

Prerana

INNOVATE, BUILD, SUCCEED



**PASSION
FOR
AMBITION**

FEBRUARY 2024

Dy. Director's Desk

Sometimes...some words seem to reflect contradiction and conundrum on one side and on the other resonate the inconsistencies of an oxymoron. The two most commonly used words “Passion and Ambition” seem to have the combined effect of contradiction and paradox of an oxymoron. Eventful, successful and contented life is often assumed to be an outcome of managing passion and ambition. Closely interdependent and connected, these two words represent the bond that defines success. The question is Are “Passion and Ambition” the key forces that drive an individual to succeed? If one were to achieve the desired pinnacle in life... what would be the catalyst?

Will Passion propel Ambition or Ambition be the driver of Passion? What connects and what disengages is the untold enigma.



Prof. (Col) N.Ram Gopal
Dy. Director (Academics)

Speech delivered by Swami Vivekananda on September 11, 1893, at the first World's Parliament of Religions till date is remembered as an outstanding treatise on Hinduism. Was that speech an outcome of passion or was it a result of his ambition to succeed on the world stage?

The excellence achieved by Albert Einstein in the field of scientific research... was it an outcome of passion for research or ambition for excellence?

Srinivasa Ramanujan our very own mathematician with no formal training in pure mathematics made substantial contributions to mathematical analysis, number theory, infinite series, and continued fractions, including solutions to mathematical problems then considered unsolvable. The zeal, drive and unwavering focus.... Was it Passion or was it Ambition?

Vincent Van Gogh whose single painting is valued today in millions of dollars, died in utter poverty but nevertheless continued to paint till the very end. Was this Passion or was it Ambition?

The near impossible achieved by Dashrath Manjhi, the Mountain man of India single-handedly.. was it an outcome of ambition for recognition or was it passion inspired by need?

Sunderlal Bahuguna, Eco-activist and Gandhian peace worker, who has been at the forefront of the Chipko movement, fighting for the preservation of forests in the Himalayas. His commitment ...was it an outcome of Passion or its sheer Ambition?

The consistent focus on profit and the desire to be amongst the richest in the world acting as catalyst for growth for Mukesh Ambani and Adani and many many more tycoons across the world... Is that Passion or manifestation of ambition?

Dy. Director's Desk

The success stories of Dr. MS Swaminathan, the architect of Green Revolution which pulled millions out of starvation, Dr. Verghese Kurien whose vision transformed the milk cooperatives and benefitted thousands of farmers through White Revolution. Could this be passionate commitment or ambitious.

The clarion call “YEH DIL MANGE MORE” which galvanized the nation during the Kargil war by Capt Vikram Batra PVC (Posthumous) is an exemplary example of “Passion for the Nation” .

The unbelievable act of Capt (IN) Narendernath Mulla who went down with INS Khukri in Bay of Bengal to a watery grave upholding the highest traditions of the Navy. Was this act of inspiration emerging out of “Passion for Nation” or was it narcissistic ambition?

Many believe that the line differentiating passion and ambition is thin and it is difficult to point out where and when these two join together and how they separate. Passion is more individual centric; it arises out a strong intrinsic drive or desire to do or achieve something. The outcome and impact of any action spurred by passion is joy, contentment, deep sense of emotional satisfaction and accomplishment. Passion is idealism in action and in many cases passion benefits society at large. On the other hand, ambition is individualistic, it drives people to pursue their chosen objectives irrespective of the consequences. Ambition is more connected to financial growth, personal achievement, elevation to position of power. There is no denial that success is never achievable without degree of passion.

In real life, it is therefore very important to set goals, redefine the goal posts by adjustment and realignment and readjustment. It is most common to dream of a future which is successful and fulfilling. Two factors which play a critical role are undoubtedly “ Passion and Ambition”. The ability to master the way they dominate our lives will determine the level of success one achieves.

My advice.....Be ambitious but never let your passion influence ambition to such an extent that it becomes an obsession. When that happens the perception of meaning of life shall change.

The ethos of Passion and Ambition is well summed up as:-

The meaning of life is to find your gift.... (Represents Ambition)

The purpose of life is to give it away (Represents Passion)

With very best of wishes to each one of you as you embark on a futuristic journey with joy.

Table of Contents

EDITORIALS

Faculty Editorial	5
Student Editorial	6

PRERANA TEAM

7

ARTICLES

10 Ideas to Maintain Your Passion at Work	8
Igniting the Fire Within	9
Ask Yourself this	10
Passion for the Future: (Cultivating Ambition in an Uncertain Tomorrow)	11
Embark on the dance of life	12
A Tail of triumph (From Challenges to Victories in the Corporate World)	13
Nurturing Passion with Ambition on the MBA Journey	14
Passion for Technology	15
Amul Industrial Visit	16

CLUB ARTICLES

Anand - Community Outreach Club	17
Research Club	18
Operations Club	19
Nazaria- Photography Club	20
Param- IT Club	21
Entrepreneurship Cell	22
Nucleus - Marketing Club	23
Prerana- Magazine Club	24
Synergy- HR Club	25
Finance and Economics Club	26
Silver Tongue- Public Speaking Club	27
Digital Ambassadors – capturing and amplifying the IBSP campus voices	28
Sports Club : Beyond Academics, Building Memories and Community	29
Cultural Club	30
Learn & Lead	31

INSTITUTE ARTICLES

ZEAL Equinox 2k23	32
Farewell Fiesta	34
Republic Day Celebration at IBS Pune	36
Business Conclave	37
CREATIVE BUZZ	38

Editor's Desk



Prof. Rachana Adtani
Faculty, IBSP

Dear Readers,

Team Prerana with great passion, have developed yet another magazine edition- February 2024 on the theme “Passion for Ambition.” It is important to have passion in life. Passion drives you to success, to fulfillment, to fun. If you love what you do, your work loves you back. We the team Prerana is passionate about our work. Our content and design team work relentlessly to make upcoming editions a delight to our readers.

We have received interesting articles in February edition highlighting the importance of passion, a real life story of how passion transformed failed product to a successful one. Passion for future, Passion for technology, Passion in MBA Journey and Passion for Ambition. The kaleidoscope of perspective makes this issue a must read. In addition, as always Prerana is providing updates on the buzzing campus life. Different club events and institute level events that make IBSP campus a vibrant place.

We hope this edition acts as a source of enjoyment and enlightenment, igniting your own passion for ambition along the way.

Happy Reading!

Student Editorial



Rinsen Rajan
Batch of 2023-25

Greetings Esteemed Readers,

Welcome to the latest edition of Prerana Magazine, crafted with boundless enthusiasm and dedication, centered around the compelling theme of "Passion for Ambition."

Passion is the driving force behind every great achievement, infusing our endeavors with energy, purpose, and joy. It is the spark that ignites innovation, transforms challenges into opportunities, and fuels our relentless pursuit of excellence. Within the pages of this magazine, you will encounter a tapestry of narratives, insights, and perspectives that illuminate the transformative power of passion in various facets of life.

From stirring accounts of personal triumphs to insightful analyses of professional trajectories, each article offers a unique lens through which to explore the intersection of passion and ambition. Moreover, our vibrant campus community comes alive through the lens of club events and institute-level activities, showcasing the contagious enthusiasm that permeates every corner of IBSP.

As you immerse yourself in the pages of Prerana, we invite you to embrace the spirit of curiosity, inspiration, and discovery. May this edition serve as a beacon of motivation, igniting your own passion for ambition and empowering you to pursue your dreams with unwavering determination.

Wishing you a truly enriching and inspiring reading experience!

TEAM PRERANA

MENTORS



Prof. Rachana Adtani



Ms. Dipti Inamdar

TEAM MEMBERS



Rinsen



Kulveen



Bhautik



Ankita



Shivam



Sahil



Akanksha



Roshni



Sarthak

Special thanks for proof reading : Capt.Nitin Joshi

10 IDEAS TO MAINTAIN YOUR PASSION AT WORK

Being optimistic at work doesn't mean covering up your true feelings with a grin or ignoring the negative. Rather, it's about making the decision to concentrate on the positive sides of life, acknowledging the drawbacks of every given circumstance, and striving to find a solution when anything goes wrong. Here are ten suggestions for maintaining a cheerful attitude at work to help you get through those sporadic low periods in your workweek:

Establish a reliable morning schedule

Establish positive routines at the beginning of each day, such as cleaning your bed or spending ten minutes in meditation. Try not to allow stressors like checking your phone as soon as you wake up, as tempting as it may be.

Embrace thankfulness

Every day make it a point to thank someone else, or discover other opportunities to be grateful for the wonderful things in your life. Keeping a thankfulness notebook every day can improve your long-term wellbeing by almost 10%.

Lead a healthy life

Since mental well-being and physical well-being are correlated, taking better care of your body will also improve your mental state. Bring nutritious lunch to work, arrive at work well-rested, and take quick walks during the working day.

Continue studying

Continue learning, whether it is for a personal interest or a new career skill. Gratitude arises from recognizing the abundance of things in the world.

Take pauses

Avoid getting to the point of burnout! Take brief pauses, and schedule regular vacation time to allow yourself to truly recover. Your endorphin levels can rise just by thinking about seeing your favorite movie or going on a trip.

Make sensible objectives

Regularly creating attainable goals will make you feel accomplished all the time. To enter a regular flow of fulfilling work and achievement, use the SMART objectives methodology.



Prof. Raavi Venkat Reddy
Faculty, IBSP

Retain equilibrium

It's crucial to maintain a healthy work-life balance at all times. Having fulfilling relationships outside of work will positively impact your attitude at work. Alternatively put, working more than 40 hours a week is associated with increased rates of anxiety and depression, and working 55 hours or more a week raises the risk of stroke and heart disease.

Adorn your work area

Give your workspace a personal touch. Whether it's sentimental items from Star Wars or old family photos, you should surround yourself with things that make you smile and feel good. Keeping a plant on your desk can help reduce negative emotions by as much as 60%.

Reframe unfavourable feelings and ideas

This is largely related to shifting your viewpoint. You're more likely to feel overburdened and worn out at work if you arrive thinking, "I have so many things on my to-do list," as opposed to arriving thinking, "I have a lot of opportunities to prove myself."

Be inventive

You can be creative in your job, procedures, and problem-solving even if you don't work in a creative field. Being creative provides personal joy, and if you come up with something that improves your organisation, everyone benefits.

IGNITING THE FIRE WITHIN

"BIG RESULTS REQUIRE BIG AMBITIONS" - HERACLITUS

Ambition, coupled with passion, forms the cornerstone of human progress. Ambition alone sets the stage for extraordinary achievements, but when paired with passion, it becomes an unstoppable force, capable of bringing about significant change.

Ambition is the catalyst for pushing boundaries and challenging the status quo. It drives individuals to dream big and pursue their goals with their abiding determination. However, it is passion that infuses ambition with energy and purpose, transforming mere aspirations into burning desires.

For example, J.K. Rowling's passion for storytelling propelled her ambition to create the Harry Potter series, despite facing rejection and adversity. Her love for her craft and characters resonated with readers worldwide, leading to unprecedented success.

But passion for ambition is not confined to high-profile individuals. It is equally present in everyday people striving to make a difference in their lives and communities. Whether pursuing a career, starting a business, or advocating for a cause, passion drives individuals to push beyond their limits and achieve greatness.



Nidhi Agrawal
Batch of 2022-24

The journey towards ambitious goals is often fraught with challenges, but passion provides the resilience needed to persevere. It fuels individuals with the courage to overcome setbacks and embrace failure as a stepping stone towards success.

No matter how bad a situation may get but having the sheer determination to achieve the desired or planned results will always get the goal or the target for an individual.

In essence, passion for ambition is a potent combination that propels individuals towards their goals and drives progress. It is the driving force behind those who dare to dream big and refuse to settle for mediocrity. As Heraclitus aptly put it, "big results require big ambitions," and when those ambitions are fueled by passion, there's no limit to what can be achieved.

ASK YOURSELF THIS

We all have an ambition to do something or to be something. In fact, having ambition is considered a good sign. Likewise, not having ambition is considered bad. Amongst the many standards that we have for judging people, 'having ambition', 'being driven' and 'having a goal' are high on the list. So far so good. In fact, it is necessary to have an ambition to give direction and meaning to life.

But ask yourself this, "Do I have the passion for this ambition?"

In other words, is my ambition something that I have chosen from within or am I pursuing this to make someone else happy? Is it something that I want, or has it been implanted by society? (True, we can have a role model who inspires us to choose an ambition but the passion for that has to be from within. You cannot get passion from anyone else.)

What exactly is passion? Well, passion is something that inspires an athlete to spend hours in painful training. Passion is what makes a writer spend sleepless nights creating a story. Passion is what makes an artist lock oneself away for days to create a priceless work of art. Passion is what makes a social worker give up luxuries to work for the underprivileged. Passion is what motivates a scientist to dedicate a lifetime to a research, the outcome of which is uncertain. Passion is what enables a soldier to face certain death with the calm of a monk. Ambition is generally associated with professional aspirations; WHAT do you see yourself as in the future? Passion asks HOW do you see yourself in the future.



Capt. Nitin Joshi
Faculty, IBSP

Ambition is about 'Where do you see yourself 5 years from now?' Passion is the surge of pride that you feel when you see yourself there. (Ambition need not always be about profession. It can also be about personal achievements and goals. However, personal ambition and the passion for it works in the same way.) Ambition can be about cold calculated strategy and long term planning; passion is all about emotions, sustained emotions. The secret is to learn to use your passion to fuel your ambition.

Is passion inborn or can it be acquired? I think that it is inborn. We need to discover it within. We cannot learn passion for something. We either have it or we don't. The right moment or the right stimulus helps us to discover it. Basically, passion is about what one is more than what one becomes.

A word of caution; often we mistake a sudden surge of feelings for passion. We undertake a venture, but when the feelings subside, we give it up. Passion is something that endures in the long run.

So, ask yourself this, "Do I have the passion for this ambition?"

PASSION FOR THE FUTURE:

CULTIVATING AMBITION IN AN UNCERTAIN TOMORROW

Our passions in life are like stitches that hold a narrative and guide us to a promising future. When we stand on the brink of tomorrow, it is important to reflect on what we love and what we want. Our passions and ambitions work like compasses on an uncharted path.

Ambition urges us past our comfort zone in the same way as fire ignites success, and by asking ourselves what we love, we can find elements that, when combined, bring us closer to our ultimate objectives. This is just like having signposts along the way that illuminate the path to a future filled with significance and fulfilment.

Setting big goals is not simply planning; it's asking to find out who we really are. It means looking into things that truly excite us or get us going. These purposes are not destinations only because they become journeys where we grow through knowing ourselves more.

Instead of being roadblocks, challenges act as steps toward attaining huge dreams. They teach us how strong we are, make our plans better, and shape our toughness and character for the journey ahead, which is quite important. Many stories about people who aimed for big dreams but ended up with problems transformed into helpful lessons and difficulties turned into opportunities for personal growth.



Deepti Rana
Batch of 2023-25

In the ever-changing journey of life, being true to what we love is like a compass that ensures that we do not go astray, especially during tough times.

In the midst of all the noise in the world, our passions are like roots that keep us authentic while they teach us what we really want.

As we stand on the edge of the future, let's encourage each other to think about what we love, set big goals, face challenges, and stay true to who we are.

Deciding our own future contributes to an even bigger story where people courageously follow their dreams. By aiming at ambitious goals, we are not only writing our own stories but also inspiring subsequent generations to dream big, aim high, and reach new heights. The future is really for those who are passionate enough to imagine it and have the strong-headedness required to realise those dreams.

EMBARK ON THE DANCE OF LIFE:

WHERE PASSION BECOMES THE VIBRANT MELODY AND AMBITION THE GRACEFUL CHOREOGRAPHY

Picture a tightrope suspended between towering ambitions; this isn't a graceful stage, but the canvas for the Dance of Icarus. In this dance, each step is powered by passion, a vibrant fire pushing us upward. But glance down, and there is the abyss of failure always lurking. This dance encapsulates how passion fuels ambition, yet its wings can melt when too close to the sun.

Passion adds vibrant colour to our goals, injecting them with life and purpose. It's like the adrenaline rush of someone climbing steep cliffs, the dedication of an artist striving for perfection, or the unwavering commitment of a changemaker fighting against injustice.

Passion makes the seemingly impossible not just achievable but exhilarating. However, unchecked ambition is a risky climb. Fueled solely by passion, we can turn into Icarus, soaring recklessly close to the scorching sun. We push ourselves to the limit, neglecting rest, relationships, and even our mental well-being. Ambition transforms into obsession, blurring the line between passion and burnout dangerously.

Think of Van Gogh, consumed by the fire of his art, battling inner demons as intensely as he wielded his brush. Or the many entrepreneurs sacrificing health and family for the insatiable hunger of their goals. Their stories warn us – passion without balance can lead to spectacular falls, leaving behind unfulfilled dreams and broken lives.



Kashish Kesharwani
Batch of 2023-25

The key is finding a delicate dance between passion and ambition; a tango of fire and ice. Passion keeps the flame alive, fueling the drive to strive and overcome.

Ambition provides structure, the map, and the framework for passion to flourish. It reminds us of the bigger picture—the long-term vision that prevents us from succumbing to immediate gratification.

Consider Marie Curie: her passion for science is an endless ocean, yet her ambition is channeled meticulously towards specific experiments, data analysis, and peer validation. Or Nelson Mandela, driven by the fire of justice yet meticulously strategizing political maneuvers and building alliances over decades. These figures illustrate how passion and ambition, in equal measure, can become wings propelling us towards enduring accomplishment.

Remember, the journey is a dance, not a sprint. Savor the steps, enjoy the burn of passion, and navigate the path with ambition's guiding light. The world awaits your unique flight, so spread your wings and dance upon the tightrope of your dreams.

A TALE OF TRIUMPH:

FROM CHALLENGES TO VICTORIES IN THE CORPORATE WORLD

In the annals of my professional journey, the year 1992 stands out as a pivotal chapter. Selected by Fulford India Limited, now known as MSD (Merck Sharp & Dohme) one of the top five global pharmaceutical companies, I embarked on a transformative experience as a Professional Service Representative for the HQ in Pune. Little did I know that the twists and turns of fate would lead me to an unexpected but rewarding destination – Satara.

The commencement of my career was marked by a 35-day residential training program in a three-star hotel in Mumbai, where I distinguished myself by clinching the top spot in the batch during the initial test. However, my joy was short-lived as my assigned HQ was abruptly changed to Satara, a decision attributed to the company's expansion plan and a strategic move to provide me with an independent HQ for maximum incentives.

Upon assuming my role in Satara, a thorough examination of the customer list, coverage areas, and stockiest names revealed a unique challenge – the recent launch, 'Netromycin Injection.' Despite the company's significant investment in training and an enticing incentives structure, this particular product faced resistance from stockists and retailers, leaving me perplexed and disheartened.

I met with top customers, providing recent research to doctors, and maintaining a rigorous schedule of customer visits, I went above and beyond the call of duty. Undeterred by the initial setbacks, I decided to embark on a mission to turn the tide for 'Netromycin Injection.' The product, with its prices consistently above competitors, had amassed expired packs, presenting a significant hurdle.



Dr. Pradeep Sadarpatil
Faculty, IBSP

Refusing to accept defeat, I delved into understanding the intricacies of the product and the reasons behind its lackluster performance.

Recognizing the collective effort that went into bringing the drug to market, I felt a sense of responsibility to ensure its success. From executing promotion plans to organizing clinical meetings with top customers, providing recent research to doctors, and maintaining a rigorous schedule of customer visits, I went above and beyond the call of duty.

In the span of six months, my relentless efforts bore fruit as orders for 'Netromycin Injection' began to pour in. Witnessing a rapid surge in sales, I earned the highest incentives for the product in 1993, a feat that catapulted my name into the limelight across the company's sales force. From that point forward, I became synonymous with success, earning the moniker of a 'Vibrant Performer.'

Reflecting on this journey, I attribute my success to a combination of positive attitude and unwavering commitment. My determination to overcome challenges, coupled with a proactive approach, not only turned the tide for a struggling product but also garnered numerous accolades and rewards. This experience taught me the invaluable lesson that dedication and a positive mindset can transform adversity into triumph, making it a narrative worth sharing with aspiring professionals in the corporate world.

NURTURING PASSION WITH AMBITION ON THE MBA JOURNEY

I've entered an exciting world where desire and passion blend to create an infinite tapestry of possibilities as I begin the thrilling road to earning my MBA. The aspirations of many people, each driven by a distinct passion that unites with the aspirational quest for success and knowledge, reverberate through the academic halls.

In its most basic form, passion is what keeps us moving forward, influencing our decisions and determining our fates. For me, it's the intense drive to lead with purpose, innovate, and have a significant impact on the corporate world. My aspirations are now painted on the MBA program, transforming my passion into a skill set that is well-honed.

But passion on its own is insufficient. Ambition working in concert with dreams is what turns them into real accomplishments. Ambition, or the unwavering pursuit of objectives, gives one the focus and determination necessary to overcome obstacles in both the corporate and academic spheres. With its demanding coursework and practical applications, the MBA program acts as a melting pot where desire and passion coalesce into a potent force for both professional and personal development.

My love of strategic thinking and problem-solving is matched in the classroom by the rigorous pursuit of academic excellence. The obstacles I face on a daily basis and the group projects I work on are not only opportunities to improve but also a means of developing my ability to convert my passion into practical solutions.



Pragun Kaushal
Batch of 2023-25

Because each student is motivated by a different passion, our class camaraderie fosters a sense of shared goal that helps us succeed. Internships and networking events offer a platform for showcasing ambition and putting passion to the test outside of the classroom. The MBA experience is much more than simply learning; it's about putting that information to use in practical situations, developing relationships, and leaving a lasting impression. It has to do with converting enthusiasm from a vague idea into a powerful force that propels change.

As I make my way through the complex terrain of my MBA, I've come to understand that ambition and enthusiasm are not mutually exclusive but rather complementary companions who strengthen one another. The pursuit of an MBA is a voyage of self-discovery where passion and ambition combine to create a potent spark for success in both the personal and professional spheres. It is not merely an academic endeavour. And from where I stand at the nexus of ambition and education, I know that this trip will define my desired impact on the world as well as my career.

PASSION FOR TECHNOLOGY

It is often claimed that technological innovations result in job losses, but historical trends suggest otherwise. For instance, when computerization began in the banking industry around 1989-90, replacing record-keeping roles, there was widespread resistance. Many feared that clerical jobs would be eliminated, leading to protests across India. However, in hindsight, this shift actually generated more employment opportunities.

Similarly, around the year 2000, numerous manufacturing industries adopted ERP systems, particularly SAP, despite challenges such as poor IT infrastructure and connectivity issues. Employees voiced concerns about job security and encountered difficulties in adapting to the new technologies. Yet, over time, these advancements led to increased efficiency and created new job roles. Large corporations like TATA, Mahindra, and Bajaj had started working with ERP to streamline their business processes. Employees in these companies started resisting, saying it would eat up their jobs. They were having connectivity issues as data transfer speeds used to be in kbps (kilobytes per second). It used to take a longer time for data transmission between different branches of the same organization. Also, server technology was just evolving, so frequent server breakdowns were a major problem. People were not comfortable adapting and working on the ERP and other allied technologies.

The emergence of social media and cryptocurrencies like Bitcoin circa 2010 further transformed the job market, facilitating global connectivity and lowering data rates. Despite



Dr. Jaysingh Bhosale
Faculty, IBSP

initial apprehensions, these developments opened up new avenues for employment.

More recently, the advent of Artificial Intelligence and Robotics has sparked fears of job displacement, particularly in repetitive and risky tasks. However, these technologies have also created opportunities for roles requiring specialized skills.

Presently, there is anxiety regarding the impact of generative AI, such as ChatGPT and Bard, on both creative and repetitive job sectors. Yet, history suggests that while certain technologies may lead to job losses, they also pave the way for new opportunities in related fields. It is essential for individuals to adapt and upskill themselves on various technological platforms to remain competitive in the evolving job market. Opportunities abound in areas like Data Science, Internet of Things (IoT), Cloud Computing, Cyber Security, and Business Intelligence etc.

Therefore, embracing new technologies and continuously enhancing ones skills is crucial for navigating the changing job landscape.

AMUL INDUSTRIAL VISIT

This visit provided valuable insights into the production processes, quality control measures, and the overall functioning of the Amul factory.

The visit began with an informative presentation about the history of Amul, its cooperative model, and its significant contribution to India's dairy sector. It started at the milk reception area, where raw milk from local farmers is collected and tested for quality. The emphasis on quality is evident from the rigorous testing procedures in place. We were taken through various processing units where milk undergoes pasteurisation, homogenization, and separation. The automated machinery ensures precision and efficiency in these processes. The factory produces a wide range of dairy products, including milk powder, butter, ghee, cheese, and ice cream. Each product has dedicated manufacturing units with stringent quality control measures. The packaging unit showcased advanced packaging technology to ensure product freshness and safety. The distribution process was also explained, highlighting the extensive network that enables Amul products to reach consumers across the country. The visit included a tour of the quality control laboratory, where trained professionals conduct various tests to ensure that products meet the highest quality standards. The factory has implemented several sustainability initiatives, including waste management, energy efficiency measures, and water conservation practices. The visit was enlightening and provided a deep understanding of the dairy production process and the cooperative model. It showcased the success of the cooperative approach in the Indian dairy industry. It was a privilege to attend the "Bio CNG Car Rally powered by Maruti Suzuki and Amul,"



Rajrani
Batch of 2023-25

unique event that aimed to promote sustainable and eco-friendly transportation. The event kicked off with an inauguration ceremony featuring key representatives from Amul and Maruti Suzuki. The emphasis was on the collaborative effort to promote environmentally conscious practices in the automotive sector.



Maruti Suzuki showcased a fleet of Bio CNG-powered cars, highlighting the technology's viability for everyday use. The display included various car models to demonstrate the versatility of bio-CNG as a fuel source. The event featured technical sessions where experts discussed the advancements in bio-CNG technology, its environmental benefits, and its role in reducing carbon emissions. One of the key attractions was a Bio CNG car rally, where participants drove Bio CNG-powered vehicles to promote the use of alternative fuels. The rally covered a designated route, creating visibility and generating interest among onlookers. Information booths provided brochures and materials to further educate attendees about the benefits of Bio CNG. The event served as a platform to raise awareness about bio-CNG technology.

ANAND: COMMUNITY OUTREACH CLUB

We're a vibrant tribe at Anand Club, bound by a shared passion for rolling up our sleeves and diving headfirst into the nitty-gritty of community challenges. These are just a glimpse of the impact we weave together, thread by thread, event by event, leaving indelible footprints on our community.

The Anand Club organized two events in 2023. On July 26, 2023, they held Jagriti, a poster-making competition where artists painted to promote change. On September 15, 2023, they organized a blood donation drive at the college, where 64 students donated blood to Nobel, one of Pune's best hospitals. Both events highlight the importance of blood donation for surgeries, cancer treatments, and accidents.



Nukkad Kathayein themed 'Act to Impact', was held on December 1, 2023, becoming a vibrant tapestry of narratives that entertained and ignited conversations on crucial societal issues. The performances, addressing topics such as 'Mahila Utpidan', 'Unspoken Struggles', and 'Hindi Bimar Hai', showcased not only artistic prowess but also commitment to shedding light on social issues. Each narrative was a powerful expression, leaving an indelible mark on our collective consciousness.

On November 8, 2023, a pre-Diwali exhibition took place where we welcomed the Indian Development Foundation (IDF) and Anubhuti, two non-governmental organisations, to our campus to market and sell their goods.



Tarang Patel
Batch of 2023-25

The Clothes Donation Drive ran from January 9th to January 12th, for a total of 4 days. Giving is not just about donating. It is about making a difference. With this thought, we organised a clothing donation drive, in which many people contributed to this noble cause. We collected 12 cartons of clothes and sent them to the NGO; the clothes must have brought smiles to peoples faces and a sense of fulfilment in our heart

With a message of optimism, we are reiterating our club's commitment to making a difference. As we look toward the future, we remain driven by our belief in a stronger, more vibrant community.



RESEARCH CLUB

On December 1, 2023, under the guidance of Dr. T. Anupama and Dr. Irfan Inamdar, the Research Club hosted the event 'Jackpot Jamboree.' This event witnessed the participation of 89 participants.



The event consisted of two rounds: 'Find the Word', a 5-minute puzzle focusing on focus, concentration, strategic thinking, and critical analysis, and 'Money Maharaja KBC', an exciting business quiz inspired by the popular TV show 'Kaun Banega Crorepati' (KBC). Participants were awarded certificates and chocolates for their achievements. The second round, 'Money Maharaja KBC', was conducted using an online platform called Mentimeter, with five rounds each with 10 questions. The winner of the first round advanced to the one-on-one KBC round with the host, where they faced eight management and business-related questions.

Participants had two lifelines: 50-50 and an audience poll. The competitive spirit and enthusiasm were evident in this round. Out of five participants who had a one-on-one round with the host, the top three with the highest score were declared winners, who received a cash prize, a trophy, and a certificate.



Deepti Rana
Batch of 2023-25

Storytelling with Data 'The Power of Effective Report Writing'

On January 9, 2024, the Research Club held an event led by Dr. T. Anupama and Dr. Irfan Inamdar, focusing on effective report writing. The session on Storytelling with Data was both informative and fun-based, with 40 students actively participating and answering questions. The event's success was attributed to the dynamic interaction between the speaker and the students, making it an enjoyable and informative experience.

This event highlighted the Research Club's commitment to creating educational experiences that are both informative and enjoyable. We extend our appreciation to the students for their active involvement, making this event a truly collaborative and enriching experience for all.



OPERATIONS CLUB

The objective of the club is to make all of the activities more coherent and engaging for the students. The club activities are designed to help the members develop as leaders and employ those talents while having fun and participating in competitions that often take unexpected turns. The Operations Club is extremely serious and in continuous iteration, and our mentor is a good fit for us. We have been working together as a team and constantly and repeatedly processing unique ideas since day one.



In December 2023, IBS Pune's Operations Club organized an intercollegiate event called 'Ignite Innovations' during Zeal Equinox 2023. The event featured three rounds: Knowledge Nuggets, Time Sculpt, and Brick-master, allowing students from various colleges to showcase their talents and foster camaraderie. The Operations Club also held a significant event, 'Vijay Diwas', on December 26, 2023, to mark India's victory in the 1971 war.

Vijay Diwas is a day that marks the triumph of the Indian Armed Forces in the Indo-Pak war, where many soldiers and civilians sacrificed their lives, and a day that depicts the significance of the Indian Armed Forces in our lives.

To commemorate and honour the lost souls, a captivating skit was performed by the talented students of IBS Pune. Emotions took centre stage with the brilliant performances of our students and encouragement from the enchanted audience.



Anushka Banerjee
Batch of 2023-25

A small speech was delivered right after by the Deputy Director-ACO and Campus Head, Col Ram Gopal, and a vote of thanks was given by our beloved mentor, Dr. Bidhan Datta. The event concluded with the National Anthem as the entire hall resonated with its unifying melody.



On January 23, 2024, the Operations Club organised an event called 'The Rolling Trophy Ceremony', in which the most deserving member of the operation club was felicitated with the trophy by our chief guest, Prof Rajaram. In this ceremony, the president explained in detail all the events that took place during the academic year.



NAZARIA: PHOTOGRAPHY CLUB

Zeal Equinox-The Human Element

The Human Element focused on taking authentic, one-of-a-kind portraits of people and using your own words to describe their distinct emotions. The participants in this Zeal 2023 event had a special opportunity to display their photographic abilities and convey their feelings.

This event had the effect of raising students' emotional awareness by giving them the opportunity to interact with both their own and other people's emotions, which in turn promoted emotional intelligence and empathy. By combining narrative and photography, students experimented with a novel way of expressing themselves and understanding their experiences.



Through a common creative project, the event fostered a sense of community among the children, fostering connections and a sense of belonging. Discussions on identity, mental health, and societal issues may have been sparked by societal awareness and the sharing of experiences with a range of emotions.



Devanshu Thakkar
Batch of 2022-24

One of the lessons learned from this event was how to divide the work among participants to make the event run more smoothly. Planning and coordination of resources are necessary to determine the essential needs for the event.



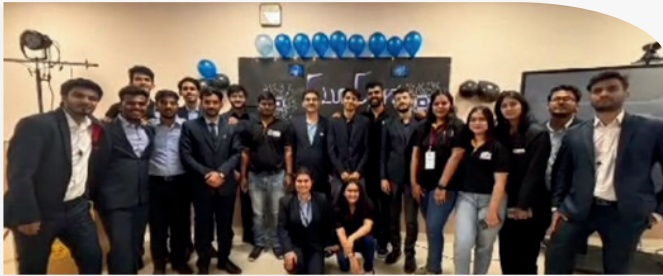
The narrative's power, plans for branding, marketing, and communication may benefit from an understanding of the effects of visual storytelling. Understanding and managing emotions is a crucial component of emotional intelligence, which is important for conflict resolution, team dynamics, and leadership.



PARAM: IT CLUB

CLUECRYPT QUEST

On December 1st, 2023, the IBS Pune campus buzzed with excitement as students participated in the thrilling event 'Cluecrypt Quest' hosted by PARAM - IT Club under the guidance of Dr. Shirish Jeble and Dr. Jaysingh Bhosale. This event witnessed the participation of 45 participants. This exciting competition format captivated the students, challenging them to think critically, collaborate effectively, and race against time to solve a series of cryptic puzzles.



Round -1: 'File Frenzy Fiesta': The format, designed to foster teamwork and problem-solving skills, required students to decipher clues, navigate hidden messages, and ultimately crack the final code.

Round -2:- 'Elemental Escapade': Teams huddled together, deciphering cryptic questions provided online and piecing together options provided, their determination fueled by the pursuit of victory.

BASKET BONANZA

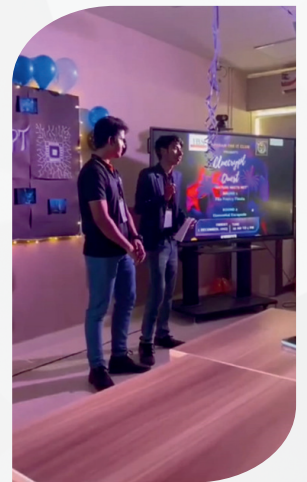
On January 9th, 2024, IBS Pune campus buzzed with excitement as students participated in the thrilling event 'Basket Bonanza' hosted by PARAM - IT Club under the guidance of Dr. Shirish Jeble and Dr. Jaysingh Bhosale. This event witnessed a participation of 28 participants. Students Unleash their inner warrior to push the boundaries of intelligence, & prowess offering a unique blend of tactical & intellectual challenges. Round -1: 'PIT BALL',



Rajnish
Batch of 2023-25

Round -2 :- 'BINGO BLISS'

Students displayed remarkable skills and creativity throughout the competition. The victors were celebrated for their exceptional performance, while all participants received recognition for their effort and sportsmanship. Basket Bonanza wasn't just about winning; it was an opportunity for students to learn, grow, and connect.



ENTREPRENEURSHIP CELL

IBS Pune's campus buzzed with the contagious energy of ambition and innovation as two landmark events unfolded. In a dynamic collaboration with E-Cell IIT Bombay, the IBS Pune Entrepreneurship Cell hosted 'Summit Chapters', while their own annual fest Zeal saw the electrifying 'Pitch Pitch' which took centre stage. Both events, distinct in nature, played a crucial role in igniting the entrepreneurial spirit in Pune's aspiring ventures.

Summit Chapters was a knowledge hub, featuring a panel discussion with prominent venture capitalists. The panelists explained the connection between groundbreaking ideas and funding, which resonated with the startup audience. Over 100 startups were connected with 30 seasoned mentors in a face-to-face interaction. The campus was filled with energy as mentors discussed business models, offered constructive criticism, and guided young ventures towards successful implementation. This experience and enthusiasm proved to be an unmatched accelerator for Pune's burgeoning startup ecosystem.

The Pitch Pit at Zeal showcased the creativity of budding entrepreneurs, presenting compelling pitches from diverse industries. Participants competed for top spots, showcasing their audacious dreams and boundless ideas, bringing excitement to the event.

The judging panel, including industry experts and successful entrepreneurs, evaluated diverse business ideas from various industries, showcasing their creativity and boundless potential.



Niteesh Vatti
Batch of 2023-25

The Summit Chapters and The Pitch Pit events in Pune aimed to empower and inspire the next generation of entrepreneurs. Summit Chapters provided knowledge-sharing and mentorship, while The Pitch Pit provided a competitive platform and insightful feedback. Both events provided invaluable experiences, highlighting Pune's entrepreneurial spirit and its potential to reverberate beyond the campus. The feedback provided valuable guidance and insights into the entrepreneurial landscape, highlighting the importance of fostering a brighter entrepreneurial spirit.



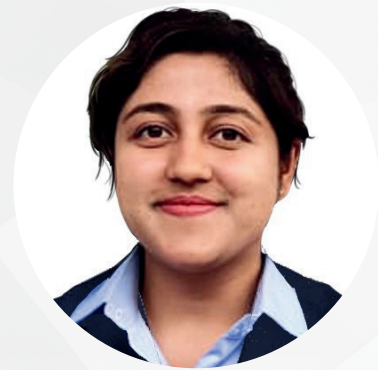
NUCLEUS: THE MARKETING CLUB

The Marketing Club at BS Pune's Nucleus has been a hub of creativity and innovation, hosting events that showcase student talents and leave a lasting impact on the campus. The club's inaugural event, the Marketing Panel Discussion, on July 27th, 2023, aimed to foster creativity by encouraging participants to redesign the G20 summit's logo and tagline. The final round of 'Diverse Dialogues' provided valuable insights into contemporary global issues.

Nucleus created brand awareness videos to educate students about global brands and product functionalities, inspired by childhood game 'I spy with my eye'. The club sponsored 'Vocal for Local: A Marketing Focal' event, promoting local businesses through video presentations and highlighting digital revolution adaptation. The final round, 'The Marketing Strategy Challenges,' allowed teams to showcase their marketing skills and engage in Q&A sessions.



Nucleus partnered with Amul and Maruti Suzuki India for a BioCNG Car Rally on November 20, 2023, to promote sustainable dairy practices and engage local farmers.



Chayanika Bandyopadhyay
Batch of 2023-25

IBS Pune's Zeal Equinox 2k23 event, 'Mission Impossible', aimed to showcase marketing and logical reasoning skills. In 2024, Nucleus launched 'Wonderfully Weird Ads 2.0', involving creative videos and 'Brand Blitz' and 'Just Tag It' rounds, showcasing Promethean prowess in slogans and taglines. Both events provided thrilling experiences for participants.



Nucleus promotes marketing, creativity, and community engagement through events. These events showcase students' talents and contribute to the student body's development. The club mentors, Dr. Smita Santoki, Prof. Arun Prasad, and Prof. Arun Dutta, guide and lead these events, transforming concepts into captivating experiences and leaving an indelible mark on the collective endeavors.



PRERANA: MAGAZINE CLUB

Prerana Magazine Club is the creative hub of our college. We're a dynamic community of writers, artists, and photographers united by the shared mission of inspiring through diverse voices. Prerana, meaning 'inspiration' in Sanskrit, is the essence of our platform. Our club issues magazines every quarter, which include different faculty and student articles as well as a gist of all the events conducted at the college throughout the year. All this is done under the guidance of our club mentors, Prof. Rachana Adtani and Ms. Deepti Inamdar.

Invictus 2.0: The Best Manager, held on December 1st, 2023, featured two competitive rounds: verbal joust and role-play resilience. Participants showcased wit and communication skills in the verbal joust, while role-play resilience emphasised managerial acumen. Five out of 10 teams advanced to the final round.

The event, graced by Chief Guest Mr. Adhiraj Karande, In-House Judge Ms. Dipti Inamdar, and Club Mentor Prof. Rachana Adtani, awarded the top three teams with cash prizes. Special acknowledgements were given to the judges and club mentor. The event concluded as a success, highlighting participants' talent and managerial prowess, with plans for future events to foster leadership skills.



Kulveen Kaur
Batch of 2023-25

On January 2, a Popup Market was held at the campus, featuring 13 stalls offering unique business ideas within a budget cap of Rs 300. The event showcased a variety of products, including juices, Maggi, brownies, and mehendi.



The limited budget sparked creativity and efficiency, requiring participants to showcase their entrepreneurial prowess. The top three stalls with the highest ROI received cash prizes, making the pop-up market a celebration of innovation and resourcefulness.



SYNERGY : HR CLUB

The event hosted by our club, 'Road to Success,' was a riveting gathering of personal tales and deep realisations that transpired as a celebration of perseverance and development. During this incredible voyage, partnerships were built, stories were exchanged, and priceless lessons were learned.

The special dynamic among team members was the soul of the occasion. Each pair consisted of one person giving a personal life story and another actively extracting valuable lessons from that story. This creative method not only promoted collaboration but also provided a forum for deep introspection and storytelling.

The room echoed with stories of overcoming adversity as the event played out. Tales of hardships both personal and professional were shared, illustrating the various 'Roads to Success' that people choose to travel. The storytellers exposed their innermost selves by disclosing candid and unvarnished details of life-changing events.

Conversely, their teammates were crucial in helping them find the positive aspects of these situations. They emphasised the most important lessons learned, stressing the fortitude, tenacity, and flexibility shown by their peers. A wealth of life lessons were presented to the audience, emphasising the notion that hardship frequently leads to achievement. 'Road to Success' evolved into more than simply one event; rather, it became an example of the power that comes from exchanging stories and thinking together. The transforming potential inherent in every life



Pragun Kaushal
Batch of 2023-25

event was demonstrated by the potency of storytelling and the capacity to glean beneficial insights.

The ramifications of these tales endure, permanently altering our collective consciousness even after we close the book on this incident. 'Road to Success' served as a reminder that the road is just as important as the destination, and it was more than just a single event. It was a catalyst for both individual and group progress.



FINANCE AND ECONOMICS CLUB

The Finance and Economics club is one of the elite clubs of IBS Pune. Our Club's primary objective is to enhance students' financial knowledge through a range of challenging activities, comprehensive workshops, and diverse competitions. Our club has conducted some of the best events year by year. This year also our club conducted a total of 3 events.



Under the mentorship of Prof R.V. Reddy and Dr. K. Deeppa, all the events conducted were a huge success but we can say 'Financial Ecopedia' was the best. From this event, the participants got to learn about various economic policies that countries make and change to tackle global-level economic crises which was very informative for the participants and was appreciated by all. The participation was also more than what we expected. All of these factors made the event a huge success. The event was divided into 2 rounds where the participants had to showcase their skills and knowledge of finance and economics. The event was a success along with the enthusiastic participants.

Round – 1 Capital Clue

For round 1, each participant was provided with a crossword puzzle to complete within a



Bhautik Parekh
Batch of 2023-25

5-minute timeframe. Their performance was evaluated according to the number of accurate answers, and the top ten participants advanced to the next round.



Round – 2 Economica

In the second round, the top 5 participants from the initial ten were asked to draw lots containing the names of the remaining 5 participants and respective countries. These pairings formed the teams for the proceeding round. Participants were presented with various economic crisis scenarios and given a 5-minute window to contemplate and articulate solutions in writing. Judges assessed and scored the teams based on the explanations they provided.

SILVER TONGUE : PUBLIC SPEAKING CLUB

In the academic year 2023 – 24, The Silver Tongue Club at IBS Pune conducted a series of captivating events, showcasing their commitment to nurturing critical thinking and effective communication. Among these, the 'Ninja Narrative Challenge,' 'Debate Royale,' and 'Storytelling Spectrum' stood out as pillars of creativity.



Ninja Narrative Challenge – A Strategic Journey into Communication: On the 9th of August 2023, the 'Ninja Narrative Challenge' unfolded, creating moments to be cherished. The first round, 'Hint Hurdles,' witnessed teams conveying specific words without uttering them directly. Laughter filled the hall as the participants tried to interpret the words behind the actions. In the subsequent round 'Character Chronicles,' participants enacted famous personalities with only a picture as their guide, highlighting their analytical prowess.

Debate Royale – A Platform for Communication Skills Fast forward to 11th September 2023, the 'Debate Royale' took place in the presence of the judges Dr. Smiti Santoki and the club mentors Capt. Nitin Joshi and Prof. Rachana Adtani. The first round, 'The Proving Ground,' showcased participants describing their states, offering diverse perspectives on Bharat's cultural and economic richness. The face-to-face 'Counterpoint Debate' explored topics like space investment and privatisation, leaving the audience in awe of the participants' fearless



Bhavna Sahay
Batch of 2023-25

Storytelling Spectrum - An Artistic Journey into Imagination: On 1st December, the 'Storytelling Spectrum' unfolded as part of the Zeal 2K24, exploring the theme of 'Unleashing Creativity through Communication.' Divided into three riveting rounds, the event commenced with 'Twisted Tales,' where teams crafted unique storylines based on diverse – themed pictures.

'Shuffled Storyboards' challenged participants to create a cohesive narrative using shuffled illustrations, while 'In So Many Words' tested their ability to express ideas concisely.

The event blended fun and learning, leaving a lasting impact on participants and attendees. The warmth and delight in the audience were palpable, reflecting the success of the Silver Tongue Club in fostering a sense of camaraderie and appreciation for the art of storytelling.

In conclusion, the recent series of events by the Silver Tongue Club showcased their dedication to nurturing articulate and critical thinkers and stands as a testament to the power of effective communication and the celebration of imagination.



DIGITAL AMBASSADORS : CAPTURING AND AMPLIFYING THE IBSP CAMPUS VOICES

The Digital Ambassador Club acts as a gleaming portal into the vibrant IBS Pune campus. This proactive team oversees all official digital media platforms, offering the outside world a window into campus life. It's a common saying among the students that the DA team is everywhere and anywhere, which aptly sums up their indispensable role. They are the official chroniclers of the campus vibes. No event is too big or too small for them, tirelessly covering everything from the welcoming energy of freshman kick-starters to the intellectual buzz of TEDx talks and the vibrant spirit of club activities, culminating in the grand spectacle of the annual fest like clockwork. Here is the timeline of some major events.

IBS Pune's Freshers' Week 2023, 'Rookie Rendezvous,' held in July, was a momentous occasion for the incoming batch of 2023-2025. Our members captured the most significant moments, preserving them for posterity.

The club actively documented the Research Conference 2023, held on October 14, 2023. This multidisciplinary event explored the latest advancements in data analytics, and the DA's coverage helped to ensure its success.

On October 20th, the DA Club took centre stage once again, organising Tedx IBS Pune Women. This empowering event focused on the achievements and challenges faced by women in various career paths, sparking important conversations and inspiring attendees.

The buzz and brilliance of the Entrepreneurship Cell Summit of IIT Bombay,



Kavya Vijay
Batch of 2023-25

hosted by IBS Pune on November 5, 2023, were captured and immortalized by the club.

Zeal Equinox was IBS Pune's two-day extravaganza event. From the energetic inter-college competitions to the star-studded cultural night featuring student and professor performances, the event's spirit shone through the DA's lens.

The DA team has also documented the bittersweet farewell for the batch of 2022-2024, aptly named 'Masquerade Prom Night.' The photography captured the laughter, tears, and memories that made this special event unforgettable.

So next time you're scrolling through your feed, bombarded with IBSP fun moments, remember that it's the DA team capturing the vibrant essence of college life like the quiet hum of a camera shutter, unseen but ever-present.



SPORTS CLUB : BEYOND ACADEMICS, BUILDING MEMORIES AND COMMUNITY

The Sports Club of IBS Pune has etched its mark on the campus, going beyond organising regular cricket, tug-of-war and table tennis tournaments. The club's crown jewel, the 'Clash of Algorithms' intercollegiate football championship, stands out as a testament to its dedication to fostering exceptional sportsmanship, teamwork and a love for the beautiful Game. Held on November 30th at the Desire Sports Arena, the tournament saw eight teams (including two from IBS Pune) battle it out in a thrilling league format. Each team got the chance to showcase their skills against every other, fostering healthy competition and camaraderie.



The meticulously organised event adhered to a pre-defined schedule, ensuring a seamless flow of matches. A dedicated team of student volunteers worked tirelessly to manage logistics, referee assignments and overall coordination, contributing significantly to the tournament's success and providing a positive experience for all. 'Clash of Algorithms' transcended being just a football tournament. It served as a platform for students to showcase their talents beyond academics, fostering inclusivity and bringing together students from diverse colleges with a shared passion for the sport.

88 participants actively engaged in the event, showcasing their skills and passion for football.



Dr. Sankar Das
Associate Dean & Deputy PCO, IBSP

The league matches unfolded with exemplary sportsmanship, a true testament to the spirit of fair play. Notably, both IBSP Team A and Team B displayed exceptional talent, securing their places in the semi-finals. This accomplishment highlighted the dedication and skill of IBS's football program. Ultimately, Team Indira College of Commerce and Science emerged victorious, claiming the title of champions in this event.

The success of Clash of Algorithms was a true team effort. The tireless efforts of the organisers, commitment of the participants and the unwavering support of the college community all played a vital role in making the event a resounding success. The Sports Club of IBS Pune has established itself as a force to be reckoned with, going beyond academics to create lasting memories and build a strong community through the power of sports. With the inaugural 'Clash of Algorithms' setting the bar high, we can only anticipate even more exciting and impactful events to come from this passionate and dedicated club.



CULTURAL CLUB

OSTARA

The Cultural Club proudly hosted "Ostara" during the flagship annual event of IBS Pune, "Zeal-Equinox," on December 1st, 2023, under the guidance of Dr. Shraddha Gupta and Dr. Pradeep Sadarpatil.

A total of 30 teams, representing colleges such as DY Patil, Vishwakarma University, ISB&M, Sinhgad, and others, participated in this lively event. Under the categories of dance, rap, singing, poetry, mimicry, stand-up comedy, and acting, participants showcased their exceptional talents.



Judged by the esteemed Dr. P.N.N Iyer and Prof. Sujata Mukherjee, the champions emerged from a pool of remarkable performances. The winners were as follows: Anuja Mahtre (Winner), Ankit Kumar Mehta (1st runner-up), and Avadhi Badjatya (2nd runner-up). Their outstanding performances left an indelible mark on the audience.

Heartfelt gratitude is extended to mentors, judges, participants, volunteers, and attendees for their contributions in making "Ostara" a resounding success. The event not only celebrated diverse talents but also exemplified the collaborative spirit of the IBS Pune community.

POP-UP MARKET

On January 2nd, the Cultural Club and Prerana Club joined forces to present the lively "POP-UP MARKET" at the Foyer Area, initiating a festive beginning to 2024.



Bhautik Parekh
Batch of 2023-25

The event, brimming with childhood games organized by the Cultural Club, tongue twisters, and karaoke, fostered a vibrant atmosphere that brought students together for a joyous celebration. Laughter echoed as songs were dedicated, and the inclusion of exciting prizes elevated the festive spirit. The organizers express their heartfelt thanks to all contributors for crafting an unforgettable experience.



The Cultural Club's curated games added an extra layer of fun, creating an immersive and entertaining environment. "POP-UP MARKET" not only exemplified the spirit of the community but also strengthened connections and forged lasting memories among students.



LEARN AND LEAD

Learn & Lead is an institutional cell that has consistently invited eminent professionals to share their experiences with the student body. Our group works to educate students about corporate culture and the experiences of professionals.

"Inspire to Lead - Uniting Ideas for Tomorrow" was an incredible event that Learn and Lead organized.

Mr. Naresh Kumar Piniseti, President of Deepak Fertilizers and Petrochemicals Corp. Ltd., was the honoree.



In summary:

He possesses remarkable qualifications, including an executive MBA, a post-graduation in sociology, and a post-graduation in human resources. He has over thirty years of expertise in industrial relations and human resource management. He started his work at M/s Ferro Alloys Corp. and has held important positions at Bayer Crop Science and Nagarjuna Fertilizers. Additionally, Mr. Piniseti has held the position of Chairman while serving as the Southern Regional Vice President of the Chennai Chapter of the Indian Society for Training and Development.

One of the event's most important lessons was that "Change is the only constant." Try to adjust as needed to the circumstances.



Ankita
Batch of 2023-25

You should constantly be aware of the functions of other departments and maintain connections with the organization and its operations.

Create new concepts, speak out for yourself, establish relationships, pay attention to what others have to say, and respect their opinions. Make an independent statement.

This was a fantastic chance to pick the brain of an accomplished expert who has achieved success in his industry. During our Q&A session, get answers to all of your questions from Mr. Piniseti.



ZEAL EQUINOX 2K23

“UNITING THE ELEMENTS OF NATURE”

"IT'S NOT JUST AN EVENT; IT'S A TRADITION, A CELEBRATION, AND A CHANCE TO SHINE"

IBS Pune is known for hosting a variety of events and creating a forum for the young generation's intellectual and artistic side. ZEAL, an embodiment of knowledge and networking is a collaboration of business education and innovation. The theme for ZEAL 2K23 was "Uniting the Element of Nature." The Zeal Committee and Students Clubs had planned 13 Management Games which promised to be even more extraordinary this year with exciting prizes and awards. The event was promoted to 150 plus colleges in Pune. We are happy to have received participation from various colleges of Pune.

Day 1 – Friday 1st December 2023

Club wise Events at IBS Pune Campus, Pune.

The event was inaugurated on 01 Dec 2023, by the Chief Guest, Mr. Bablu Maity, who is the recipient of Maharashtra Ratna Award, Bharat Shree National Award, Bharat Bhushan Award and Bango Gourav Samman Rashtriya Abhiman Puraskar.. The event commenced with an elegant lamp lighting ceremony led by the Director Prof. Jyoti Tilak, Deputy Director Prof. Col N Ram Gopal, esteemed chief guest Mr. Bablu Maity, Zeal coordinators Dr. Bidhan Datta and Dr. Jaysing Bhosale. Following this, an enchanting opening dance, executed by IBS students, captivated the audience. Director Prof. Jyoti Tilak delivered insightful opening remarks, succeeded by an engaging address from Mr. Bablu Maity, which garnered immense appreciation from the attendees. The Inauguration ceremony reached a delightful climax as students performed a spontaneous flash mob which set an exuberant tone for the rest of the occasion. Intercollegiate events were organized by different clubs of IBS Pune.

Day 2 – Saturday 2nd December 2023

Cultural night at Laxmi Lawns, Pune.

The second day of the occasion, namely the Cultural Night, unfolded at Laxmi Lawns. The evening commenced with a retrospective glance at the preceding day, gracefully segueing into a



Dr. Bidhan Datta
Associate Dean & Deputy PCO, IBS Pune

nostalgic journey through the annals of Zeal's history. The vibrant hues, harmonious melodies, and joviality permeating the atmosphere compelled every attendee to gracefully sway in eager anticipation and delight. Kavya's opening dance performance ignited the stage with energy and finesse, setting an electrifying tone for the entire evening.

Raj Rani and Mayank Acharya took the audience on a soulful journey with their nostalgic 90's mashup, followed by Folk Dance Extravaganza by Apurva, Prajakta, and Aniket. Their lively expressions and traditional beats showcased the diverse heritage of India, adding a unique and vibrant flavour to the event.

The subsequent dance, singing, and instrumental brilliance segments featured captivating performances, leaving the audience enchanted by the talents of Nidhi Agrawal and her group representing Indian tradition with a classic ghoomar dance followed by Glen's and Dr. Pradeep Sadarpatil's extraordinary magical singing performance. The stage vibrated with energy during the band performance by Bhautik Parekh, Reet Kundu, and Nikhil Bhoite, as they created an electric atmosphere with renditions of timeless classics.

Faculty showcases brought a personal touch to the event, with Dr. Bidhan Datta, Mr. Rohit Kumra, Mrs. Suchitra Thite, and Mrs. Sushma receiving well-deserved applause for their captivating performances. All faculty and staff members have performed a group performance together that included shayaris and a beautiful song to close their performance.

Style serves as a silent expression of one's identity, and IBS students effectively conveyed their individuality on the stage through a captivating fashion walk showcasing high street trends. Esteemed judges of the Fashion Show were Mrs. Shampa Bhattacharyya, Prof. S Mukherjee and Mr. Rohit Kumra - elevated the event's prestige, adding an air of excitement and anticipation. The crowning moments featured the announcement of Mr. & Ms. Zeal along with the recognition of Zeal Week winners, infusing an element of anticipation and celebration.

As the event drew to a close, Dr. Bidhan Datta expressed heartfelt gratitude in the Vote of Thanks,

acknowledging the collective effort that made the Zeal Event a resounding success. The Zeal Event showcased the incredible talent within our community, fostering a sense of unity and celebration.

The evening concluded with a grand gala dinner arranged for all students, faculty members and their families. Zeal, a symbol of unbridled potential and enthusiasm, found vibrant expression in the spirited participation of both students and faculty members. May the flame of Zeal continue to illuminate our journey in the times ahead. Undoubtedly, these cherished moments shall linger in the memories of students for years to come.



FAREWELL FIESTA

Our farewell week was an absolute blast, and reminiscing about it fills us with warmth and joy. Each day brought something unique, turning it into a tapestry of memories we'll always carry with us.

First up was "Box Cricket Day" on January 15th: It wasn't your typical cricket game; it was a day where teamwork and sportsmanship took centre stage. The thrill of competition mixed with the spirit of togetherness painted a memorable picture on the canvas of our farewell week. The date had been circled on our calendars for a reason, and as we unleashed our inner cricket enthusiasts, it became an unforgettable experience.

"Traditional Day" followed on January 16th: Immersing us in a celebration of our roots. The day kicked off with the sweetness of Rose Day, creating an atmosphere filled with love and camaraderie. As the sun set, a mesmerising jamming session around the bonfire added another layer of enchantment. It wasn't just a party; it was an ode to our traditions and the bonds that connected us. The details, like the sweet aroma of love and the crackling flames, made the day vivid and special.

"Scribble Day" on January 17th: continued the colourful journey. Picture seniors donning white T- shirts, becoming living canvases for juniors to unleash their creativity. Armed with markers and pens, imagination ran wild as messages, drawings, and unforgettable moments were scribbled onto those white canvases. As the sun set, a vibrant tapestry of scribbles emerged, symbolising the unique connections that defined our time together. These days were etched into our memories, not just as events but as chapters in our journey. The spirit of unity, joy, camaraderie, artistic expression, and sportsmanship filled our farewell week. Looking back, it wasn't just a



Likitha Sai Lagdu
Batch of 2023-25

farewell; it was a canvas painted with memories – a touch of excitement that we'll always carry with us. The farewell week became a collective masterpiece, weaving together the threads of our friendships and experiences in a way that will forever make us smile.

"Fantastic Farewell Fun: Our Amazing Masquerade Prom Night"

On January 19, 2024, we had the most incredible farewell party ever – the Masquerade Prom Night. The college transformed into a magical place with masks, setting the stage for an unforgettable night.

The evening began with jaw-dropping performances by students, showcasing their talents in dancing and singing. Even the teachers surprised us with their skills, adding an extra layer of fun to the night.

The excitement peaked with the announcement of awards like

- Student of the Year (male & female)- Shashank Agarwal and Vaishnavi Shukla,
- Mr & Miss Visiting Student- Sharad Pal and Prakriti Pandey,
- Shaitaan Khopdi - Suruchi Kumari,
- Late Comer of the Year- Sharon Benny,
- Kitaabi Keeda- Sugandh Gupta,
- Sleeping Head of IBSP- Sanjana Soni,
- Mr & Miss Well- groomed- Yuvraj Singh & Ansu Albert

- Best Senior (male & female) - Yuvraj Singh & Nidhi Agrawal,
- Mr & Miss Crush of the Year- Shivam Vallecha and Nicole Cerejo,
- Dramebaaz of IBSP - Kritika Ekta,
- Go to Senior - Devanshu Thakkar,
- Best Dressed (male & female)- Pankaj Bardoloi & Mahek Agarwal.

Cheers filled the air as deserving students were recognized for their achievements in academics, sports, and other activities.

A fancy dinner followed, treating us to delicious food and providing a cozy setting for laughter and shared memories. It was the

perfect moment to express gratitude and bid farewell.

As the night continued, a DJ took charge, turning the celebration into a lively dance floor. Everyone, from students to teachers, joined in the fun, dancing the night away to a mix of tunes that brought everyone together.

Our Masquerade Prom Night on January 19, 2024, will forever be etched in our memories as an amazing way to close this chapter of our lives. It had everything – fancy moments, awards, and a whole lot of fun. It was the perfect farewell bash, leaving us excited for what lies ahead.



REPUBLIC DAY CELEBRATION AT IBS PUNE

IBS Pune celebrated the 75th Republic Day of India on 26 January 2024, with the unfurling of the Indian National Flag by Prof Jyoti Tilak, Director, IBS Pune, Prof Soumitra Samaddar, Dy Director, IBS Pune, Dr Saumya Misra, Associate Dean(SDCC), IBS Pune and Capt Nitin Joshi who also delivered the Republic Day address. Capt Joshi's rich experience in the Indian military made the speech quite an impactful one. He outlined the importance of the youth making mindful decisions and their pivotal role in driving the economy forward. This was followed by a beautiful cultural program organized by the students.

IBS Pune went on to felicitate the winners of Sports activities organized throughout the year with certificates and prize money. This was followed by recognizing the amazing dedication and contribution of the students as office bearers of all the fourteen clubs at IBS Pune.



Dr.Saumya Misra
Associate Dean (SSDC), IBS Pune

The Research Club, with its impactful Multi-Disciplinary Conference, The Entrepreneurship Cell with its Net Zero, Carbon Credit Digital Green initiative, the Cultural Club for organizing 'Ostara' and the Anand Club for organizing cloth donation, blood donation drives, and many other such activities characterized by a high social impact, were accorded special mentions during this event.

The event culminated with group photographs being taken of all the faculty, staff, and students, etching indelible memories in the minds of all present.



BUSINESS CONCLAVE

National Business Conclave and India in 2047 - Case Contest was conducted on November 17th, 2023, and organized at ICFAI Business School, Pune, India. This daylong event included a Case Contest Final Presentation, an Exciting Business Quiz, an Online quiz open to all, and a Panel Discussion. Participants joined this event and made it intellectually stimulating with vibrant presence & participation.

Attendees were awarded a Participation certificate and an enviable opportunity to bag prizes. Participants from renowned colleges across India, including Loyola Institute of Business Administration, Chennai, ITM Mumbai, Ahmedabad University, and Symbiosis Institute of Operations Management, presented compelling ideas in the National Case Competition.

The Chief Guest for the National Business Conclave was VP Joy, Senior Executive Vice President, Reliance Industries Ltd. Eminent people who participated in the panel discussion are Ms. Enakshi Biswas, Head - of Corp Communications, OTIS, Dr. Anbuthambi B, Head - of Strategy -L&T



Dr. T. Anupama
Dean - Examinations, IBSP

EduTech, Larsen & Toubro and CA Pattabhi Ram V, Author, Speaker & Teacher. The panel Chair for the panel discussion was Sudhakar Rao, Director Branding, ICFAI Group.

The panel discussion mainly focused on India, which is widely tipped to become the 2nd largest economy in the world; the transition from being a broken economy in 1991 to being among the leading lights in 2047 will be significant beyond measure. The panel discussion explored how we would like the country to look in the 100th year of independence. While it is good to have flights of fancy because that's what vision is all about, it should also be tempered by a touch of realism. The panel of experts delved into and discussed what needs to be done to get there! It was engaging as the audience posed questions about the thriving topic.



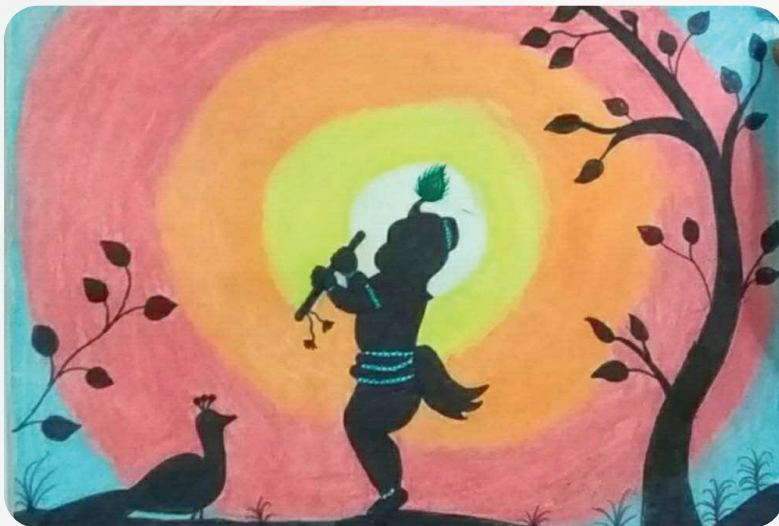
Creative Buzz



Rajrani
Batch of 2023-25



Prutha Purohit
Batch of 2023-25



Creative Buzz

Poetry Corner



**Chayanika
Bandyopadhyay
Batch of 2023-25**

In life's grand tapestry, passions weave,
A dance of joy, a purpose to achieve.
From social welfare's altruistic calls,
To singing and dancing, my soul enthralls.

Ambition, a flame that burns within,
A career's ascent, a personal win.
A desire to stand in societal light,
Propelling me forward, an ambitious flight.

Yet, this dance isn't a struggle for might,
Passion and ambition, harmonious and bright.
Social standing and welfare align,
A symphony of purpose, aspirations combine.

Singing and dancing, creative release,
An emotional outlet, a tranquil peace.
Career ambitions, a focused gaze,
Towards self-sufficiency, in myriad ways.

Bridging the gap with threads of independence,
Supporting loved ones, a heartfelt recompense.
Guiding lights in life's vast expanse,
Deserving to see the fruits of influence.

A holistic narrative, a life well-rounded,
Passion and ambition, beautifully grounded.
Balancing the notes in life's grand score,
A dance of equilibrium, forever more.



📍 **Survey No 174 & 175, DSK Sunderban**
Business Hub 1, Behind Amanora Park Town,
Opp. Pawar Public School, Hadapsar,
Pune, Maharashtra 411028.

☎ +91-020 - 30062305-309

✉ ibspune@ibsindia.org

🌐 www.ibsindia.org

All Rights Reserved. No part of this publication may be reproduced without permission in writing from IBS Pune. The views expressed by the authors are purely personal and do not affect the institution and organizations with which they are associated. Neither the publisher or the editors are any way responsible for this.