

INNOVATION ENSEMBLE

UNLEASHING POTENTIAL

**ETHICS | NETWORKING | STRATEGY | EMPLOYEE SATISFACTION |
METRICS | BEHAVIOR | LEARNING AND DEVELOPMENT |
EFFICIENCY**



TABLE OF CONTENTS

01 Director's message

02 Mentor's Message

03 President's Message

04 Articles

05 Placement at IBS

06 Life at IBS A



TABLE OF CONTENTS

07 Guest Session at
IBSA

08 Alumni at IBS A

09 Clubs At IBS A

10 Events at IBS A

11 Creative Buzz at IBS
A



DIRECTOR'S MESSAGE



I am thrilled to share that Innovision, the esteemed quarterly newsletter of IBS – Ahmedabad, has been steadily soaring to new heights year after year. Guided by a clear vision and unwavering dedication, the newsletter team goes beyond merely showcasing campus events; they delve into diverse themes, making each edition a unique and enriching experience. At the heart of Innovision's success lies Team Innovision - The Literary and Newsletter Club of IBS – Ahmedabad. Our mission is to foster a culture that nurtures logical thinking, hones writing and speaking skills, and provides a robust platform for creative expression. Acting as a positive catalyst, we empower students to unlock their potential and become trailblazing initiators of innovative ideas.

Through captivating literary events and the dissemination of information via the newsletter, we strive to ignite the light of enlightenment in the minds of every ICFAI'an. Driven entirely by passionate and creative students, our club endeavors to inspire a love for writing among our peers. By organizing stimulating competitions and showcasing outstanding student-generated work, we encourage active participation and create an atmosphere where creativity knows no bounds. As the mentor of this highly motivated and competent team, I feel blessed and honored to witness their exceptional growth. Together, we are committed to upholding the values and culture instilled in us by our esteemed institution. Our collective dedication ensures that each issue of Innovision resonates with the essence of IBS – Ahmedabad, captivating our readers with thought-provoking content and engaging themes. Innovision's journey is a testament to the power of collaboration, passion, and unwavering commitment to excellence. As we continue to explore new horizons and embrace fresh ideas, we look forward to making Innovision an even more impactful and cherished part of the IBS – Ahmedabad experience. Together, we celebrate the spirit of creativity and knowledge-sharing, building a brighter and more vibrant community within our institution and beyond.

DIRECTOR'S MESSAGE



Amidst placement drives and internship preparations for the new batch, we acknowledge the importance of building a dynamic and progressive HR ecosystem. This involves nurturing a work culture that fosters employee growth, satisfaction, and well-being. As we progress, we look forward to witnessing the impact of these HR advancements on the industry as a whole."

Top of Form

The theme of this issue "ENSEMBLE" is an attempt to underpin the domain of Human Resources by looking at the change that happened in the various sectors of the world. This is the era of transformative changes in human resource practices, where we need to "Reinvent" our approach to better understand insights that help us effectively engage with employees and offer them a fulfilling work experience. Against this backdrop, the issue delves into the perspectives of young minds on these HR-driven shifts in the industry. These budding thought leaders will be the custodians of the future, actively contributing to shaping the journey of employee 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. During this festive season, we, as a team, thrive with enthusiasm and positive energy, embracing new HR practices that aim to attract and engage talent in the dynamic realm of the 'Great Indian Market'.

DR. VIVEK RANGA

MENTOR'S MESSAGE



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DR. PALLAVI MITTAL

PRESIDENT AND VICE PRESIDENT'S MESSAGE



With immense pride and satisfaction, we present to you the Fourth edition of Innovision newsletter for the academic year 2023. This newsletter serves as a testament to the vibrant and dynamic environment that thrives within our college. Innovision's essential purpose is to inspire and showcase the diverse range of activities, achievements, and initiatives undertaken by our various associations, faculties, and students - both academically and non-academically. We believe in providing an honest and up-to-date portrayal of the happenings that shape our college experience.

At Innovision, we foster a culture of expression and encourage students to share their feelings and opinions through the art of writing. In this edition, we delve into the fascinating domain of Human Resources, exploring topics such as ethics, networking, strategy, employee satisfaction, metrics, behavior, learning and development, and efficiency. We extend our heartfelt gratitude to our contributors and readers for making Innovision a vibrant platform for sharing knowledge, experiences, and ideas. Together, let us continue to inspire and uplift each other as we embark on this journey of learning and growth.

Bhumi Trivedi
President



The Newsletter Club has emerged as a vibrant and influential platform, fostering information-sharing, celebrating accomplishments, and building strong connections among our diverse members. It thrives on collaboration, creativity, and the free exchange of ideas, empowering every individual to leave their mark and contribute to our college's collective success. Within this club, every voice is valued, and each member has the opportunity to inspire growth and explore boundless possibilities.

Our strength lies in the collective efforts and diverse talents of our members, united in our mission to cultivate a sense of unity, pride, and belonging within our college community. Together, we harmoniously embrace the power of communication, illuminating our college community with newfound brilliance. As we continue on this journey, let us embrace the potential that lies within us and propel our college to even greater heights. With a shared commitment to excellence, our Newsletter Club shall remain a beacon of inspiration and an integral part of our college's legacy.

Rishita Shah
Vice- President

Innovision ENSEMBLE

From an organizational perspective, Human Resources (HR) has witnessed a notable transformation. Once regarded as primarily an administrative function, focusing on paperwork and compliance, HR has now assumed a strategic position. It has evolved into a crucial partner in aligning human capital initiatives with the organization's overarching objectives. HR's pivotal role lies in cultivating meaningful connections with employees, with HR managers being responsible for fostering unity and cohesion within the workforce. By nurturing a collective sense of purpose, HR aims to create an "ENSEMBLE" of individuals, collaboratively striving towards shared goals and a common purpose. This strategic approach enables HR to contribute significantly to the organization's overall success.

ENSEMBLE



“

***If you've got the
confidence and
the work ethic,
you can make any
dream come true.***

~ Bret Har

”

ETHICS IN FEDX



Anusha Arya
Batch -2025

Ethics in human resource goes as for helping an organisation upholding its values at all levels in order to maintain and increase trust, maintaining accountability or taking responsibility.

FedEx Corporation has established itself as a highly successful company, known for its exceptional delivery services and commitment to customer satisfaction. Central to its achievements is the concept of People-Service-Profit, which highlights the interconnectedness of employee care, service excellence, and financial success.

Diversity and inclusion are key priorities for FedEx. The company strives to create a team environment where employees are not limited by gender, diversity, or race.

By fostering a workforce that promotes equal opportunities for all, FedEx enables women to thrive and contributes to the advancement of all team members. The diverse workforce at FedEx plays a significant role in delivering the best possible service to customers.

ORGANIZATIONAL CULTURE OF FEDEX

FedEx's organizational culture is built on three levels: artifacts, values, and assumptions. At the artifacts level, FedEx promotes an open-door policy, has a specific office layout, and enforces an official dress code. These observable elements are integral to the company's culture but may require interpretation to fully understand their meaning.

Shared values are a crucial aspect of FedEx's culture. The company emphasizes accountability, diversity, passion, and integrity as its core values. These values are effectively communicated throughout the organization, ensuring that each employee understands and aligns their behavior accordingly.

Assumptions play a vital role in shaping FedEx's core values and visible behavior. These underlying assumptions, often deeply ingrained in the organization, influence how employees perceive and respond to various situations. By aligning assumptions with the desired cultural values, FedEx creates a cohesive and purpose-driven work environment.

THE RECRUITMENT PROCESS AT FEDEX

FedEx's recruitment process incorporates various stages to ensure the selection of qualified candidates. This includes personality tests and questionnaire-solving to assess a candidate's suitability. Successful candidates then proceed to interviews, where their skills, experience, and alignment with FedEx's values are further evaluated.

EMPLOYEE BENEFITS

FedEx prioritizes providing comprehensive benefits and perks to its employees. These offerings include job training programs, health insurance coverage, soft skill development opportunities, education assistance programs, free transportation, and more.



COMMUNICATION

FedEx recognizes the importance of effective communication within its workforce. The company provides team members with email accounts, which serve as one of the preferred methods of business communication. By utilizing email, FedEx ensures efficient and reliable communication channels throughout the organization. However, messaging apps are not utilized extensively, as they may not provide the same level of reliability and security.

Labor, strive, journey and earlier from Old French travailler which means to work strenuously, toil). In English we still occasionally use the words travail and travails, which mean struggle. According to Simon Winchester in his book the words travel and travail both share an even more ancient root: a Roman instrument of torture called the tripalium in Latin it means "three stakes", as in to impale. Note the torturous connotation.

THE CHANGE FEDEX HAS LED IN THE GLOBAL WORLD

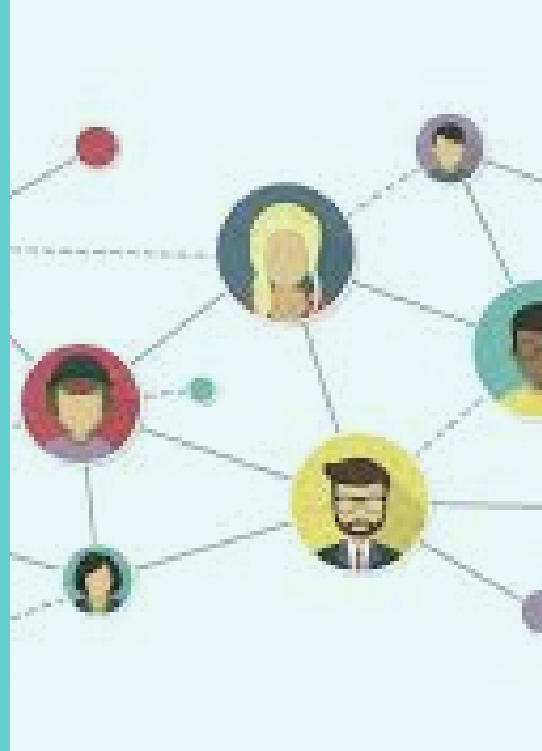
FedEx's Human Resources department actively encourages employees to participate in survey feedback sessions. These sessions aim to gauge employee satisfaction and identify any issues or concerns they may have in the workplace. Dedicated problem-solving desks are available to address and resolve these discrepancies, ultimately leading to greater employee satisfaction. Additionally, FedEx recognizes and rewards outstanding employees through awards in various categories. This recognition boosts employee confidence and motivates them to perform better in their roles.

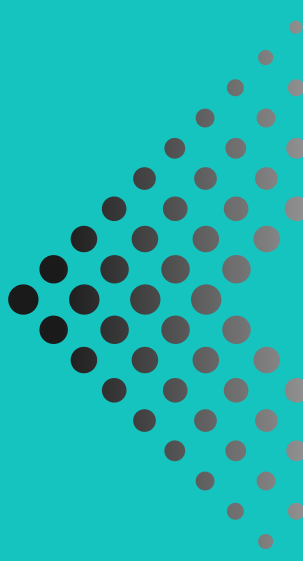
CONCLUSION

FedEx has achieved remarkable success in the delivery and packaging industry by prioritizing people-friendly policies. Its philosophy of putting people first has positioned it among the top 100 best companies to work for and the most admired companies. By fostering a diverse and inclusive workforce, maintaining a strong organizational culture, offering extensive employee benefits, promoting effective communication, and actively addressing employee concerns, FedEx has built a reputation for excellence. The company's commitment to its employees and dedication to delivering exceptional service has been instrumental in its continued success and positive global impact.



HR NETWORK





***People and their behaviors
are what deliver results to
your organization. Not
systems, not processes,
not computers, not
machines.***

NETWORKING IN HR



Aneesh Mundhe
Batch - 2024

In today's linked world, establishing contacts, developing collaboration, and collecting industry insights are all important parts of networking. Networking is more than just accidental meetings and social events; it is a methodical technique to building lasting relationships that benefit both individuals and organisations. This essay delves into three major aspects of relationship development: employee bonding, stakeholder participation, and external networking for industry information. Professionals may establish a healthy work atmosphere, improve cooperation with stakeholders, and acquire a competitive edge through industry-specific expertise by employing networking methods in these areas.

Creating Relationships with Employees

Employer-employee relationships are the core of an organization's productivity, loyalty, and overall success. Internal networking promotes a healthy work environment, enhancing employee engagement and job satisfaction. Here's how networking can help you form long-lasting ties with your coworkers:

Open contact: Networking allows employees to communicate their ideas, concerns, and comments with superiors by providing a direct channel of contact between management and people. This increases appreciation and encourages a more open and inclusive workplace environment.

Leaders may establish trust and respect through interacting with staff members at networking functions, team-building exercises, and casual gatherings. Employees are more motivated and productive when they feel linked to their supervisors.

Identifying Talent: Networking assists business owners in identifying talent within their staff. Understanding workers' talents and interests enables tailored professional development options that benefit both people and the organisation.

Employee Retention: Strong interpersonal connections cultivated through networking contribute to higher employee satisfaction and retention rates. When employees feel valued and connected to their coworkers and managers, they are less likely to seek opportunities elsewhere.

Effective stakeholder involvement is critical for every organization's growth and sustainability. Clients, partners, suppliers, investors, regulatory organisations, and others are examples of stakeholders. Networking is critical in creating and sustaining these critical relationships by:

Stakeholders create confidence in a firm and its representatives through successful networking. Face-to-face interactions boost trust and credibility, making it simpler to close business and resolve problems.

1. Leveraging Learning and Professional Development Opportunities

Networking provides HR professionals with a vast array of learning and professional development opportunities. Engaging with peers from different organizations, attending industry conferences, and participating in workshops opens doors to new insights and best practices.

Mentorship programs, facilitated through networking, offer guidance and support for career growth. As HR professionals build relationships with experienced leaders, they gain access to valuable advice and resources, enabling them to enhance their skills and knowledge.

1. Enhancing Employer Branding and Reputation

In today's competitive job market, employer branding is crucial for attracting top talent. Networking among HR professionals contributes to an organization's positive reputation. When HR peers speak highly of an organization, potential candidates are more likely to trust their judgment.

Moreover, HR professionals who actively participate in networking events and share their organization's success stories contribute to enhancing the company's employer branding. Positive word-of-mouth referrals from HR circles can attract skilled candidates, further strengthening the talent acquisition process.

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1. Driving Organizational Effectiveness and Agility

Networking in HR enables professionals to stay abreast of the latest trends, industry developments, and emerging technologies. This knowledge is essential for HR to align its strategies with the organization's goals and drive overall effectiveness.

HR professionals with strong networks are better equipped to adapt to change, making the organization more agile and responsive to market dynamics. Additionally, networking allows HR to benchmark its practices against industry standards and adopt innovative approaches to stay ahead of the competition.

Networking has become a strategic imperative for HR professionals, providing a multitude of benefits for both individuals and organizations. From expanding talent acquisition horizons to driving employee engagement, learning and development, employer branding, and organizational effectiveness, the impact of networking in human resources is profound.







The most valuable asset of any organization is its people, and a well-crafted HR strategy is the blueprint for unlocking their full potential." - Dave Ulrich

STARBUCK'S HR STRATEGY



Shikha Kumari
Batch -2025

Starbucks, one of the most successful businesses worldwide, owes much of its prosperity to its strategic human resources (HR) approach. The company recognizes the importance of investing in its employees to attract and retain top talent, which has resulted in a dedicated and committed workforce focused on driving the company's success. Utilizing HR analytics and data-driven decision-making, Starbucks aligns its HR strategies with organizational goals, identifying areas for improvement, maximizing productivity, and enabling informed decision-making at all levels through the analysis of crucial data and trends.

Strategic workforce planning is a key element of Starbucks' HR strategy. By anticipating future talent requirements, the company engages in proactive workforce planning, ensuring a sustainable talent pipeline. By understanding the organization's long-term objectives, HR can develop recruitment and retention strategies that align with the company's goals. This forward-thinking approach enables Starbucks to swiftly adapt to changing market conditions and maintain a competitive edge.

Diversity and inclusion are fundamental principles for Starbucks. The company is committed to creating an inclusive workplace where every individual is valued and feels a sense of belonging. To promote diversity and inclusion, Starbucks implements various initiatives and programs, such as the "Race Together" campaign and its commitment to hiring 10,000 refugees by 2020.

Employee development is highly prioritized at Starbucks. Recognizing that its employees are its most valuable resource, the company ensures that all staff receive training on Starbucks' products, services, leadership skills, and customer service techniques. Additionally, Starbucks provides tuition reimbursement programs to support employees in continuing their education.

When it comes to recruiting and talent acquisition, Starbucks focuses on creating a compelling employer brand that highlights its dedication to social responsibility, diversity, and employee development. The company employs innovative hiring techniques, such as partnering with local communities, participating in job fairs, and utilizing social media platforms. By streamlining the hiring process and investing in technology, Starbucks aims to increase productivity and applicant satisfaction.

Starbucks' HR policies have played a pivotal role in the company's success by attracting and retaining top talent. The company consistently ranks among the "100 Best Companies to Work For" according to Fortune magazine, showcasing the effectiveness of its HR strategy as reflected in employee surveys and interviews.

With a low turnover rate of only 6%, significantly lower than the industry average of 15%, Starbucks demonstrates that its employees are content, motivated, and likely to remain with the company in the long term. Moreover, Starbucks has received recognition for its diversity and inclusion efforts from esteemed organizations such as the NAACP and the Human Rights Campaign, highlighting the company's commitment to creating an inclusive and accepting environment.

Starbucks' strategic HR approach has been instrumental in its success. By investing in its employees, implementing innovative practices, fostering diversity and inclusion, supporting employee development, and promoting open communication, Starbucks has built a solid and devoted workforce. The company's dedication to sustainability and civic duty further enhances its positive reputation. Starbucks' HR strategy not only contributes to its business achievements but also creates a workplace culture where employees thrive and contribute to the company's ongoing success.

Starbucks believes in the power of recognition and rewards to motivate partners and reinforce a positive work culture. The HR strategy includes various recognition programs that celebrate outstanding performance, dedication, and exemplary service. Feeling valued and appreciated, partners are encouraged to continue delivering exceptional customer experiences.

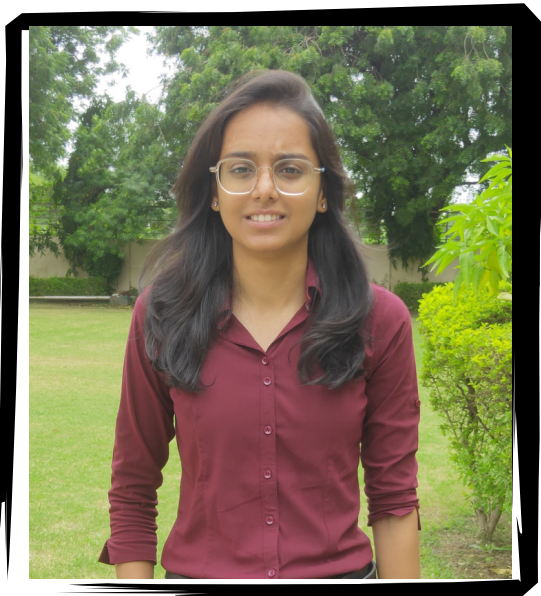
In keeping with its commitment to open communication, Starbucks actively seeks partner feedback. The company conducts regular surveys and provides channels for partners to share their ideas, concerns, and suggestions. This feedback loop enables Starbucks to continuously improve HR practices, refine policies, and address partner needs effectively.

Starbucks' commitment to partner growth and development is evident through its comprehensive training programs. From extensive onboarding for new partners to ongoing training for existing employees, Starbucks ensures that its partners are equipped with the knowledge and skills needed to excel in their roles. The company also invests in leadership development initiatives to groom talent from within, fostering a culture of internal promotion and career advancement.

Starbucks' HR strategy is the cornerstone of its success as a global brand. By putting partners at the forefront and fostering a culture of excellence and purpose, the company has created a loyal and engaged workforce. Starbucks' commitment to training and development, diversity and inclusion, competitive compensation, ethical sourcing, work-life balance, recognition, and listening to partner feedback has set a high standard for HR practices across industries. As Starbucks continues to evolve and adapt to changing dynamics, its enduring HR strategy remains the driving force behind the brand's commitment to delivering not just exceptional coffee but also an exceptional employee experience.



STRATEGIC WORKFORCE PLANNING



Vipra Suthar
Batch-2025

Strategic workforce planning (SWP) plays a pivotal role in aligning an organization's workforce with its strategic goals and objectives. It involves forecasting future workforce needs, evaluating current talent levels, and developing plans to address any gaps. In today's rapidly changing and uncertain business environment, the importance of having a well-defined strategic workforce planning process cannot be overstated. This is especially true for Indian companies seeking to navigate the evolving landscape and stay ahead of the competition.

One of the key responsibilities in SWP lies with the Human Resources (HR) department. HR professionals work closely with departmental managers and leaders to gain insights into the skills and competencies required to achieve the organization's strategic objectives. Through thorough workforce analysis and data analytics, HR can identify gaps in skills, knowledge, and experience, and subsequently devise targeted strategies for recruitment, training, and development to bridge those gaps.

Implementing strategic workforce planning offers numerous benefits for Indian companies:

1. **Improved alignment between workforce and strategic goals:** SWP helps Indian companies ensure that their workforce is in sync with their strategic goals. This alignment leads to improved performance and profitability as employees are working towards shared objectives.
2. **Reduced costs:** By identifying and addressing skill gaps, optimizing resource allocation, and minimizing turnover, SWP enables Indian companies to reduce costs. Effective planning ensures that the right talent is available at the right time, eliminating the need for costly last-minute recruitment or excessive training expenses.
3. **Increased employee engagement:** SWP provides opportunities for Indian companies to enhance employee engagement. By offering avenues for skill development and career growth, employees feel valued and motivated. Engaged employees are more likely to contribute effectively to the organization's success.
4. **Improved decision-making:** SWP equips Indian companies with insights into future workforce needs. By analyzing workforce data, organizations can make informed decisions regarding recruitment, training, and succession planning. This ensures that the right talent is available to meet future demands, mitigating any talent shortages or skill gaps.

While the benefits of strategic workforce planning are evident, there are several challenges that Indian companies may encounter:

1. Data collection and analysis: The first step in SWP involves gathering data on workforce supply and demand, skill gaps, and industry trends. In India, where reliable data sources may be limited, this can be a challenge. Organizations must invest in data collection and analysis tools, as well as establish partnerships with external data providers, to ensure accurate and comprehensive insights.
2. Lack of buy-in from senior management: SWP is a strategic initiative that requires support from senior management. If senior leaders do not prioritize or commit to SWP, its implementation is likely to face resistance and hurdles. Effective communication and education about the benefits of SWP are crucial in gaining buy-in from senior management.

Resistance from employees: Employees may resist SWP if they perceive it as detrimental to their interests. Communicating the benefits of SWP to employees and involving them in the planning process can help alleviate concerns and ensure their active participation and support.

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3) Increased employee engagement: TCS's SWP process actively engages employees by providing them with opportunities for skill development and growth. This engagement fosters a motivated and dedicated workforce, driving productivity and innovation.

4) Improved decision-making: TCS's SWP process provides the organization with valuable insights into future workforce needs. These insights enable better decision-making regarding talent acquisition, development, and deployment, ensuring the availability of the right skills at the right time.







“The way you ask for criticism and react when you get it goes a long way toward building trust—or destroying it.” — Kim Malone Scott

EMPLOYEE SATISFACTION

Tata places a strong emphasis on inclusivity, recognizing the value of a diverse workforce. The organization actively promotes an environment where employees from different backgrounds, cultures, and experiences can thrive. Through employee resource groups, affinity networks, and diversity training, Tata fosters a culture that celebrates individuality and encourages mutual respect. This approach empowers employees to bring their authentic selves to work, fostering a sense of belonging and pride.

One of Tata's cornerstones for employee satisfaction is its commitment to continuous learning and professional development. The company offers a range of training programs, mentorship opportunities, and career advancement paths. Tata believes that investing in its employees' growth not only benefits them but also contributes to the organization's overall success. By nurturing a learning-driven culture, Tata ensures its employees remain motivated and equipped to tackle new challenges.

Tata values the opinions of its employees and actively seeks their feedback through various channels. Regular surveys, town hall meetings, and open-door policies allow employees to voice their concerns and suggestions. Tata uses this feedback to identify areas for improvement, make informed decisions, and create a workplace that meets employees' needs and expectations.



Vandana Bagla
Batch 2024

Employee satisfaction is a critical factor in driving organizational success, and Tata has long recognized the significance of nurturing a content and engaged workforce. As one of India's most esteemed conglomerates, Tata understands that its employees are the backbone of its operations, driving innovation, and delivering outstanding services. This article explores Tata's comprehensive approach to employee satisfaction, focusing on key strategies and initiatives that have made it a preferred employer among diverse talent.

Acknowledging employee contributions is integral to Tata's approach to satisfaction. The organization has a robust recognition program that celebrates outstanding performance and innovative ideas. Recognition can take various forms, from monetary incentives to public commendations. This appreciation fosters a sense of accomplishment and motivates employees to continue excelling in their roles.

Tata takes the health and well-being of its employees seriously. The company offers comprehensive healthcare benefits, wellness programs, and access to fitness facilities. Through initiatives such as stress management workshops and mental health support, Tata demonstrates its commitment to nurturing both the physical and emotional well-being of its workforce.

Tata's dedication to social responsibility extends not only to its business practices but also to its employees. The organization actively involves its employees in community development and volunteer activities. This involvement allows employees to contribute to meaningful causes, fostering a sense of pride in being part of an organization that positively impacts society.

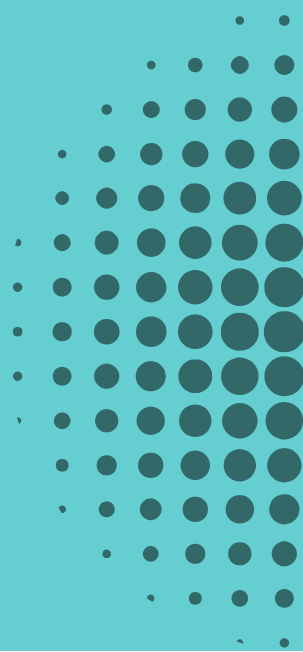
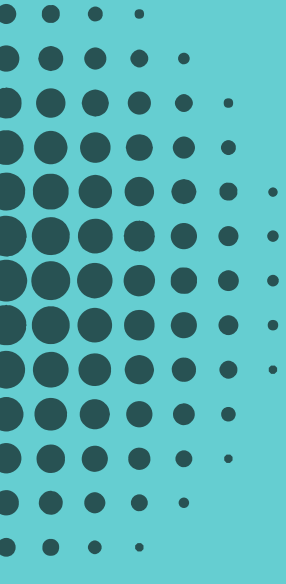
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Tata encourages a culture of innovation, where employees are encouraged to think outside the box and embrace new ideas. The company's agile approach allows for quick adaptation to changing market dynamics, empowering employees to be proactive and responsive in their roles. This dynamic environment fosters a sense of purpose and excitement among employees, knowing they are part of a forward-thinking organization.

Employee satisfaction is at the core of Tata's success story. By cultivating a culture of inclusivity, empowerment, and growth, Tata ensures its employees are motivated and engaged, driving the organization's continued growth and excellence. Through its commitment to employee well-being, recognition, and corporate social responsibility, Tata sets an inspiring example for other organizations seeking to create a fulfilling workplace environment. As Tata continues its journey towards employee satisfaction, it remains a beacon of best practices in the corporate world, valuing its employees as its most valuable asset.







“There’s incredible power in knowing how you’re doing. It’s inherently, incredibly motivational.”

— Stefan Olander, VP of Digital Sport, Nike.



HR METRICS IN GOOGLE

Google's commitment to data-driven decision-making extends beyond its core business strategies to its HR practices. The company understands that human capital is a critical asset in driving innovation and growth. Consequently, Google's HR department has integrated metrics and analytics into every stage of the employee lifecycle, enabling them to obtain valuable insights into the workforce, anticipate potential challenges, and make well-informed decisions that align with the company's goals.

Time to hire is a fundamental HR metric that measures the number of days it takes to fill a vacant position. Google recognizes the significance of a swift and efficient hiring process to attract top talent in the highly competitive tech industry. By monitoring time to hire, Google's HR team can identify and eliminate bottlenecks in recruitment, ensuring that the company can onboard the best candidates swiftly.

Quality of hire assesses the performance and long-term value brought by a new hire to the organization. Google uses a combination of objective performance metrics, feedback from team members, and the alignment of the new hire's skills with the role's requirements to evaluate the quality of each hire. This enables the company to refine its selection process continually and ensure that they are bringing in employees who thrive in their roles.

Employee engagement is a paramount metric at Google. The company conducts regular employee surveys to gauge the level of engagement and satisfaction among its workforce. These surveys not only allow Google to identify areas where improvement is needed but also offer insights into what drives employee motivation, leading to targeted initiatives to boost engagement.



Yash Awate
Batch -2024

Google, renowned for its innovative products and vibrant corporate culture, has long been recognized as a trailblazer in the world of HR practices. The company's unique approach to talent management places a strong emphasis on data-driven decision-making, and its HR department utilizes an array of metrics to measure, analyze, and optimize various aspects of employee performance, engagement, and satisfaction. In this article, we delve into the key metrics used by Google from an HR perspective, understanding how these metrics contribute to Google's success and exploring the impact they have on fostering a motivated and high-performing workforce.



Google recognizes the critical role managers play in employee engagement and satisfaction. The HR team assesses manager effectiveness through surveys and feedback from employees. This data helps identify areas where managers can improve their leadership skills and create a positive and supportive work environment.

Google places significant importance on employee development and growth. HR tracks metrics related to internal mobility, training participation rates, and career progression to ensure that employees have ample opportunities to enhance their skills and advance their careers within the organization. This fosters a culture of continuous learning and empowers employees to take charge of their professional development.

Google carefully monitors its turnover rate to ensure that they retain top talent. By analyzing patterns in employee turnover, the HR team can identify potential issues and develop strategies to enhance retention. This may include measures like offering competitive compensation packages, improved work-life balance, or creating a conducive work environment.

Diversity and inclusion are core principles at Google, and the company diligently tracks various diversity metrics, such as representation across different demographic groups, pay equity, and promotion rates. Google uses this data to assess progress in building an inclusive workforce and takes proactive steps to address any disparities.

Performance management is a continuous process at Google, and the company employs various metrics to evaluate employee performance effectively. These metrics include goal attainment, 360-degree feedback, and regular performance discussions. Performance data helps Google identify high performers, provide targeted feedback, and make informed decisions regarding promotions and career advancement.

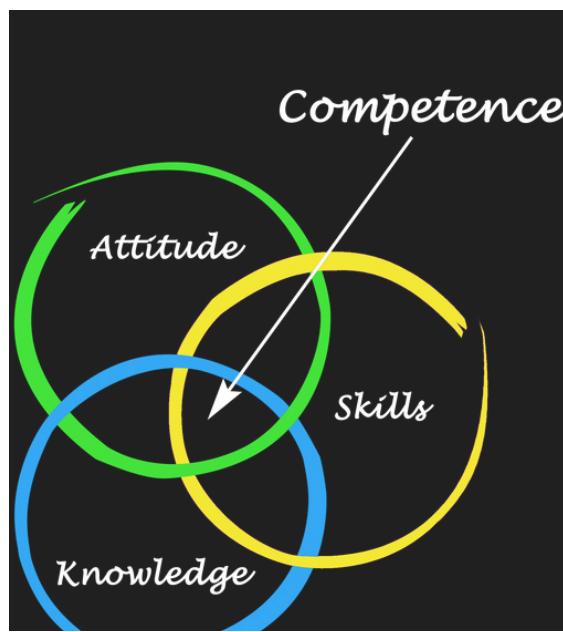
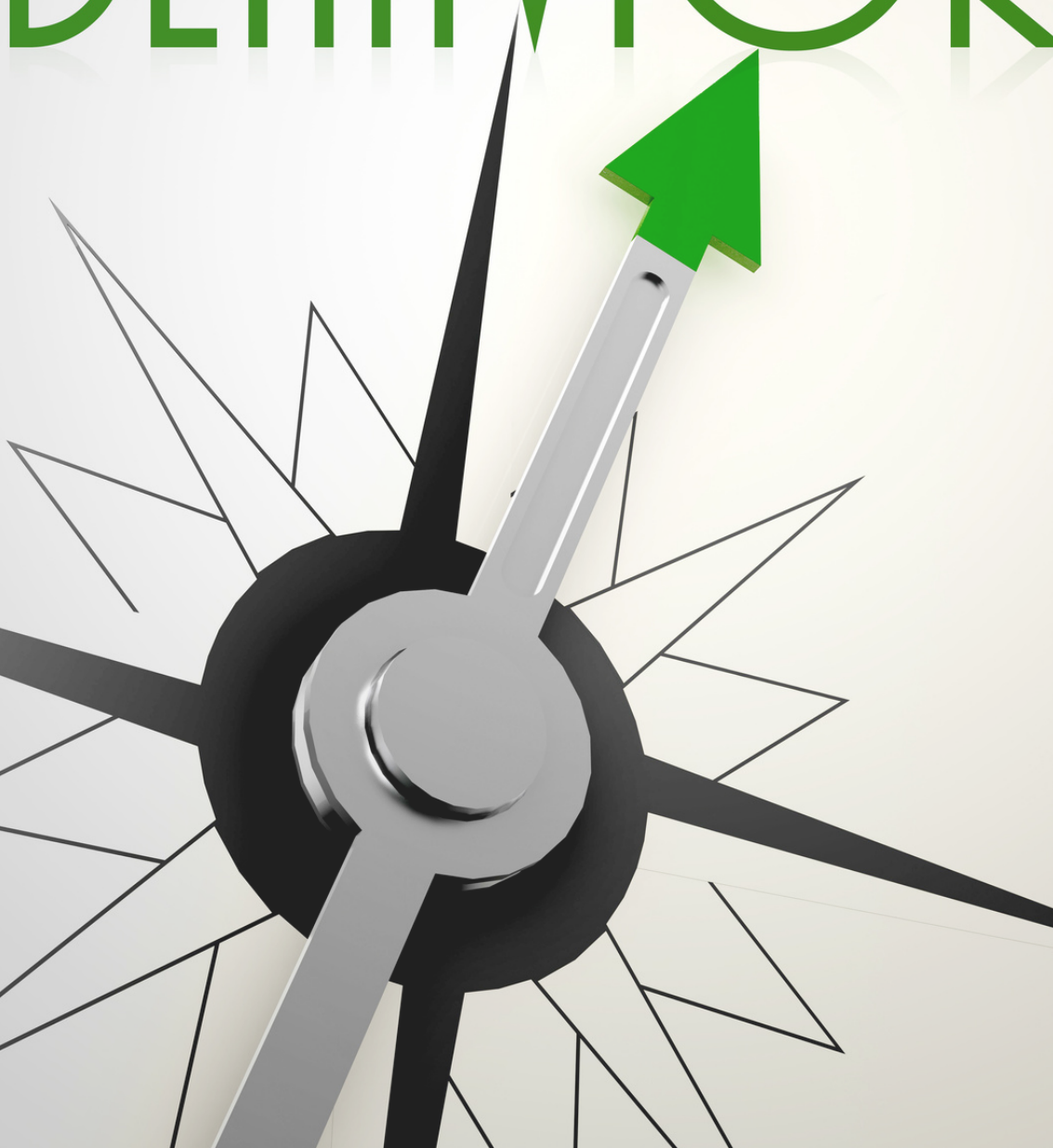
Google observes a dip in employee engagement scores based on their regular surveys. HR drills down into the data to identify the specific areas where engagement is lacking. They discover that employees in certain teams are experiencing lower engagement levels due to a lack of clear career growth opportunities.

To address this, Google's HR team collaborates with department heads to create personalized career development plans for each team member. These plans include clear milestones, training opportunities, and skill-building initiatives. The HR team then tracks the progress of these plans and re-evaluates engagement scores after a few months.

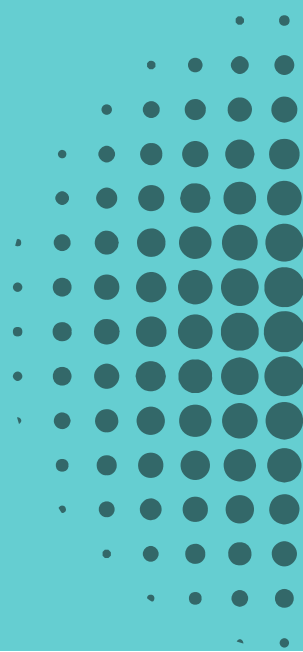
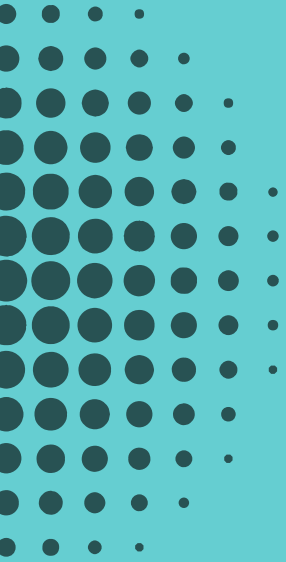
As a result of these efforts, the company witnesses an increase in engagement levels within the concerned teams. The targeted approach to career development empowers employees and makes them feel valued, leading to improved satisfaction and productivity.



BEHAVIOR



core
core



People and their behaviors are what deliver results to your organization. Not systems, not processes, not computers, not machines.

WIPRO'S STRATEGY



Isha Panchal
Batch -2025

Founded in 1945 by Azim Premji, Wipro has emerged as a prominent multinational Indian corporation, providing information technology, consulting, and business process outsourcing services. Over the course of 75 years, Wipro has evolved from a family firm of vegetable oil makers to a global leader in technology consultancy. With nearly 250,000 employees across 66 countries, Wipro's innovative solutions and commitment to communities have solidified its position as one of the world's largest and most trusted IT services firms. As Wipro celebrates its enduring legacy, the company embraces the Wipro Spirit, a guiding force that ignites enthusiasm for customers and propels positive change.

Wipro's growth and success are attributed not only to its technological prowess but also to its core value of inclusivity and diversity. Recognizing the importance of a diverse and equitable workplace, Wipro has implemented strategic initiatives to foster an environment that embraces all forms of differences, including gender, disability, LGBTQ+, race, ethnicity, generational, nationality, and supplier diversity. The company believes in the power of plurality of ideas and is committed to eliminating unconscious bias in all aspects of its operations.

In a groundbreaking move, Wipro has taken a proactive step towards LGBTQ+ inclusion by sharing its platform with the LGBTQ+ community. The company aims to create an environment where all LGBTQ+ employees are treated equally, with their dignity respected and promoted. By encouraging diversity in its work culture, Wipro seeks to harness the power of varied perspectives and break down stereotypes surrounding the LGBTQ+ community.

At the heart of Wipro's commitment to LGBTQ+ inclusion lies the belief that all employees should have the right to freely associate without fear of reprisal, discrimination, intimidation, or harassment. The company's HR policy reinforces this principle and holds accountable any employee found engaging in LGBTQ+ discrimination. This strong stance against discrimination sends a clear message that Wipro will not tolerate any form of bias or prejudice within its organization.

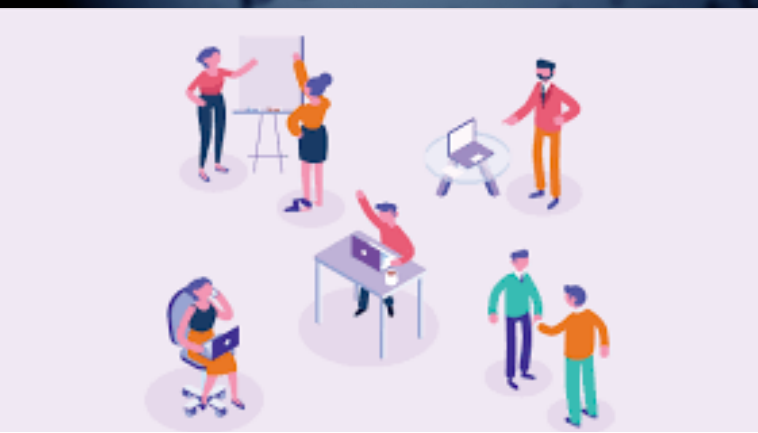
Wipro's decision to prioritize LGBTQ+ inclusion in hiring is a powerful step that sets an example for other organizations to follow suit. By providing opportunities and platforms for LGBTQ+ individuals to share their ideas and perspectives, Wipro is empowering them to challenge societal norms and contribute meaningfully to the organization's success.

Wipro's commitment to creating a safe and inclusive workspace extends to ensuring that LGBTQ+ employees feel comfortable and supported. The company's policy against retaliation ensures protection for individuals who report incidents of LGBTQ+ discrimination in good faith. This safeguard encourages employees to speak up without fear of repercussions, fostering a culture of open dialogue and continuous improvement.

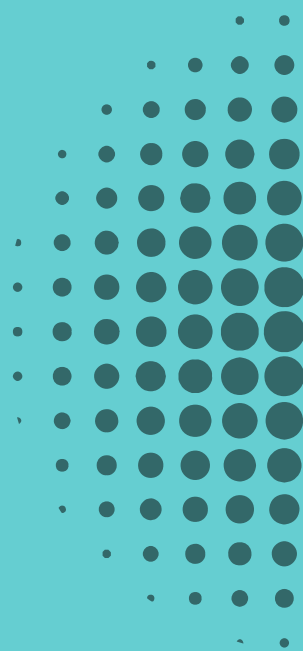
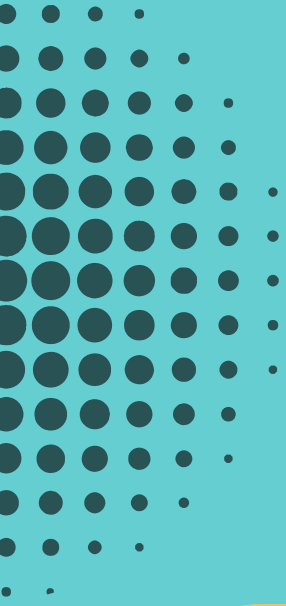
Wipro's proactive approach to LGBTQ+ inclusion not only benefits its employees but also sends a resounding message to society. As a prominent Big Tech firm, Wipro is setting a precedent for other companies to actively work towards building diverse and accepting workplaces. By championing LGBTQ+ rights, Wipro is contributing to the broader societal movement for equality and inclusivity.

Looking ahead, Wipro remains committed to its journey of inclusivity, seeking innovative ways to promote diversity and equity within its ranks. As the company continues to grow and evolve, its pledge to support the LGBTQ+ community will remain a driving force for positive change and progress.

Wipro's 75-year journey from a family-run business to a global technology consultancy leader has been defined by its commitment to inclusivity and diversity. By embracing a culture that respects and promotes the dignity of all individuals, Wipro has created a workplace that thrives on the plurality of ideas and perspectives. Through its pioneering efforts to prioritize LGBTQ+ inclusion, Wipro is not only enriching its own work culture but also leading the way for other organizations to follow suit. As Wipro looks towards the future, its dedication to fostering a diverse and accepting workplace will undoubtedly continue to shape its success and contribute to a more inclusive society.







***“Train people well enough
so they can leave. Treat
them well enough so they
don’t want to.” – Sir
Richard Branson***

LEARNING AND DEVELOPMENT



Aryan Sharma
Batch -2025

When discussing operations and supply chain management, the focus is often on logistics, transportation, warehousing, exporting, and various aspects of planning and forecasting. However, one crucial aspect that is often overlooked is the management of human resources within the organization. In the role of an operations and supply chain manager, it is essential to understand the significant role that human resource management plays in the success of these functions.

Human resource management in operations and supply chain involves several key functions. One of the primary responsibilities is hiring the right individuals for various roles within the organization.

Even though the world is rushing into the automotive generation in case of operations and supply chain management by the use of technology and machinery streamlining and optimizing various operations and processes within a warehouse or distribution centre. It involves the implementation of automated systems and equipment to improve efficiency, accuracy, productivity, and cost-effectiveness. A well-designed automation strategy, coupled with effective training and change management, can lead to significant improvements in warehouse operations. Also, it's important to carefully plan and implement automation solutions based on the specific needs and requirements of the warehouse. Thus, there is and will always be need for human interference.

Hence, it is of much importance for any operations manager to have a mindset of HR manager. The thought process as an HR manager is of utmost important for an operations manager to choose people with right skills set and techniques of operation to function effectively and efficiently.

The following are some key functions that are to be coordinated by a supply chain and operations manager for the production process to run smoothly.

- **Workforce Planning:** Operations managers need to forecast the workforce requirements based on production needs and business goals. They should identify the necessary skills, competencies, and qualifications for different roles within the operations team. The success of any organisation depends on the proper planning and actual implementation of the same, also in the situation of failure taking steps to rescind the same. There is a positive correlation of organisations to success when operations managers are provided autonomy of consent in human resource planning.

- **Recruitment and Selection:** Operations managers need to collaborate with human resource team to attract, recruit, and select qualified candidates for various positions in the operations department. An operations manager possesses specialized knowledge and experience in managing and optimizing various operational functions within an organization. Their involvement in the recruitment process ensures that the candidate's skills, qualifications, and experience align with the operational needs of the company. They provide input on job descriptions, participate in interviews, and assist in evaluating candidates' suitability for specific roles.

- **Training and Development:** Operations managers identify training needs and develop training programs to enhance employees' skills and knowledge. They ensure that employees receive the necessary training to perform their jobs effectively and stay updated on industry trends and best practices. Operations manager being strongly associated with labourers and supervisors can authentically set standards for training.

Performance Management: Operations managers play a crucial role in setting performance goals, evaluating employee performance, and providing regular feedback. They work with HR to establish performance evaluation systems and processes, conduct performance reviews, and identify opportunities for improvement and career development. Operations managers understand the importance of efficiency in day-to-day operations. They can identify candidates who have a track record of process improvement, cost reduction, and productivity enhancement. By including an operations manager in human resource planning organizations can identify individuals who can contribute to streamline operations and improve overall efficiency.

Employee Engagement and Motivation: Operations managers foster a positive work environment and promote employee engagement and motivation. They may work together to develop recognition programs, team-building activities, and initiatives to enhance employee morale and job satisfaction. They can identify candidates who have a proactive mindset, a willingness to learn, and an aptitude for implementing process enhancements. This helps foster a culture of continuous improvement within the organization.

- **Conflict Resolution:** Operations managers collaborate closely with various teams within the organization. They understand the dynamics of cross-functional collaboration and can assess whether a candidate possesses the necessary teamwork and communication skills. In the event of conflicts or issues within the operations team, the operations manager, takes control of situation and helps facilitate resolution processes. This may involve providing guidance, conducting investigations, and implementing appropriate actions to address conflicts and maintain a harmonious work environment.

Having a thought process as a human resource manager for an operations and supply chain manager can significantly contribute to selecting candidates who possess the right skills, expertise, and mindset to drive operational excellence, align with organisational goals, and enhance overall efficiency within the organisation. Establishing open lines of communication with employees to understand their needs, concerns, and feedback along with regular communication of operational changes, HR policies, and initiatives ensures transparency and fosters a positive work environment. Keeping a pulse on employee morale and engagement levels within the team and actively addressing any issues or concerns maintains a motivated workforce.

STRATEGY IN LEARNING AND DEVELOPMENT



**Prof Nishant
Aggrawal**

In today's rapidly evolving business landscape, continuous learning and development have become imperative for individuals and organizations alike. To navigate the challenges posed by technological advancements, changing market demands, and competitive pressures, a well-defined strategy is crucial for effective Learning and Development (L&D) initiatives. In this article, we will delve deeper into the key reasons why strategy plays a pivotal role in L&D and how it contributes to the success of both individuals and organizations.

Goal Clarity: Focusing on Success

At the heart of every successful L&D program lies a clear set of goals and objectives. A well-defined strategy establishes these goals, giving learners a sense of direction and purpose. When learners understand what they need to achieve and how it contributes to the larger organizational objectives, they are more likely to be motivated and engaged in the learning process.

With goal clarity, learners can identify the relevance and significance of their development journey, making them more committed to their learning endeavors. As a result, they are more likely to stay on track, invest effort, and embrace continuous improvement to achieve specific outcomes aligned with the organization's vision.

Alignment with Organizational Objectives: A Cohesive Approach

A strategic L&D plan ensures alignment between individual aspirations and organizational goals. It identifies the knowledge, skills, and competencies that employees need to acquire to support the organization's growth and success. By linking individual development goals to the overall organizational strategy, L&D professionals can prioritize skill development areas that directly contribute to the organization's long-term vision.

When L&D initiatives are in harmony with the broader strategic priorities, organizations can bridge skill gaps and foster a culture of continuous improvement. This approach enables employees to develop capabilities that enhance their performance, foster innovation, and strengthen the organization's competitive advantage.

•Resource Optimization: Maximizing Impact

Efficient allocation of resources is paramount to the success of any L&D strategy. By having a well-defined plan, organizations can identify the necessary budget, time, and personnel required for effective learning programs. This allows them to make informed decisions about resource allocation, ensuring that the investments made in L&D generate significant returns.

Moreover, a strategic approach to L&D helps in selecting appropriate learning technologies and delivery methods that suit the organization's unique needs and learner preferences. This optimization of resources enables organizations to create cost-effective and high-impact learning experiences that cater to diverse learning styles and foster knowledge retention.

Promoting Continuous Improvement: Learning Culture

A strong L&D strategy fosters a culture of continuous learning and improvement within the organization. When learning is viewed as an integral part of the organizational culture, employees are encouraged to seek opportunities for growth and development at every stage of their career. With a focus on continuous improvement, organizations can adapt to changing circumstances and stay ahead of the competition. L&D professionals play a vital role in designing training programs that not only address current skill requirements but also anticipate future needs, ensuring the organization remains agile and resilient.

Enhancing Engagement: Invested Learners

Engagement is a key factor in the success of any learning program. A strategic L&D approach focuses on creating engaging and personalized learning experiences that cater to the individual needs of learners.

By incorporating interactive elements, gamification, and real-world scenarios, learners are more likely to be absorbed and motivated to complete the learning journey. Increased engagement leads to higher knowledge retention and application, ultimately translating into improved performance and productivity.

Fostering Agility: Adapting to Change

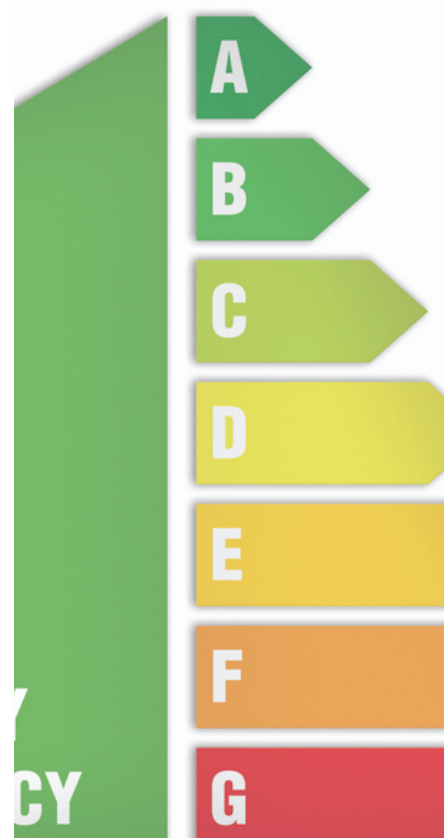
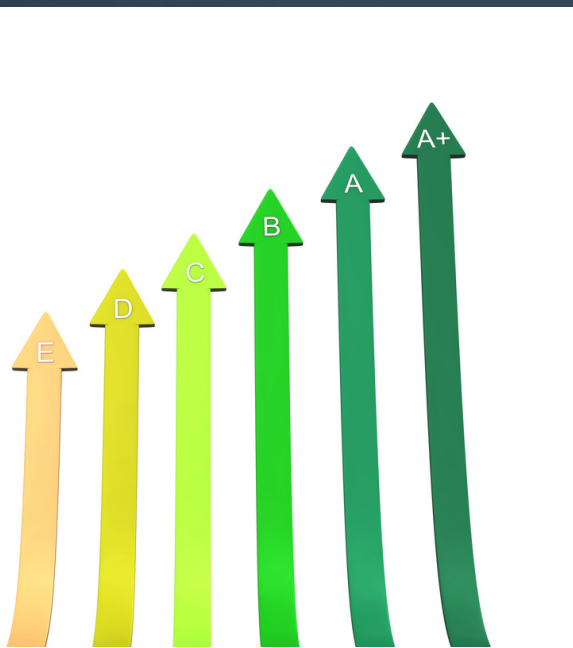
In today's dynamic business environment, organizations must be agile and adaptive to stay relevant. A strategic L&D approach enables organizations to equip their employees with the necessary skills to thrive amidst constant change.

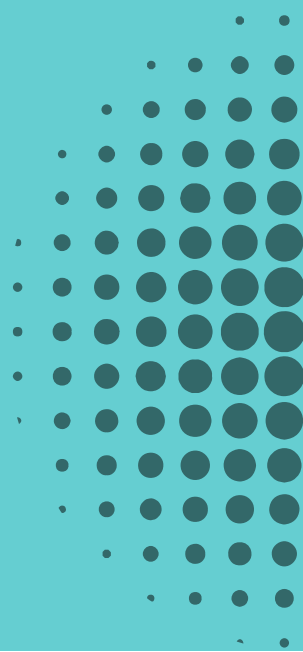
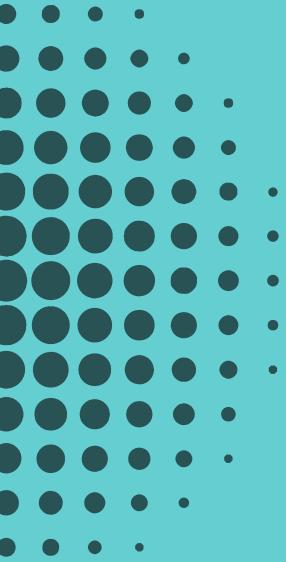
By identifying emerging trends and future skill requirements, organizations can proactively prepare their workforce for upcoming challenges. This forward-looking approach allows organizations to respond quickly to disruptions and seize new opportunities, gaining a competitive edge in the market.

A well-defined strategy is the backbone of effective Learning and Development initiatives. By providing clear goals, aligning with organizational objectives, optimizing resources, promoting continuous improvement, enhancing engagement, enabling outcome measurement, and fostering agility, a strategic L&D approach empowers individuals and drives organizational success.

As the business landscape continues to evolve, organizations that prioritize learning and development and embrace a strategic approach will be better equipped to tackle challenges, cultivate a culture of innovation, and build a workforce that can adapt and thrive in an ever-changing world. By investing in the growth and development of their employees, organizations create a win-win situation where employees achieve their potential, and the organization secures a competitive advantage in the long run.







The true measure of the value of any business leader and manager is performance." - Brian Tracy

THE GOLIATH

AWAKENING



Achintya Mishra
Batch -2025

Human resource management was previously considered as a backstage job managing the intake and outgoing of performers. However, the field of HRM has evolved during the passage of time and the covid-pandemic escalated this process to a larger extent. When the company offices went silent and a large number of employees were resigning, it was the HRD's job to save the organisation from completely shutting down. Challenging situations demand adaptation and so happened with HRM, from the basic hire-fire methodology to a key strategic planner in the company's decision making the scope of HRM has widened to a large extent.

Apart from ensuring the well-being and productivity of an employee the HR department also stands for analysing the needs and aspirations of the workforce. In the present scenario, the employees have been very selective in determining their workplace. It was the common norm earlier to give a pay-raise for holding talents to a company, however with the swap in expectations of people from salary to serenity, the domain of retention has been entirely shifted towards providing a soothing work environment and the opportunity to evolve.

EFFICIENCY

As the factor of efficiency of HRD is concerned, the concept of DEIB comes into play. DEIB stands for Diversity, Equity, Inclusion and Belonging. These four factors when taken together play a vital role in boosting team dynamics, productivity and innovation within the organisation. These four areas are directly linked to employee engagement and quality production which gets affected when the workplace environment is not sound or acceptable towards an individual. According to Findem, 57% of talent leaders want to hire a more workforce as one of their top three priorities, but sourcing candidates is a challenge for 43% of leaders. Workplaces nowadays are evolving as an area of interactive and lively processes rather than being a routine based crusade. Likewise, a candidate while looking into a company's growth also looks for the culture which prevails within it

Diversity as an asset

At challenging situations in determining key strategic moves, out of the box thinking is required. Gender, culture, religion, or demography provides a cluster of different perspectives under a single roof in an organisation rich in diversity. In a varied country such as India, the consumer crowd consists of people having different beliefs and preferences making it more complex to devise a business model which benefits everyone.

Equity as a sermon

Accepting diversification without any bias or discrimination is something what is termed as 'equity.' For a healthy work environment there should be a sense of fraternity among the colleagues which means a person should never be undermined or exploited on the basis of his background or culture. Social evils like discrimination and exploitation are a resistance in the path of prosperity. These evils when are at play in an organisation might affect productivity of the workforce due moral and emotional breakdown. This may also result in the form of CWB (Counterproductive Work Behaviour) among employees affecting their objectives and performance as a whole.

Inclusion as a norm

To ensure a smooth adaptation of an employee into the work culture is also one of the goals of the HRD to ensure retention and to mitigate any chances of dissatisfaction regarding the conduct of a colleague or the management itself. Inclusion had been an undetected problem from a long time and has been a major cause for employees leaving the organisation. The employee induction programme is a common exercise which is conducted by the corporates to welcome new employees so that they can get acquainted with their new company and settle into their respective roles.

Belonging as a core value

A sense of belonging provides us with the purpose that one needs to move forward with. With an organisational point of view, human resource can be utilised with its fullest extent only with its willingness to be utilised. Exemplary work demands devotion and devotion is something which is earned with good values. Belonging is affected by numerous aspects such as work-life balance, family affairs and financial assistance. To engineer such employee policies which provide some kind of benefit or waiver when required in need can be a solution for an organisation to hold its employees.

Skill-Will Matrix Concept

The skill-will matrix concept denotes the relationship between the skills possessed and willingness to apply the same by an employee while assessing pivotal situations.

Skill means the necessary expertise or knowledge required to do a particular job whereas, will signifies the degree of motivation an employee possess while performing a role or function. As shown in the graph, people having low skills and low will require a lot of effort and motivation and hence demand direction regarding how a particular task has to be initiated. People with high motivation and low skill already possess the will required to learn new skill; they just need to be guided carefully towards the means of acquiring the appropriate skill. Under the excite category comes those who have skill but lack the vision and direction to apply the same. The delegate category having high will and skill are those people which when provided with work are only required to be mentored. For developing a sound workforce within the organisation, strategy allocation should be done accordingly and in consonance with the welfare of employee as well, such as introduction of complementary training workshops for those who require either skill or leadership training. Every employee within the organisation has some skill or value which can be devised into productivity by providing necessary support and guidance. As well said by celebrated business magnate, Sir Richard Branson, "Train people well enough so that they can leave, treat them well-enough so they don't want to."





PLACEMENT @IBS

The Placement Advisory Counselling Team (Pact) Is A Unique And Specialized Approach Implemented To Enhance The Placement Preparation Process. The Pact Team Consists Of Three Members Who Work Together As A Cohesive Unit, Each Responsible For Specific Sections Allocated To Them. Their Main Objective Is To Conduct Weekly Sessions Covering All Aspects Of Placement Preparation.

One Notable Activity Conducted By The Pact Team Is Called "Kys-know Your Student." This Activity Plays A Critical Role In Identifying Students' Interest Areas, Assessing Their Training Needs, And Evaluating Their Employability. The Kys Session Is Conducted Three Times: First Before The Commencement Of The Placement Season, Then During The Placement Cycle, And Finally In The Second Phase Of The Placement Cycle. This Approach Allows For A Thorough Understanding Of The Students' Strengths, Weaknesses, And Aspirations, Enabling The Pact Team To Provide Tailored Guidance And Support.

An Essential Component Of The Pact Approach Is Seeking Timely And Continuous Feedback From Recruiters And Corporate Delegates Regarding Their Talent Requirements. This Feedback Is Incorporated Into The Placement Training, Ensuring That Students Are Equipped With The Necessary Skills And Knowledge That Meet Industry Expectations. The Recruiters' Input Sets The Tone For The Kys Sessions And Is Integrated Into The Pact Sessions.

The Success Of The Pact Approach Is Evident Through Proven Examples. Students Are Now Participating In Fewer Companies To Secure Placements. Previously, The Average Number Of Companies Students Participated In To Secure A Placement Was Around 6-7. However, After Implementing The Pact Approach, This Number Significantly Decreased To 2-3 Companies. This Decline Demonstrates That Students Have Transformed And Improved On All Required Parameters Of Placements And Are Aligning With The Recruiters' Expectations.

Furthermore, The Pact Approach Instills A Sense Of Responsibility And Accountability Within The Students Towards Their Placement Preparation. They No Longer Take Placements For Granted But Instead Actively Engage In The Process And Take Ownership Of Their Career Aspirations. This Shift In Mindset Is A Positive Indication Of Their Commitment And Dedication To Securing Meaningful Employment Opportunities.

In Conclusion, The Pact Approach Has Proven To Be Highly Effective In Enhancing The Placement Preparation Process. By Conducting Kys Sessions, Incorporating Recruiters' Feedback, And Fostering A Sense Of Responsibility Among Students, The Pact Team Has Successfully Guided And Supported Students In Their Journey Towards Securing Placements. The Reduction In The Number Of Companies Students Participate In, Along With Their Increased Focus And Alignment With Recruiters' Requirements, Demonstrates The Positive Impact Of The Pact Approach. Overall, The Pact Team's Efforts Have Led To A More Efficient And Successful Placement Process For The Students.

Faculty Training Programme & Student knowledge Programme

Conducted by

Faculties across

Sr. No	Institute Name	City	Resource Person
1	Vanita Vishram College BCOM	Surat	Prof.Dr.Naresh Sharma
2	SNDT , Surat	Surat	Prof.Dr.Naresh Sharma
3	Vanita Vishram College BCOM	Surat	Prof.Dr.Naresh Sharma
4	Vanita Vishram College BCOM SLU	Surat	Prof.Dr.Naresh Sharma
5	V Z Patel Commerce College	Ahmedabad	Prof.Dr.Pallavi Mittal
6	Faculty Training Programme - Across Institutes	Anand	Prof.Girishchandran Pillai
7	Faculty Training Programme - Across Institutes	Ahmedabad	Prof.Dr.Vivek Ranga
8	Faculty Training Programme - Across Institutes	Surat	Prof.Dr.Vivek Ranga
9	HLCC, Ahmedabad Swaminaryan College of Engineering	Baroda	Prof.Dr.Vivek Ranga
10	Faculty Training Programme - Across Institutes	Ahmedabad	Prof.Dr.Vivek Ranga
11	Faculty Training Programme - Across Institutes	Ahmedabad	Prof.Dr.Naresh Sharma
12	Ambaba College Sabargam GEC	Rajkot	Prof.Dr.Vivek Ranga
13	Surat Navgujarat College BCA	Rajkot	Prof.Pranav Gosalia
14	Faculty Training Programme - Across Institutes	Surat	Prof.Dr.Naresh Sharma
15	Rashtrabhasha College	Surat	Prof.Dr.Naresh Sharma
16	GSFC University K.	Ahmedabad	Prof.Pranav Gosalia
17	P. Commerce College	Anand	Prof.Dr.Vivek Ranga
18	SPB Commerce College	Ahmedabad	Prof.Dr.Naresh Sharma
19	Pacific Institute of Business Studies	Ahmedabad	Prof.Girishchandran Pillai
20	Pacific School of Law	Baroda	Prof.Dr.Naresh Sharma
21	Faculty Training Programme - Across Institutes	Surat	Prof.Pranav Gosalia
22		Surat	Prof.Pranav Gosalia
23		Udaipur	Prof.Dr.Naresh Sharma
24		Udaipur	Prof.Dr.Naresh Sharma
25		New Delhi	Prof.Dr.Vivek Ranga

Sr. No	Institute Name	City	Resource Person
25	Pacific Faculty of Computer Applications	Udaipur	Prof.Dr.Naresh Sharma
26	Pacific Institute of Hotel Management	Udaipur	Prof.Dr.Naresh Sharma
27	Faculty Training Programme - Across Institutes	Udaipur	Prof.Dr.Vivek Ranga
28	Faculty Training Programme - Across Institutes	Udaipur	Prof.Dr.Vivek Ranga
29	ADIT VV Nagar	Anand	Prof.Dr.Pallavi Mittal
30	GEC Rajkot	Rajkot	Prof.Dr.Naresh Sharma
31	Shanti Niketan College	Rajkot	Prof.Dr.Naresh Sharma
32	Faculty Training Programme - Across Institutes	Ahmedabad	Prof.Dr.Vivek Ranga
33	Faculty Training Programme - Across Institutes	Ahmedabad	Prof.Dr.Vivek Ranga
34	Jasani College N C BODIWALA & Principal M C Desai Commerce College	Rajkot	Prof.Dr.Naresh Sharma
35	Grace College	Ahmedabad	Prof.Pranav Gosalia
36	South Gujarat College of BBA And BCA Bhagwan	Rajkot	Prof.Pranav Gosalia
37	Mahavir University Bhavance	Surat	Prof.Dr.Naresh Sharma
38	College SVMIT	Surat	Prof.Dr.Naresh Sharma
39	Engineering college Government Engineering College Navgujarat	Ahmedabad	Prof.Pranav Gosalia
40	College, Ahmedabad PDPU , Gandhinagar	Bharuch	Prof.Dr.Naresh Sharma
41	S.P University, V.V. Nagar, Aanand	Dahod	Prof.Dr.Naresh Sharma
42		Ahmedabad	Prof. Nishant Agrawal
43		Gandhinagar	Prof. Pranav Gosalia
44		Anand	Prof.Dr.Vivek Ranga
45	North West Region	Online - PAN India	Prof.Dr.Vivek Ranga
46		Online - PAN India	Prof.Dr.Vivek Ranga
47		Online - PAN India	Prof.Dr.Pallavi Mittal
48		Ahmedabad	Prof.Dr.Vivek Ranga



N J Yasaswy Memorial Lecture Series



On January 19, 2023, all nine campuses of IBS paid homage to the late N. J. Yasaswy by hosting the 8th memorial lecture at IBS Ahmedabad. The lecture was delivered by Prof. G Raghuram, an esteemed faculty member with a rich background in academia. In his introduction, Prof. Raghuram highlighted Shri. N. J. Yasaswy's exceptional journey as the founder of the ICFAI Group, one of India's renowned educational institutions. The ICFAI Group, established in 1984, aimed to provide high-quality education in various fields, including management, technology, law, and science.

The lecture commenced with a discussion on recent infrastructure developments in India, covering projects like Bharatmala, Sagarmala, National Rail Plan, Bharatnet, and more, with a staggering investment of Rs. 100 trillion. Prof. Raghuram then delved into the concept of infrastructure, emphasizing its role as social overhead capital and its positive impact on economic growth, poverty alleviation, and environmental sustainability.

The main focus of the lecture was on trends in Public-Private Partnerships (PPPs) and risk allocation. Project structuring, according to Prof. Raghuram, involves organizing and arranging various project elements logically and fairly. Ensuring a level playing field is crucial for all team members to have equal opportunities and resources to contribute to project success.

The lecturer examined the activities for which the Authority and Concessionaire are responsible, explaining various models such as BOT, DBFOT, OMT, HAM, and EPC. He addressed issues in agreements, including specification, timeframes, review triggers, termination conditions, and consistency.

Prof. Raghuram stressed the importance of allocating risks appropriately in PPP projects to ensure timely and satisfactory completion within budget. He discussed private financing, long tenor financing, and the role of entities like ILFS, IDFC, IIFCL, and NABFID in infrastructure development.

Moreover, the lecture covered counter guarantees, surety bonds, and revenue sharing through per-user fees. The audience actively participated in the Q&A session, further enhancing their understanding of the complexities and potential of PPPs.

In conclusion, the memorial lecture provided valuable insights into Shri. N. J. Yasaswy's legacy and achievements, current infrastructure trends, and the critical aspects of PPPs and risk allocation. It proved to be an enriching and informative event, leaving the audience with a deeper understanding of the challenges and opportunities in India's infrastructure development.

LIFE AT IBSA



YOGA DAY CELEBRATION

The United Nations General Assembly designated June 21st as International Yoga Day, a global celebration aimed at raising awareness about the numerous benefits of yoga and inspiring individuals worldwide to incorporate it into their daily lives. This special day promotes physical, mental, and spiritual well-being and encourages people to achieve a harmonious balance between their mind, body, and soul.

In line with this significant occasion, IBS Ahmedabad organized a yoga session to commemorate International Yoga Day. The session was conducted by Ms. Purna Nagda, an experienced yoga expert and trainer. Students from Batch 2022-24 and 2023-25 participated enthusiastically, eager to learn about the importance of yoga and its positive impact on overall well-being.

The session commenced with warm-up exercises and stretching, followed by the practice of Surya Namaskar, also known as Sun Salutation. The instructor emphasized the multiple benefits of Surya Namaskar, highlighting how it enhances physical stamina, improves concentration, and increases flexibility. Students were guided through various asanas (postures), each with its specific benefits and explanations.

Throughout the session, the instructor emphasized the importance of yoga and its profound effects on the mind and body. Students were motivated and inspired to cultivate a regular yoga practice as a means of promoting holistic well-being. The instructor explained how yoga helps to establish harmony, reduce stress, enhance mental clarity, and promote overall physical health.

By the end of the session, students gained a deeper understanding of yoga and its transformative power. They were encouraged to incorporate yoga into their daily routines, recognizing its potential to bring about positive changes in their lives. The session concluded with a vote of thanks from Dr. Naresh Sharma, expressing gratitude to the instructor and highlighting the significance of celebrating International Yoga Day.

Participating in this yoga session on International Yoga Day provided students with a valuable opportunity to experience the benefits of yoga firsthand. It instilled in them a sense of motivation and inspiration to continue practicing yoga and explore its transformative potential. By integrating yoga into their daily lives, students are empowered to enhance their overall well-being and achieve a harmonious balance between their mind, body, and soul.

International Yoga Day serves as a reminder of the universal appeal of yoga and its ability to bring people together in pursuit of better health and well-being. The celebration of this day reinforces the importance of incorporating yoga into our lives, nurturing our physical, mental, and spiritual aspects. Through yoga, individuals can find inner peace, strengthen their bodies, and cultivate a greater sense of harmony within themselves and with the world around them.

MONSTER PROMOTION



The Hindustan Coca Cola Beverages organized the Monster Energy Drive event at IBS Ahmedabad. The event aimed to motivate the students with a range of activities and live music, creating a thrilling and exciting atmosphere on campus. The main idea behind the Monster energy drive was to inspire young minds to tap into their inner potential fearlessly and embrace an optimistic approach towards life. The Monster energy drink, known for its great taste and invigorating effects, proved to be a favourite among the youth, offering them a burst of energy whenever they needed it. The students' enthusiastic participation added to the event's allure, with exciting prizes and souvenirs distributed to all attendees. The faculty members joined in further elevating the excitement of the event. Altogether, it became an electrifying experience for everyone present. The underlying message conveyed by the Monster Drive was to believe in oneself, unleash the inner power, and fearlessly conquer any challenges life throws their way. It left a lasting impression on all the students, motivating them to embrace their potential and take on the world with confidence.



Sports events in college are highly anticipated and serve as an exciting platform for students to showcase their athletic abilities, fostering camaraderie and creating lasting memories. These events not only encourage physical activity but also instill essential values like discipline, teamwork, perseverance, and sportsmanship. Additionally, they teach students the art of balancing academics and extracurricular activities, enhancing their time management skills.

Recently, the Inspire Club at IBS Ahmedabad organized its inaugural sports event, featuring thrilling Tug of War and Dodgeball competitions. Students from different batches actively participated, resulting in two days of fun, learning, and the forging of new friendships.

The Tug of War event on the first day saw eight teams showcasing their strength and competing enthusiastically. The atmosphere was vibrant, with students cheering on their batchmates. To highlight the importance of teamwork and strength in achieving success and happiness, a friendly match between the faculty members and the winning Tug of War team was held at the end of the day.

On the second day, the Dodgeball game took center stage with four teams of 12 players each. The game was highly enjoyable, and the audience actively participated, supporting their fellow batchmates. The knockout-style tournament saw one team emerge as the ultimate winner.

These sports events provided a much-needed break from the students' busy schedules, allowing them to unwind and recharge. The games fostered a spirit of teamwork, creating new networks and cherished memories for all involved.

In conclusion, the sports events organized by the Inspire Club showcased the significance of sports in college life. Beyond the physical benefits, these events contributed to character development and brought the student community together in a fun and engaging way.

GUEST SESSION AT IBSA



The Induction Program at IBSA incorporates various guest lectures aimed at providing insights into the corporate world and skill development. One notable guest session was conducted by Shishir Jani, a Senior HR Business Partner who recently achieved the position of Associate General Manager at Adani Enterprise Limited. During the session, he emphasized the importance of determination, consistency, and hard work in becoming the best version of oneself.

Jani motivated the students to revitalize their skills, expand their knowledge, and apply critical thinking through practical exploration in various segments, thereby contributing to a better future. The session also shed light on the significance of internships in preparing individuals for the industry. Internships provide valuable opportunities for networking, building confidence, and engaging in smart interactions through assigned tasks and activities.

The speaker emphasized that one's domain does not solely define their success but rather their attitude, exposure, and knowledge. The ability to learn, unlearn, and adapt to future challenges and unexpected situations was highlighted as a crucial aspect of becoming a successful manager.

Furthermore, the session focused on the rapid growth of the digital world and how individuals can leverage it by gathering knowledge, participating in programs, and enhancing their skills on a broader level. Developing a mind map that encompasses work, health, wealth, and relationships was suggested as a pathway to personal growth and development.

The session left a profound impact on the students, providing them with valuable insights to shape their personal and professional growth. It encouraged them to embrace continuous learning, strive for excellence, and leverage opportunities to become successful managers in their respective fields.

GUEST SESSION AT IBSA



Vijaykumar H Salva is an Established Professional With 13years of Experience in Business Development, Relationship Management and Banking Operations Across Banking Industry.

Currently He is Associated With Cbs Bank as Regional Head Sme- Gujarat; Planning and Spearheading Entire Team Management, Customer Relationship Management, Business Acquisition, Revenue Generation, Portfolio Management, Debt Syndication, Trade Related Solutions. He Also Has Comprehensive Experience in Implementation of Sme Banking Related Process Including Business Development of an Array of Sme/retail Asset and Liability of the Bank for Account Profitability, Maximum Returns, Minimum Liquidity Position and Increased Profitability. Also in-depth Understanding of Processes Connected With Banking Industry Including Rbi Compliances, Incisive and Keen Planner With Outstanding Communication and Leadership Skills That Have Been Put to Use in Resolving Problems and Promoting a Positive Work Environment.

Talking About His Organizational Experiences

He is Leading Team for Rm's Across Gujarat, Monitoring Costs in a Difficult Economic Environment; Introducing New Risk Controls in the Wake of a Heightened Regulatory Framework, Improving Processes and Ensuring That Customers Received the Best Service Experience. Assessing the Customer Feedback Through Online Portal, Feedback Forms Distributed at the Branch and Feedback Received From Other Sources and Evaluating Areas of Improvements, Complaints and Escalation and Thereby Ensuring Resolution Within Stipulated Tat. Directing Branch Business Development Through Branch Campaigns and Targeting Direct Mailing; Assessing the Requirement of the Customers Scientifically Through Use of Financial Models and Providing the Required Solutions in the Area of Short Term Business and Long Term Debt Syndication.

It Was Brainstorming Session We Students Came to Know About Current Growth in Financial Sector for Expert in Banking Industry He Enlightened Us With Major Financial Aspects of Investment Planning and Risk Management.

GUEST SESSION AT IBSA



Mr. Siddharth Mishra Experienced marketing professional with more than 10 years of experience in integrated marketing communication, specializing in automobile, FMCG, telecom, education, hospitality, IT, construction, and manufacturing industries. Driven and results-oriented; possess excellent communication, organizational and interpersonal skills; combined with solid brand management and creative agency background. Highly adaptable and personable individual, with a global perspective and exceptionally acute multiculture understanding.

With the experience in the field of integrated marketing communication with esteemed organizations such as Publicis Groupe, Dentsu Aegis Network, DDB Mudra, Scbhang, Vadilal International, and the s-square. Currently, he is responsible for leading the national marketing team of India's first omnichannel beverage brand called Roastea. He has been a key catalyst in the growth of various brand such as Renault India, Voot, Ceat Tyres, eBay India Hypervsn, Castrol power1, Dr. Oetkar FunFoods, clear water and many more.

In session, he told us Brand are the one who sets price because when Starbucks changes their prices that will affect the market of other cafes. Consumer Insights are Choice, Convenience, and Service. Good Data Quality, A Dedicated Analytics Team, Consumer Research, Database and Segment Marketing are key factors. There is difference between Marketing Research and Customer Research. Marketing Research focuses on What types of questions such as What we can give to Customer? What strategies to be used for creating image in market? While Customer Research focuses on Why types of questions such as Why customer is preferring that quality of products? Why they are so loyal to certain brand that if they don't get those product they will wait till it is available? Talking about how to start one should establish what you want to learn from research you are conducting do want to learn the market before launching a product or you want learn what types of new qualities we can give to our consumer. Identify your resources means how you want to research is it by taking primary way like taking surveys, giving them coupons or anything else. Choose your audience and collection data means what type of audience you want is it in the age group of 0-10, 11-20, 21-30, 31-40 and so on that will give once idea is the audience are buying products of their age for themselves or for others for gifts, and other uses. Develop an action plan like after getting all the information about the audience, analysis them and understand how and when you can give them what they want. Precision Marketing Then Product, Lack of Data, Broad Targeting, Subjective Decision. Now Consumer Centricity, Data Overload, Hyper Targeting, Data Driven Decision.

GUEST SESSION AT IBSA



During Mr. Maulik Thaker's insightful lecture, he emphasized the significance of the AIDA Model in the context of the evolving media landscape and changing consumer behavior. The AIDA Model, which stands for Attention, Interest, Desire, and Action, remains a crucial framework for marketers and advertisers to effectively engage their target audience.

In today's dynamic media environment, capturing the audience's attention has become more challenging than ever. With an abundance of information and content available across various platforms, marketers must employ innovative and attention-grabbing strategies to stand out. Mr. Thaker highlighted the importance of creative storytelling, eye-catching visuals, and personalized messaging in the pursuit of securing the audience's attention. Central to Mr. Thaker's lecture was the concept of emotional impact in advertising. He underscored that in today's saturated media landscape, advertisements that evoke emotions are more likely to leave a lasting impression on consumers. By appealing to the audience's emotions, brands can create a sense of connection and loyalty, thereby influencing consumer decision-making processes. Mr. Thaker discussed how advancements in technology and the rise of social media have revolutionized consumer interactions with brands. The ability to gather data and analyze consumer insights empowers marketers to tailor their advertising efforts and build more meaningful connections with their target audience. Mr. Maulik Thaker's lecture shed light on the enduring relevance of the AIDA Model in the media industry, along with the vital importance of adapting to changing consumer behavior and preferences. Marketers and advertisers must continually evolve their strategies to resonate with consumers and create impactful advertising campaigns that leave a positive emotional impact on the audience. By embracing these insights, businesses can stay ahead in a competitive market and forge strong and lasting relationships with their customers.

DIGITAL GREEN



The Centre of Excellence for Digital Transformation's initiative, Digitalgreen, in collaboration with Friedrich Ebert Stiftung India office at IBS Ahmedabad, kicked off with great enthusiasm and excitement. The event commenced with Mandvi Kulshresth, the program adviser at FES, sharing valuable insights on the digital revolution and its intricate relationship with climate change and the MSME sector. Her presentation shed light on the need for a delicate balance between digital advancements and environmental sustainability, emphasizing the importance of considering the impact on the MSME sector.

Following that, Sanjay Fuloria, a respected figure, provided valuable insights into the overall project and its core idea. He explained the purpose and objectives of the initiative, providing attendees with a comprehensive understanding of its significance. His valuable inputs helped the participants grasp the essence of the Digitalgreen initiative and its potential impact on the digital transformation landscape.

Another notable interaction took place with Shailendra Sir, who engaged the audience in an engaging and thought-provoking discussion on sustainability and inclusion. His session emphasized the significance of incorporating sustainable practices in digital transformation initiatives while ensuring inclusivity and equitable growth. Participants were encouraged to think critically about the challenges and opportunities in implementing sustainable practices in the digital era.

Later in the day, a unique fish bowl activity was conducted with the students acting as representatives of different companies. This activity provided an interactive platform for students to share their perspectives on the adoption of digital technologies for sustainable development. The participants exchanged ideas, best practices, and innovative approaches, fostering a collaborative environment for learning and knowledge sharing.

The exciting Day 1 concluded with a vibrant and zestful cultural program organized by IBS Ahmedabad. The program featured exceptional performances by talented students, showcasing the diverse and rich cultural heritage of the region. Through music, dance, and artistic expressions, the evening was filled with vibrant colors, rhythmic beats, and melodious tunes. The cultural program not only entertained the participants but also served as a reminder of the importance of preserving and celebrating our cultural traditions.

DIGITAL GREEN

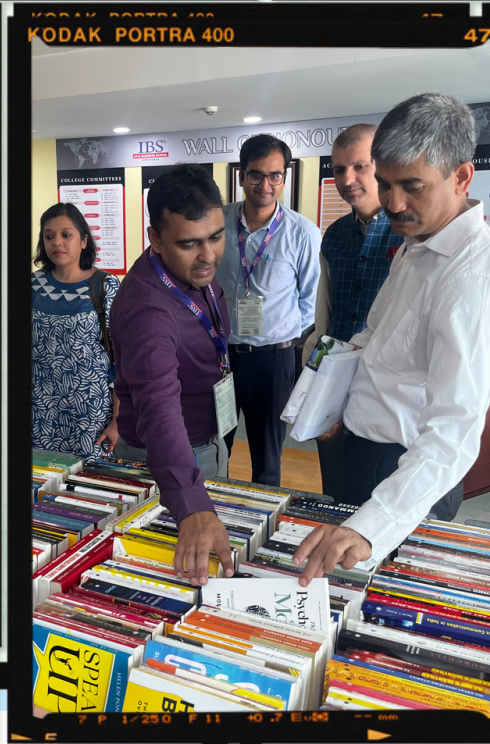
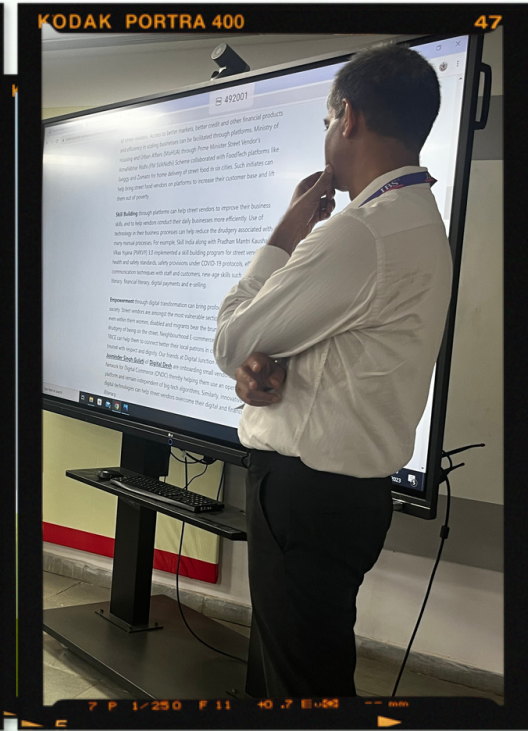


Day 2 of the Digitalgreen initiative commenced with a group discussion involving company delegates. The aim was to delve deeper into their working models, the adoption of sustainability practices, and the complications they faced during implementation. The discussion provided an opportunity for the delegates to share their experiences and challenges related to incorporating digital technologies for sustainable development.

Following the group discussion, a video conference was arranged with select company delegates. This allowed for a broader exchange of ideas and insights, as participants shared their success stories, best practices, and lessons learned. The virtual setting facilitated open and collaborative discussions, enabling the delegates to learn from one another's experiences and discuss potential solutions to common challenges.

To further enhance the engagement and understanding, the esteemed guests Mandvi Kulshreshtha, Sanjay Fuloria, Shailendra Bhisht, and Nishant Agrawal, along with the team of student representatives, made personal visits to the companies. This allowed for face-to-face interactions and a deeper understanding of the company's operations, challenges, and aspirations. During the visits, the delegates and guests engaged in fruitful discussions, exchanging ideas on sustainable practices and exploring how they could be effectively implemented within different organizational contexts.

The personal visits provided a valuable opportunity for the delegates to witness firsthand the efforts made by these companies in adopting digital technologies for sustainable development. They gained insights into the challenges faced by the organizations and provided guidance on how to overcome those obstacles. The discussions focused on strategies to promote sustainability, inclusion, and responsible business practices in the digital era.



ALUMNI AT IBSA



In a remarkable guest lecture, two esteemed alumni speakers, Riya and Shubham, graced our college with valuable insights. Emphasizing the significance of focus and determination from the beginning, they shared their inspiring journeys. Stressing the value of college connections, they highlighted the power of networking for personal and professional growth. Their emphasis on continuous upskilling resonated deeply, empowering students to remain adaptable in the ever-changing world. Their wisdom left a lasting impact, guiding us towards a successful and fulfilling future.



Pragya and Jigna, distinguished alumni speakers, inspired us with their insightful guest lecture. They stressed the significance of active participation in college events and the importance of delving into in-depth concepts taught. Encouraging an approach to identify the roots of understanding, they ignited our passion for learning. Their valuable guidance paved the way for holistic growth and a deeper connection with our education. Their impactful words resonated, motivating us to embrace a well-rounded college experience and excel in our academic journey.

CLUBS AT IBS AHMEDABAD

ANALYTICA



As the President of the Analytica Club, I express immense pride in the progress made over the past year. I thank every member for their unwavering support, dedication, and active participation, which has driven the club's success. Our tight-knit community of data enthusiasts has achieved remarkable milestones through thought-provoking events, workshops, and guest lectures. Projects undertaken by members, such as innovative data visualizations and predictive models, showcase the potential within our club. Moving forward, we are committed to fostering collaboration and inclusivity, valuing diverse perspectives. Our goals include expanding industry connections, inviting esteemed speakers, and forming partnerships for career development. I encourage open communication, promising to be receptive to suggestions and concerns. As we shape the future of data analytics together, I express deep appreciation for the trust placed in me as President and look forward to another year of growth, innovation, and shared success.

Gaurav More- President

INSPIRE

As the President of Inspire Club, it is both an honour and a privilege to address you and share my unwavering commitment to fostering a culture of excellence, unity, and growth within our club. I want to start by sincerely congratulating each and every one of you for your commitment, perseverance, and outstanding accomplishments. Your never-ending quest for excellence and unrelenting dedication to your team's and your own achievements have been nothing short of inspirational.

As a sports club, we ensure that every student gets the exposure to represent the true spirit of sports. Our club believes in uplifting and inspiring every student out there so they can achieve their full potential. Let's keep in mind that our student community is more than just a group of gifted players as we move forward. It is a family and a community established on the basis of both individual and group development and comradery.

Let's continue to celebrate diversity, inclusion, and respect while developing a culture where each individual feels respected, encouraged, and given the tools they need to succeed.

As we approach the beginning of a brand-new chapter in the history of our sports club, let us aim high with unyielding tenacity and unbreakable commitment. Accept the difficulties that lie ahead as chances for development, education, and self-discovery. Keep in mind that failures serve as stepping stones for success and that it is through tenacity and resiliency that we shall accomplish our most dazzling successes.

Let's work together to make the following year one of friendship, success, and priceless memories.



Vinay Dunani - President

CLUBS AT IBS AHMEDABAD

MILESTONE



The essence of marketing lies in adding value to customers' lives and helping the company understand its areas of improvement. Marketing is an essential component of a company's strategy as it drives revenue generation.

The Milestone-IBSA Marketing Club plays a significant role in cultivating knowledge among students about different companies and their strategies to become market leaders. This club aims to educate students about the various tactics used by companies to succeed in the market.

In the past, the Milestone-IBSA Marketing Club has organized three successful events: Brand Charades, Undo Redo Logo, and Corporate Rodies in the year 2022. These events provided unique and insightful knowledge to the students. Going forward, the club plans to host more extraordinary events, offering students the opportunity to expand their understanding of marketing and its various facets.

Naman Talwar - President

MY VIEW CLUB

First and foremost, I want to express my gratitude to our incredible members who continuously demonstrate their dedication to personal growth and the art of public speaking. Their enthusiasm, commitment, and support are the pillars of our club's success. We create an environment that nurtures learning, encourages confidence, and inspires each other to reach new heights.

As a club that encourages individuals to "Step Up and Speak Up", we understand the power of effective communication. Our platform acts as a foundation for individual growth, enabling us to hone our public speaking abilities, increase our knowledge, and improve our ability to communicate in all spheres of life. We welcome every opportunity to learn and develop, whether it involves giving prepared presentations, speaking impromptu, or offering helpful criticism.

Our club stands as a beacon of light in today's fast-paced world, where communication has become increasingly vital. We strive to empower individuals to express themselves with clarity, conviction, and authenticity. By providing a safe and supportive environment, we enable everyone to unlock their true potential and overcome any barriers that may hinder their progress.

I urge everyone to rise to the difficulties that lay ahead as we begin this new academic year. Let's take advantage of any chance to step outside of our comfort zones, learn novel speaking strategies, and widen our perspectives. Keep in mind that development occurs when we venture outside our comfort zones and embrace the uncharted.

Let us forge ahead, united in our pursuit of excellence, and make this year one of unprecedented growth, learning, and success



Rahul Kr- President

CLUBS AT IBS AHMEDABAD

TYCOON



Tycoon - The Finance Club's mission is to foster the practical application of financial concepts in the real world and empower students with knowledge to excel in their career paths for greater growth.

I am honored to assume the role of President of Tycoon, thanks to the unwavering support of my dedicated team members and our esteemed club mentor, Nishant sir. We recently hosted our first event of the year, MULYANKAN, a compelling case study competition that provided students with the platform to hone their problem-solving and situational analysis skills. The success of this event was made possible through the collective efforts of our committed core committee.

In line with our vision, Tycoon is set to launch its inaugural magazine, showcasing exceptional work by students themselves. Along this journey, I have personally learned invaluable skills, from compassionate leadership to effective organization, planning, and implementation, which have fostered both personal and professional growth.

As we continue to move forward, we strive to create more opportunities for students to excel in the finance realm and solidify Tycoon's position as an indispensable resource for aspiring financial enthusiasts.

Kruti Shah- President

"Leadership is not about the title, it's about inspiring others to believe in the vision and work tirelessly towards its realization."



Events at IBS Ahmedabad

The Analytica Club at IBS Ahmedabad recently organized an engaging Battlegrounds Mobile India (BGMI) event, attracting participants from various disciplines. The event featured intense gaming battles, live commentary, and skill-based challenges that kept the energy levels high throughout. Participants showcased their gaming prowess and teamwork, fostering camaraderie among students. Winners received trophies, certificates, and prizes as recognition for their outstanding performances. The event proved to be a resounding success, promoting sportsmanship and networking among gaming enthusiasts at IBS Ahmedabad. The Analytica Club aims to continue hosting similar events in the future, providing more opportunities for students to showcase their gaming talents and build connections within the community.

@ Analytica Club



Events at IBS Ahmedabad

The Milestone Marketing Club successfully hosted the thrilling event, "Match the Mismatch." Participants were challenged to pair unrelated products and create innovative marketing campaigns for their hybrid concepts. Teams enthusiastically brainstormed, strategized, and presented their plans to an expert panel of judges. The event was a testament to creativity and out-of-the-box thinking in marketing. It provided valuable insights into how unconventional connections can pave the way for remarkable campaigns. The contestants demonstrated their exceptional marketing acumen, making the event a resounding success. Congratulations to all participants for their fantastic efforts and a special shout-out to the winning team for their outstanding performance! Stay tuned for more exciting events from Milestone Marketing Club in the future!

@ Milestone Club



Events at IBS Ahmedabad

The 'Tycoon' Finance Club at IBS Ahmedabad recently organized "Mulyankan," a compelling case study competition. Participants from diverse academic backgrounds showcased their financial acumen and teamwork while addressing real-world finance challenges. The event included rigorous case analysis, interactive presentations, and valuable feedback from industry experts. The winning team received recognition and exciting prizes, while all participants gained practical insights and valuable networking opportunities. "Mulyankan" proved to be a resounding success, reinforcing the Tycoon Finance Club's commitment to fostering excellence in finance education and providing a platform for aspiring finance professionals to thrive.

@ Tycoon Finance Club



INDUCTION PROGRAM



The Batch of Icfa Business School (IBS), Ahmedabad 2023-25 embarked on a Memorable Heritage Walk to the Old City of Ahmedabad, led by Prof. (Dr.) Naresh Sharma. This Excursion provided an Enlightening Experience as the Students Delved into the Architectural Styles of Houses and Temples, Explored the Pol System, Discovered the Rich Trade History, and Marveled at the Advanced Features of that Era.

The Heritage Walk Offered a Fresh Perspective on this Already Remarkable City, Unveiling its Hidden Gems and Showcasing its Cultural and Historical Significance. The Students were Fascinated by the Intricate Architectural Details, the Vibrant Colors Adorning the Structures, and the Stories Behind Each Heritage Site. It was a Truly Enriching Experience that Left a Lasting Impression on their Minds.

The Success of the Heritage Walk would not have been Possible without the Guidance and Expertise of Chandra Shekhar Sir, who Shared his Extensive Knowledge and Passion for the History of Ahmedabad. His Narratives and Anecdotes Added Depth to the Students' Understanding of the City's Heritage and Created a Captivating Atmosphere throughout the Walk.

The Organizing Team, Including Hetu Otia Sir and Ranjeeta Parihar Mam, Played a Crucial Role in Ensuring the Smooth Execution of the Trip. Their Meticulous Planning and Attention to Detail Contributed to a Seamless Experience for the Students, Allowing them to Fully Immerse Themselves in the Rich Cultural Tapestry of Ahmedabad.

Prof. (Dr.) Naresh Sharma Deserves Special Appreciation for Organizing this Wonderful Heritage Walk as Part of the Induction Program. His Commitment to Providing Holistic Learning Experiences for the Students is Commendable, and the Heritage Walk was a Testament to his Dedication.

Overall, this Heritage Walk not only Deepened the Students' Understanding of Ahmedabad's History and Culture but also Fostered a Sense of Pride and Appreciation for the City's Rich Heritage. The Experience left the Students in Awe and Further Ignited their Curiosity to Explore and Learn about Other Historical Sites and Landmarks. The Combination of Architectural Marvels, Insightful Guidance, and the Camaraderie among the Students Made this Heritage Walk a Memorable and Impactful Event during their Induction Program.

As the Students Returned from the Heritage Walk, They Carried with them a Newfound Appreciation for Ahmedabad and a Deeper Understanding of its Historical Significance. The Heritage Walk Served as a Reminder of the City's Rich Heritage and Cultural Legacy, Instilling a Sense of Pride in Being Part of this Vibrant Community. It was an Unforgettable Experience that will Forever be Cherished by the Batch of Icfa Business School (IBS), Ahmedabad 2023-25.

CREATIVE BUZZ AT IBS



FRESHERS' 23



I had an overwhelming day as it was my "Miss Freshers Day," where I was crowned Miss Fresher 2023-25. Initially hesitant to participate, I followed my inner voice and decided to join. The Freshers Night brought everyone together, fostering new bonds and relationships. It turned out to be one of the best days, filled with fun, frolic, and dancing. From practicing my speech to performing and answering questions, it was a thrilling experience. The atmosphere was lively and delightful, and the support from friends and faculty made it unforgettable. Overall, being a freshman and participating in the event was a fantastic and joyous experience, creating wonderful memories.

DIA LATHIA

Freshers day marks the exciting beginning of a journey filled with anticipation and joy. Being titled as Mr. Fresher brought immense joy as it allowed me to be recognized and known by my peers through this wonderful endeavor. The experience not only boosted my confidence but also served as a stepping stone for personal growth.

The event was filled with thrills and enjoyment, creating an atmosphere that felt out of this world. The various performances showcased by participants and their enthusiastic energy uplifted the mood and ambiance of the event.

What made this day truly special for me was the active participation of the audience. Their energy and support added to the enjoyment and created lasting memories.

I learned that winning or losing is just a part of the game, and what truly matters is the journey itself. The experiences gained along the way, the lessons learned, and the opportunity to unlearn and relearn contribute to personal growth and development.

RAJAT SAHAL



MEET OUR TEAM



Bhumi Trivedi
- President



Rishita shah -
Vice President



Garima Barla
Editor in Chief



Brijesh Patel
Designing Head



Isha Panchal
Proof Reader



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Gaurav More
Member



C.S Dharma Rajan
Member



Vandana Bagla
Member



Rahul kr
Member



Mehul Mevada
Member



Achintya Mishra
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