

The main office of civil defence was started in Delhi in 1968. The students were made aware of the safety tools, chief defence structure, fire safety, different knots that can be used at the time of climbing or descending. On 4th day the students were also taught about the special helpline number for girls that is 181. It is the number a woman can dial anytime she is in trouble and the service for her safety will be provided by them.



LIFE AT IBS AHMEDABAD



The students were made to do things practically under the guidance of civil defense members like extinguishing fire, how to safely descend from the rope.

The students were also taught about CPR that is Cardiopulmonary Resuscitation - is an emergency lifesaving procedure performed when the heart stops beating. Information regarding different types of bombs were also given and the detailed information about the bomb safety was provided to them. The the last day of the program there was a test conducted by them in which they tested the students on what was taught to them.

It was a very informative and helpful program for the students . They gained a lot of practical knowledge about the civil defence which would help them in their life in future.



LIFE AT IBS AHMEDABAD

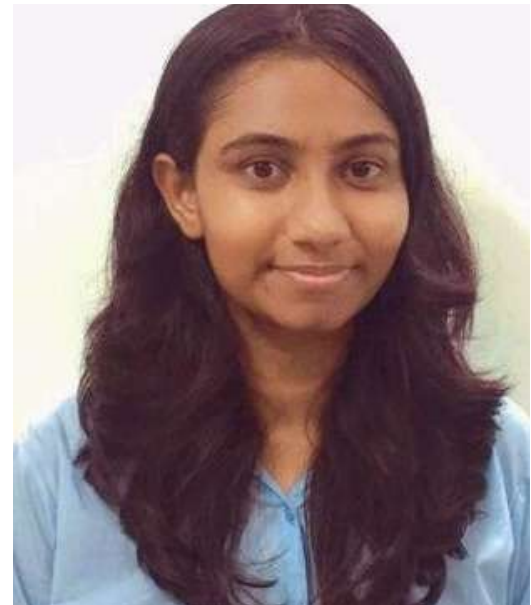


NATIONAL YOGA DAY

**KRUTI SHAH,
VICE PRESIDENT, TYCOON**

The purpose of yoga is to enlighten the darkest corners of the body by instilling awareness. During the pandemic, when the covid cases were rapidly increasing, people's mental as well as physical health had gone for a toss. Some of the people who had been adversely affected had resorted to yoga to rejuvenate their minds and bodies.

IBSA took a step in the same direction by organizing a yoga session on International Yoga day, which is observed on 21st June all across the world, The session that took place on Yoga day was conducted by Ms. Purna Nagda. The day was celebrated in the presence of students of Batch'23 and Batch'24. The session begins with a speech by the yoga instructor- Ms. Purna Nagda on the benefits of yoga. The speech was followed by warm-up exercises.



LIFE AT IBS AHMEDABAD



After the warm-up exercises, the students were made to do asanas, the importance of each asana was explained simultaneously.

Towards the culmination of the session, Ma'am explained how Yoga helps in improving concentration as well as helps in establishing harmony between mind and body. The session came to an end with a vote of thanks by Dr. Naresh Sharma Sir. The session was of great importance to the students of both batches as it motivated them to inculcate the habit of doing yoga in their lives

SIP AT IBS AHMEDABAD



IBS Ahmedabad's Summer Internship Program for students of Batch'23 came to end in May 2022. The college successfully conducted the internship program by strengthen its ties with the industry players as well as by reinforcing the institute's reputation as one of the reputed Management institutes in the country.

The 14 weeks of Summer Internship plays a crucial role in enhancing students skill sets and bolstering their personalities.

Majority of the students have worked with BFSI, FMCG and e-commerce sector. This year more than 25% of students have received Pre- placement offers. Students have received an average of ₹10,0000 stipend.

During the summer internship season lot of reputed companies have shown immense trust in students by giving them opportunities to enhance their industry exposure.

The institute expresses its gratitude to its recruiting companies for their unwavering support. It also looks forward to build long-lasting relationships with the new recruiting companies.

The faith shown by the recruiting companies, supported by exemplary performance were one of the prominent reasons for the success of Summer Internship Programs.

SIP AT IBS AHMEDABAD



The Summer Internship Program contest, which was conducted by the IBS Alumni Federation, took place on August 30, 2022, at the ICFAI Business School in Ahmedabad. The mission of this alumni association is to strengthen the ties between alumni and the Institute.

Hence, the institute had invited two alumni of the institute to be part of esteemed panel of judges for the competition- Mr. Hemang Patel (Batch 2005) and Ms. Piyali Chattopadhyay (Batch 1997).

The esteemed panel of judges also included Dr. Vivek Ranga (Director of IBSA), Dr. Pankaj Madhani (Academic Dean of IBSA) and Dr. Pallavi Mittal.

Total of five students from Batch'23 were shortlisted for the competition- Mr. Dhwanil Shah, Ms. Tanya Dhanwani. Mr. Ritik Talreja. Mr. Roshan Kumar and Mr. Kishan Patel.

The competition had commenced with Sarswati Vandana , a beautiful prayer sung by Ms. Sonal Das, served as the opening prayer for the competition (Batch 2023). Following that, Dr. Vivek Ranga discussed the significance of SIP and provided a quick overview of the class as well as some of our notable alumni. Dr. Pankaj Madhani also shared his view on SIP importance and how IBSAF is helpful to students.

SIP AT IBS AHMEDABAD



For deciding the chronology chits numbered 1 to 5 were made and the contestant were made to pick the chits and they had to give their presentation in the order they received. Contestant had ten minutes to present their work to panel member as well as to all attendees. After their presentation Q&A round were there. Attendees comprised of students of batch 2023 and batch 2024 as well. During Q&A round all five-panel member gave some valuable insights to the finalists.

After the presentation of finalists, the results of the competition were declared. The winners of the competition were Mr. Kishan Patel and Mr. Roshan Kumar. All five panelists congratulated the winners and offered them prize money as a sign of their appreciation. Then, Mr. Hemang Patel gave his insights on how we might better ourselves and prepare for the corporate world.

Additionally, Ms. Piyali Chattopadhyay provided insights on the significance of internships in the corporate sector. All participants and faculty members then shared food. For the future BATCH 2024, it was undoubtedly a highly informative contest because they learned certain things and received advice that would be useful for their SIP and SIP contest.

CLUB ACTIVITIES AT IBS



PROF. GIRISH CHANDRAN PILLAI

All Work and No Play makes Jack a Dull Boy!!! These are the rhyme words, during my school days, which we ensured, that the teachers, during our school days heard quite often, especially, since, as per a wise old saying, “The Real purpose of Education is to enable our young boys and girls to discover their inner voice and thereby achieve their destined potential.” Ironically, enough, even though we started understanding the deeper meaning of the wise old saying quite late, it is indeed important for all adults to look back and reflect, on whether, classroom studies create a greater impact on our personalities or rather the moments which tested us, in terms of our capabilities before the entire world.

I am sure, most adults, when they look back on their own lives, will agree, that the moments which built their true character, were the ones, in which, they were tested hard, in some cases, failed miserably.

Yet came back stronger with their own perseverance and hard work to know their own selves, which, probably was unknown to themselves before those very tough moments.

The Icing on the cake moment, for all the faculty members, including myself, while being a part of many of these Transformational journey moments has been to witness in close vicinity the transition of our students from being a rookie to being professionals.

Transformational moments during the student’s life of 2 years. This has turned out to be the real USP (Unique Selling Proposition) of a long and successful career ahead for almost all our PGPM graduating students.

The real question before the youth in today’s age of hyper-competitive age is not to question whether their mind can conceive it or whether their heart can believe it, but rather whether they have got themselves into any such scenarios, which truly tested them and whether they did chance upon failing, since, the true winners, as many champions would vouch, are just people who never ever gave up.”

CLUB ACTIVITIES AT IBS

Thus, the real purpose of B-School Institutions, as per me, is to set up such opportunities for the youth of our country to feel the chance to learn, unlearn and relearn their own selves and thereby discover a part of their own selves, which probably was unknown to themselves.

In this context, I have been fortunate enough to have been part of the Club initiative at ICFAI Business School, Ahmedabad, an institution, which began its journey in 1995, where its real endeavor has been to be a harbinger of platforms for enabling sustainable

While looking at some of our student's journeys, since 2018, I had been reminded about a very well-written book, namely "The Professional" states, written by Mr. Subroto Bagchi, (Co-Founder-Mindtree Consulting) that there are 3 impeccable perquisites of being a professional, which are as follows

The ability to act with 100% Integrity

The ability to act at all times with Self-Certification

The ability to act at all times without any Supervision

The Club Activities at our institute, are indeed an attempt in the stated specific direction, ultimately helping our students for being professional through the immense number of opportunities.

Indeed, in these very moments, most of them have a trip, fall, fail, and yet get up stronger again, realize their own self.

Thereby, ultimately value the importance of opening up their true selves in their own metamorphosis moments, albeit at their own solitude and space.

Infact, these Club Activities, which are ideated and mentored by the faculty are 100% planned, managed and executed by students

Following is the short synopsis of my experiences of having witnessed the transformations myself in some of the students, who were able to get transformed due to the ability to pick on the best of the available opportunities at the Club Events, through the acronym TRANSFORMATION!

TRAIN one's own Mind to be an Eternal Optimist!

RESPONSIBLE for one's own Situation in Life!

AWARENESS of a Higher Purpose while doing any activity!

NEGATE the Failure Moments by opening these experiences and seeking help!

STEP UP & SPEAK UP at any given opportunity & hence proactively being prepared always!

CLUB ACTIVITIES AT IBS

FIND your Gold Moment amidst Chaos!
ORGANISE & Visualise your Own Future Life!
RESPECT Opposing perspectives!
MAKE Bonds across the World!
ATTITUDE of being Eternally Grateful!
TRANSFORM oneself without attempting to change anyone!
INSIST on transforming oneself from being "I" centric to being "We" centric!
OASIS OPPORTUNITY CREATOR for self and everyone, especially in spreading hope!
NURTURE AND DEVELOP A SPARK to water your own Soul by finding time in the midst of worldly activities!



As our Young & Probably one of the Best Energetic Minds, in the coming years, flow out of their nest to make a Difference in Nation At Large, I pray and wish that each one of them get the Courage & Wisdom to Create More Opportunities for themselves and thereby lay a strong foundation for realizing the dream of having a Developed India.

Wishing all the Very Best to all the Young Minds of Mother India!!!



BUZZ OF CLUBS & COMMITTEES

MILESTONE

Marketing lies at the crux of any entity. It acts a primary link between two or more entities or end users. Marketing is the foundation on which a brand fosters its relations. This feat can be achieved with immense amount of innovative skills and a visionary mindset. We have laid the foundation of our Marketing club- Milestone, with the aim of achieving milestones in the journey of becoming an exemplary marketer.

In today's day and age, marketing is all about understanding the pulse of the audience, as it enhances brands' connection with them. The enhancement in connectivity fosters relationships and builds trust among the brand and its consumers.

The club organizes events that spread knowledge about the brands, about the happenings in the worlds of branding and marketing. Last but not the least, the club also provides a platform wherein students can showcase their own 'brand'. The club has so far organized two events- Brand Charades and Undo Redo Logo.

Marketing when done right, makes my team look better- do you think the same? If yes, join us on the journey of achieving milestones by ingraining marketing as a thought.

Sayan Podder , President



MY VIEW CLUB

As the saying goes, grab the opportunity that knocks at your doorstep, such a thing happened to me when I grabbed the golden opportunity of becoming president of My View Club.

The motive of the club is to give a platform to upcoming leaders to voice their ideas and opinions. Keeping the same motive in mind, the club has so far organized 3 events- Speaking ICONS'21, Debating ICONS'21, and Speaking ICONS'22 namely.

SPEAKING ICONS'21 was the flagship event of the club that gave people a platform to put forth their views and opinions on varied topics. The event was followed by Debating ICONS'21, an event wherein participants had to battle with words and ideas and had put their Debating hats on.

Basking on the success of Speaking ICONS'21, the club organized Speaking ICONS'22- it's the first offline event.

My journey of being a club member to getting elected as president of the club has been nothing short of a worthwhile experience.

I have learned a lot through My journey in this club. Brainstorming, Planning, Implementing, Executing, and whatnot, the club has made me a more knowledgeable and experienced individual.

I, on behalf of my view club, would bow down to our mentor- Prof. GirishChandran Pillai.

Riddhi Madhavani , President



BUZZ OF CLUBS & COMMITTEES

TYCOON

Finance is the backbone of the economy. My purpose in launching the finance club was to ignite the financial spirit in students as well as to enhance their financial acumen.

The flagship event of the Tycoon- the finance club was Kaun Banega Business Tycoon, an event on similar lines to Kaun Banega Crorepati.

The first round of the event was a screening round wherein a quiz was conducted which tested the financial knowledge as well as general knowledge of the participants.

The screening round was followed by the fastest finger first, wherein the shortlisted participants were divided into groups of 4 and were asked questions.

The person who gave the answer first was called to the coveted hot seat.

Dhwanil Shah, President



INSPIRE

The Covid-19 pandemic has caused the most significant disruption to the worldwide sporting sector. Owing the pandemic induced lockdown, people were at home all day. All the sport-based activities that used to take place before the pandemic had come to grinding halt due to the lockdown. Being a sports enthusiast, I think sports should hold equal prominence as academics.

Everyone should have the opportunity to play and fit in. We are well aware of the fact marginalized people are being illtreated in many colleges.

This is why we are dedicated to creating a space that celebrates, supports, and affirms, everyone from all backgrounds, abilities, and fitness levels. We are focused on eliminating barriers that prevent the full participation. We endeavour to offer recreational facilities, activities, and services that are friendly, equitable, and accessible because we think that everyone deserves respect.

We hope to use this voice to unite, challenge, and inspire the next generation of leaders to improve the lives of students and to act as stewards of the best practices in the sports games as a whole.

Maulesh Patel, President



BUZZ OF CLUBS & COMMITEES



**SPEAKING
ICON
MYVIEW CLUB**



**BOX CRICKET
LEAGUE**

INSPIRE CLUB



BUZZ OF CLUBS & COMMITTEES



BRAND CHARADES MILESTONE



KAUN BANEGA BUSINESS TYCOON?

TYCOON



INDUSTRY INTERFACE



You cannot build a dream on a foundation of sand. To weather the test of storms, it must be cemented in the heart with uncompromising conviction

In order to instill a sense of uncompromising conviction and to strengthen the foundation of dreams that students want to fulfill while embarking on the journey of becoming future managers, IBSA is conducting an Induction Program- NEEV.

The first week of the Induction program consisted of the following sessions- Industry Interface, Cultural immersion, learning the business from case studies, and team building. All of these sessions were conducted to sow the seeds of holistic development in the upcoming batch of students.

The program started with a case study analysis wherein the students got a chance to get well versed with the case study methodology adopted by the college. The session was delivered by Dr Vivek Ranga and Dr. Pankaj Madhani.

INDUCTION
WEEK ONE

INDUSTRY INTERFACE



The session was followed by a budding manager contest with the motive of developing soft skills and decision-making skills among the upcoming batch of students.

The contest was followed by guest lectures delivered by Mr. Puneet Maheshwari, Mr. Satish Acharya and Mr. John Daniel. Besides the guest lectures, students also got familiar with academic sessions which were delivered by Dr. Ravi Gor and Prof. Pranav Gosalia, Dr. Naresh Sharma, Dr. Pallavi Mittal, and Prof. GirishChandran Pillai.

INDUCTION
WEEK ONE

INDUSTRY INTERFACE



After a very insightful and engaging 1st week of Induction, IBSA progressed into 2nd week of Induction which comprised scholastic and non-scholastic activities. The week started with budding manager contest in which shortlisted students were allotted important positions in hypothetical company and were given situations to put their decision making skills, business acumen and pressure handling skills to test.

The contest was followed by Analysis of the movie ek ruka hua faisla. The session was conducted by Prof. Pranav Gosalia and Dr. Pallavi Mittal. The film was shown with motive of laying emphasis on the importance of leadership, participation and involvement. After making students analyze the thought provoking film, the college had conducted a session on entrepreneurship. The session was delivered by Ms. Piyali Chattopadhyay.

INDUCTION
WEEK TWO

INDUSTRY INTERFACE



The session on entrepreneurship was followed by session on diversity and inclusion. The session was conducted with the motive of introducing diversity and inclusion in the work place. It was delivered by Dr. Sasmita Dash.

The session was followed by fun-filled marshmallow challenge wherein students had to build a structure using spaghetti, marshmallow and masking tape. The fun-filled challenge was followed by a session on Mythology and Management delivered by Ms. Yogita Ahuja. The session's motive was to give a managerial perspective to mythology. The thought provoking session was followed by workshop on Time management. The workshop was conducted by Dr. Pallavi Mittal.

The workshop was followed by session on Neuro-marketing delivered by Mr. Ravindra Dubey. The session was followed by strategy game conducted by Dr. Vivek Ranga. The two week Induction Program came to end with student and faculty interaction, in which students shared their learnings from the program and faculties shared their expectations from the students.

INDUCTION
WEEK TWO

FACULTY AND STUDENT KNOWLEDGE-SHARING PROGRAM



FACULTY AND STUDENT KNOWLEDGE-SHARING PROGRAM



Prof. Pranav Gosalia has conducted an Excel workshop with the Executives working at GIFT City, India's first International Financial Service Center (IFSC). Around 25 executives working with various departments of GIFT City have undergone the specific and detailed oriented excel training program. The workshop was part of the training initiative of GIFT City.



CREATIVE BUZZ AT IBS



AESHA PATEL
PRESIDENT, INNOVISION

**I will meet you there.
Beyond this world
There is another world,
I will meet you there.
A world where men are allowed to grieve,
A world where women, on facing any sort of violence
are not judged, if they decide to leave
A world where people do not succumb to depression,
A world where there is neither violence nor oppression,
A world where people don't have to break their rose-tinted glasses,
A world where the revolution is not brought through trending hashes,
A world where people are not treated like pawns,
A world where the concept of consent exists,
A world where any of the social evils cease to persist,
A world where people don't destroy other people's castles,
In order to build their own,
A world where seeds of hatred are not sown,
In a world where people don't start valuing their lives,
when they know that they are soon going to get trapped
in jaws of death,
A world where people fight for their rights till their last breath
Beyond this world,
There is another world
I will meet you there.**



CREATIVE BUZZ AT IBS



NASEER AKRAM
IBS AHMEDABAD

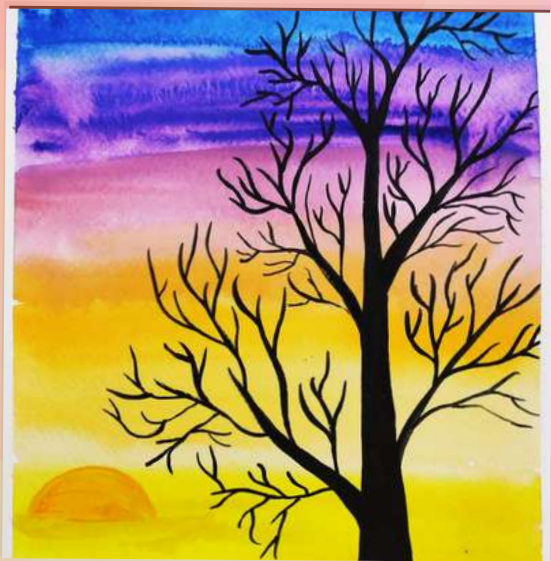
माँ के आँचल मे
माँ के आँचल मे सर छुपा के सोने का मन किया
दुनिया की इस भाग दौड़ में
खो चूका था रिश्ते सब;
आज फिर उन रिश्तों को एक सिरे से
संजोने का मन किया
किसी दिन किसी भी मैं देखी किसीकी आँखें;
आज फिर उन आँखों मे खोने का मन किया
रोज सपनो से बातें करता था मैं
आज ना जाने क्यों उन से मुँह मोड़ने का मन किया
झूठ बोलता हूँ अपने आप से रोज़ मैं
आज ना जाने क्यों खुद से
एक सच बोलने का मन किया;
दिल तोड़ता हूँ सबका अपनी बातों से मैं
आज ना जाने क्यों एक टूटा हुआ
दिल जोड़ने का मन किया
आज न जाने क्यों रोना का मन किया,
माँ के आँचल मैं सर छुपा के रोने का मन किया
माँ के आँचल मैं सर छुपा के सोना का मन किया;



CREATIVE BUZZ AT IBS



SWAGATA DEY



SWAGATA DEY

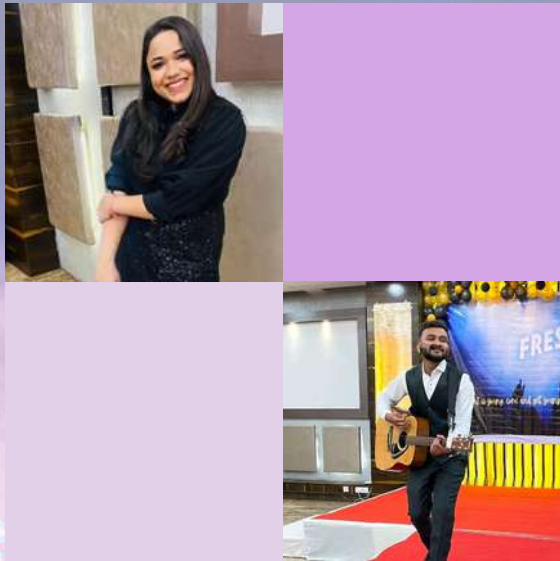


SONAL DAS



SONAL DAS

FRESHERS'22



NUPUR AND KISHAN

We are beyond happy and honored to have won the title. It feels good that people will finally remember both of us for something. Winning and losing are part of life, so both of us had decided that will take whatever comes our way happily. Both of us believe in seeing beauty in everything around us. The world is not wish-granting factory, you need to work relentlessly to make your dreams come true. Work towards achieving your goals and remember no matter whatsoever happens the show must go on.

KHUSHI AND DEV



*Mr. & Ms.
Fresher*

Meet Our Team

Aesha Patel



President

Dr. Pallavi Mittal



Mentor

Gaurav More



Vice President

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Bhoomi Trivedi



Editor

Rahul



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Aditya Gupta



Creative Head

Khushi Ahuja



Team Member

Kanchan Sahu



Team Member

Meet Our Team

Digital Team

Mehul Mevada



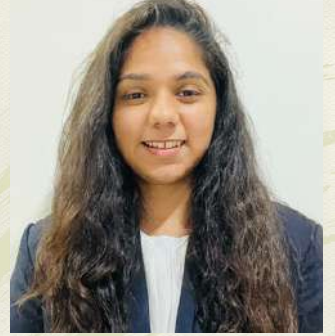
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Team Member

Marketing Team

Dev Aggrawal



Marketing Head

Meet Our Team

Board of directors



Sayan Podder



Chetan Lahoti



Riddhi Madhvani



Kishan Patel