

Reflective Reality

Director's Message



Dear Reader,

The word “Prerana” is by itself self-encompassing and exploratory. Be it Inspiration, Impetus, Infusion, Stimulus or just Motivation: It simply strikes a chord within to set the ball rolling with a pervading spirit of enthusiasm and energy. To all of us at IBS Pune, the Prerana Magazine does just the same. It triggers the talent and finds a way for expression in varied forms. I would even go to the extent of using the word “Myriad” as it propels the soul of every student to express what they feel in a befitting manner. Articles, Poetry, Art, Photography, Research, Songs, Short Stories, Cartoons and Jokes, write up about campus experiences, Alumni Reflections...and many more become integral to our “Prerana”.

I am extremely delighted to see the evolution of Prerana this year with many added features and reflecting in true perspective the spirit and fragrance of youthful expression. My sincere compliments to all those who made this issue possible by contributions and support despite the unrelenting academic schedule. I have no doubts in my mind that a substantial midnight oil has been burnt by the Editorial Team in making this happen and I take pleasure in giving them a pat. Many words of appreciation for Ms Dipti Inamdar and Prof Rachana Adtani for their spirited and purposeful focus and guidance which undoubtedly has been an important factor in enabling the creation and completion of Prerana.

Happy Reading and wishing for you many interesting reads ahead.

Prof. Jyoti Tilak

Director & Campus Head
ICFAI Business School, Pune

TABLE OF CONTENTS

EDITORIAL

Faculty Editorial 4

Student Editorial 5

PRERANA TEAM 6

FACULTY ARTICLES

Disruption in Pharmaceutical Supply Chain Management 7

Intelligent Data: A Real Asset In Virtual World 9

I Don't Know 10

Back to Classrooms and Entering Corporate 13

ALUMNI ARTICLE

Overcoming The Ongoing Fuel Crisis 14

STUDENT ARTICLES

Nearing US Recession and IT Industry 15

Entrepreneurs and Indian Business Schools 16

Asia, India, and Economics 17

5G and Road Ahead 19

CLUB ARTICLES

Anand Club 20

Cultural Club 22

Finance And Economics Club 24

Param- IT Club 26

Learn And Lead 28

Nazaria Club 30

Nucleus - Marketing Club 31

Operations Club 33

PRERANA Magazine Club 35

Research Club 36

Silver Tongue Club 38

Sports and Yoga Club 39

Synergy- HR Club 41

SPECIAL EVENTS

TeD Talk- "Kaliedoscope of Perspective" 42

International Yoga Day, 2022 Celebration 44

International Placement Seminar 45

Convocation 46

IBSAF Awards 48

POEMS

So Tell Me Can My Words Board 51

The Unfair Wheel Of Life 52

This is My Sky 53

SKETCHES

FIND ME IF YOU CAN 54

55

Faculty Editorial



Dear Readers,

It is our pleasure to bring out the October 2022 edition of our in-house Prerana Magazine. The theme for this particular edition is 'Reflective Reality'-focusing on currently trending scenarios worldwide.

In today's global context; disruption , innovation and new normal way drives the world. Due to technological advancements, importance of data is growing and much more in demand than ever; in the digital economy. Disruption and innovation in pharmaceutical supply chain management and education gives critical perspective of new normal.

It is interesting to note that for successfully managing the new normal what are the most liberating words?- this and many more articles are penned down by the staff and students that aptly justifies the theme and the current global sentiment around. Over the last four months we had plethora of activities on campus .We take pride in sharing those pleasant moments with you via Prerana. Also, we are immensely happy to share prestigious IBSAF awards for best summer internships, best faculty and best supporting staff.

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

Happy Reading!

Prof. Rachana Adtani

Faculty Member
ICFAI Business School, Pune

Student Editorial



New Hope, New Dream, New Direction

Dear Readers,

Team Prerana of IBS Pune is overjoyed to be back with the ray of printed copies of its magazines as Diwali brings a ray of hope into our lives.

For many, the journey at IBS has just begun, and similarly, for many, it's soon going to end with a good future in hand. This adventure is undoubtedly nothing less than a roller coaster, full with thrills and exhilarating experiences.

With the desire to learn the perspectives of the students, we present to you "Reflective Reality" which summarizes the on-going disruptions and their consequences on the global economy, the current situation, and the anticipated future. It also includes details about the unique events that took place on campus.

After a couple of years of online learning, it was a nostalgic experience to be back on campus. At IBS Pune, we loved the offline events held during the previous semester, such as TEDx, a freshers party, and various club activities. Extracurricular activities keep students engaged while the curriculum is effectively administered.

The placement season here has officially begun, each day a good number of students are placed at various reputed organizations. Hearty Congratulations to all the placed students, as well as those yet to be placed. As I have no doubt about it that we'll all graduate with success.

Live the Journey!

Sae Borse
(Batch of 2023)

TEAM PRERANA



Front Row : Mr. Abhinav Prakash, Mr. Atharva Rokde, Ms. Anusha Rupesh Mene, Prof. Rachana Adtani, Ms. Dipti Inamdar, Ms. Sae Borse (from left to right)

Middle Row: Mr. Pratik Suryavanshi, Ms. Sejal Agarwal, Ms. Bhavya Bhatnagar, Ms. Nidhi Govind Agrawal, Ms. Mrunmai Pradeep Nande (from left to right)

Last Row : Mr. Deepak Reddy G T, Mr. Debarshi Chakraborty, Ms. Nancy Niranjana, Mr. Subhransu Sahu (from left to right)

Proof reading: Capt. Nitin Joshi and **Student Designers :** Anusha and Jai

Faculty Articles

DISRUPTION IN PHARMACEUTICAL SUPPLY CHAIN MANAGEMENT

Today, the pharmaceutical industry is facing different challenges in supply chain management. Digitization is rapidly growing in pharma, where there is rising competition from generic medicines, lack of transparency, a need to develop patient-centric supply chain management, increasing pharmaceutical fraud, etc. Regulations are constantly changing, and companies are hesitant to receive raw materials or products from pandemic-affected areas; site closures impact production capabilities; and there is also the introduction of counterfeit materials into the supply chain.

Hence, these challenges have created disturbances in the supply chain of pharmaceutical goods from manufacturing to delivery to patients.

There are some causes that make disruptions in the supply chain of pharmaceuticals, e.g. Cyber and security issues such as ransomware and data theft, there is a threat of war, terror attacks, pandemics, crime or property theft, and acts of God like natural disasters, earthquakes, hurricanes, labor strikes. Man-made risks like fires and explosions, insufficient response to technology trends, and fluctuations in transportation costs.

Considering the above challenges and disruptions, there are certain operational changes that can be implemented to overcome them.

Considering the sourcing of raw materials from multiple sources or selecting one supplier having multiple location manufacturing facilities, allocating the manufacturing process to outsourced contract manufacturing organizations (CMOs) is most important. The manufacturer must continuously evaluate the sourcing strategies and risk profiles, use gap and risk analysis using strategic facility planning (SFP), use contingency planning, and efficiency improvement. Increasing safety stock is a straightforward solution to reduce risks. Maintaining a good relationship with suppliers and getting involved directly with suppliers to reduce supplier-induced disruptions. Other ways to minimize risk include frequent onsite audits, improved inspections, and supplier training.

There is a need to map its suppliers at different levels to have an end-to-end view of the supply chain and identify vulnerabilities. Scenario planning and simulation models to identify their vulnerabilities and quantify the impact will be great tools for the future.



Dr. Pradeep Sadarpatil

Faculty Member

ICFAI Business School, Pune

Faculty Articles

INTELLIGENT DATA: A REAL ASSET IN VIRTUAL WORLD

"Data is the new oil of the Digital Economy"

Oil can be termed as a finite resource, but data is virtually infinite in nature. Oil is a consumable entity that can get exhausted, whereas data is created with no limits. Unlike oil, data comes with issues of privacy and ethics, which need to be considered. There is exponential growth in the amount of data that is generated during the 4th industrial revolution. It is predicted that by 2025, the amount of data that will be generated on a daily basis will be 463 Exabytes at a global level. This data may be created by an individual, a community, or organizations at large. The value of the data can be realized when the collected data is used meaningfully and strategically for better decision-making.

When Amazon started as the world's largest online bookstore with an intelligent recommendation system, its intention was to gather data on customer interests and preferences in order to provide future book recommendations to the users, which in turn increased their sales drastically. Predictive Intelligent data will allow companies to track people's locations, analyze and interpret patterns on how consumers move around cities for building supermarkets, clubs, recreation centers, malls, hotels, etc.

For many organizations, data infrastructure is still acting as a cost center rather than a profit center. Organizations need to upgrade data intelligence, which combines sophisticated artificial intelligence and machine learning tools to transform data into more valuable insights.

There is a saying that,
"Good data beats opinion".

There are 6 V's of big data which need to be looked upon as;

1. Volume: The huge amount of data that is generated
2. Variety: The diversity in the data, which includes text, images, audio, and video.
3. Velocity: It is the speed of data generation, storage, processing, and managing the data.
4. Veracity: It talks about the accuracy and correctness of the data.
5. Value: It is derived from discovering various patterns and trends in the data.
6. Variability: Changing nature of data due to uncertainties.

In a nutshell, we need to have systems and processes to capture, process, analyze, and interpret the data for better decision-making by creating a competitive advantage.



Dr. Jaysingh Bhosale

Faculty Member

ICFAI Business School, Pune

Faculty Articles

I DON'T KNOW

What are the three most difficult words to say?
(Other than 'I love you')

They are the words 'I don't know'. Admitting to not knowing something is more difficult than most other things, right? I am sure many of us must have experienced this at one time or another. Imagine yourself in a room full of people (or REMEMBER the occasion when you were). They are all knowledgeable about a certain topic or appear knowledgeable about it. The conversation is centered around that particular topic, and you feel left out. What do you do? You recycle something that you have heard from someone else or make up in order to appear knowledgeable about the topic in order to 'fit in'.

This typically happens to teenagers and adolescents who are eager to make a mark in the world, belong to a group, or to woo someone special. The words "I don't know" do not fit very well with these goals. Then comes the professional phase of life where "knowing" is definitely seen as better than "not knowing" and this trend continues. Admitting to not knowing something is seen as an admission of defeat, and so no one wants to use these words.

Very often, we fall into an "image trap," that is, the need to live up to an image. This image may be self-created or created by others for us. In either case, once we fall into this image trap, it becomes difficult for us to 'not know' some things because we are reaping the benefits of that image. The funny part is that no one asks us to fall into this trap, but we go into it willingly!



Capt. Nitin Joshi

Faculty Member

ICFAI Business School, Pune

Liberating...

Actually, the words "I don't know" are among the most liberating words there can be. They have several benefits, some of which are:

- You are free from the obligation of proving anything to anyone or living up to an image. (In fact, it is a very good way of breaking the image trap.)
- You are no longer answerable to others.
- Admitting that you do not know a certain thing opens up the possibility of finding out about that thing and enhancing your knowledge. (The one who asks is a fool for a minute, but the one who does not ask is a fool for life.)
- You are less stressed and more 'real'.
- You save a lot of time.

So if you are from any one of the above-mentioned categories that find it difficult to 'not know',

just see the amount of unnecessary stress you are putting yourself through. Ask yourself 'Is this stress really worth it?'

One person I know is very senior when it comes to age and experience. He owns a business where he employs many youngsters, some of them less than half his age. Often, he needs to know about some new mobile app, software, or even way of working. Without any hesitation, he calls one of his team members, sits with him/her, and learns whatever he needs to know. He does this because he is open to saying the words "I don't know," at least to himself at first. The result? He is knowledgeable about many topics that he may not have otherwise known about and has a fantastic rapport with his team.

So the next time you do not know something, feel free to admit it and see how light it feels. In addition to the benefits I mentioned above, there will be many more. What may those be? Well, I don't know. Why don't you find out and share it with me?



Faculty Articles

BACK TO CLASSROOMS AND ENTERING CORPORATES

Does it feel great to say, "Gone are the days of home arrest and back to campus fest, students?" The last two years that went in learning online and from home did have one huge advantage, people who had the means and the access; did not have to skip learning and could pursue their education consistently.

However, returning back to campus in physical form and getting to meet their peers and the college staff and the faculty fraternity is in itself a great boon for students.

Prior to the Wuhan Virus, not a single student nor the faculty would have imagined even in their worst nightmare the havoc the pandemic played worldwide that would affect the education sector...

This led to disruptive innovations in the edtech space with several start-ups raking high profits, so as online education was a place to go for everybody, industry and the educational economy benefitted. Next, it was a challenge like never before for the teachers, trainers, and coaches to quickly adapt to online tools of teaching and for the students to take learning online.

All said and done; it is beyond doubt that the sheer exuberance of both teaching and learning happens the best in a physical setup as people get to interact, learn from peers and most importantly adapt to the corporate manners and attire that will need the discipline and decorum for the students going forward to join in the corporate bandwagon.

Unfortunately, students who got placed post their management courses during the peak of the pandemic had to undergo training and work online itself which did not provide the benefit of networking and connecting with peers and the management can now take a sigh of relief as we return to normalcy. And students who will be getting placement offers now on campus from companies; are lucky to enter the company physically. And as we go back to our normal world post-pandemic; remember to be grateful and thank your stars for getting you this far and beyond.

Kudos & Best Wishes to all Humans to tackle all challenges successfully...



Prof. Smita Santoki

Faculty Member

ICFAI Business School, Pune

Alumni Articles

OVERCOMING THE ONGOING FUEL CRISIS

By acknowledging the current fuel and energy crisis with the right decisions we can bring about a better, more sustainable future for our planet. Environmental distress and demands for change are no longer ignored and easily dismissed. The need to change our current energy model is now accepted as a mainstream business issue. Consumers are asking for changes in response to record-breaking oil prices. A clear sign of how quickly changes are dictated to and demanded from normal business by the end user.

We can overcome the ongoing fuel crisis in the following ways:

- Turndown speed limits on highways by at least 20-30km/h
- Work from home up to 3 days a week wherever possible
- Car-free Sundays in larger and smaller cities
- Minimize public transport prices and encourage walking and cycling · Replace electric car access to roads in large and small cities

Over a long period, the market normally resolves coordination problems like this, fairly effectively. If many people want a few resources, then the people selling that resource perceive they can make more money if they raise the price.

At the higher price, fewer people are ready to buy it, but the seller earns more money per unit sold. But in reality, they can keep raising the price until the lost sales start to exceed the gain per unit.

The fuel problem has become the biggest problem. The fuel crisis must be overcome at all costs, otherwise, it will be unfeasible to solve the food problem, the war problem, or the general economic problem.

So, the fuel crisis can be overcome. The primary thing now is to focus our main forces against what is (at present) our main enemy: the fuel shortage.

We must inspire enthusiasm in the working masses and achieve a revolutionary control of energies for the immediate possible procurement and delivery of the largest possible quantity of fuel of every kind-coal, sediment, peat, etc., and in the first-place wood and wood.



Abhiraj Madan
(Batch of 2022)

Student Articles

NEARING US RECESSION AND IT INDUSTRY

Last year, India-based IT behemoth Infosys saw a 2% increase in revenue. However, only foreign companies that are investing or lending have a strong interest in cutting costs through the use of automated processes. The reduction of offshore contracts can be seen due to the recession.

Office rents in Bengaluru are also out of this world as they have grown by 12% in the past two years. This increase is more than in other cities like Shanghai, Sydney, etc.

There is a decrease in the profitability of the firm as it is only 3% from the past year. Infosys hired about 20,000 employees just before COVID and it helped them to get profits. Also, their competitors like Wipro hired 15,000 employees in the same period. As compared to this, HCL decreased annual hiring and faced losses.

It is said that profitability will remain down this year due to problems in the east and also the industry structure based in India. Most companies will hire entry-level employees, and they will have low productivity. This can hamper their relationship with customers.

The most suitable answer to avoid this is that the US should avoid recession and the customers who already have contracts will keep asking.



Abhay Kongari
(Batch of 2023)

Also, most of the customers see value in analytics, artificial intelligence, cloud computing, or we can say IT services.

But again, they will not be able to pay much due to situations where companies will have to work on low-value contracts. Customers are also facing issues with the supply chain, inflation, etc. This will leave companies with very low profitability.

We can assume from the above picture that a recession is coming to India very soon.

“

I've heard there's going to be a RECESSION , I've decided not to PARTICIPATE

”

ENTREPRENEURS AND INDIAN BUSINESS SCHOOLS

Entrepreneurship is one of the most powerful engines of economic growth, job generation, and wealth creation. Over the next five years, India aspires to become a \$5 trillion economy. The start-up scenario is growing rapidly, and today, India is the third most active hub for tech-driven product start-ups in the world after the US and the UK.

To achieve this goal, Indian school and university education is the key to prepare students for the third wave of entrepreneurship. At the core of the Indian education system, there is no thriving ecosystem for entrepreneurship like in the United States. Budding entrepreneurs need it all to step into the practical world.

Indian business schools and universities have always been compared to highly reputable foreign universities known for their successful technology and innovation in the world. Much of what humanity has ever seen and experienced can be traced back to these schools of learning.

In my opinion, the Indian educational institutes must practice an entrepreneurial culture where the students are:

- (1) Affirmed the need to question, experiment, observe, and network to create novel ideas.
- (2) Teaches failure is not a deterrent.



Nidhi Agrawal
(Batch of 2024)

As part of innovation, they must tolerate failure.

(3) Taught not to give up or lose hope when they do not receive what they expected

(4) Given opportunities for hands-on experimentation and experience with real-world projects

(5) Given hands-on experience that helps them build and hone their innovative skills and competencies.

Consequently, India will be able to foster the growth of high-impact entrepreneurs and ventures for its progressive future.

“

*Every success story is a tale of constant adaption,
revision and change.*

”

ASIA, INDIA, AND ECONOMICS

As we know, there is chaos in Sri Lanka and fear of political instability in Bangladesh. Nepal and Pakistan are in critical condition as they try to manage their foreign exchange reserves by prohibiting the import of luxury goods as well as basic commodities such as tea. Economic uncertainty in China and the regime change in Afghanistan and Myanmar have made Southeast Asia a matter of concern for India.

Two decades ago, it was said that the 21st century would be an Asian century. Power will shift from America to Asia, and Asia will lead the world economically and politically. But now, after two decades of looking at the current situation of Asian countries, is it still relevant to say so? In 2013, under the leadership of President Xi, China launched its ambitious "One Belt, One Road" (OBOR) project.

The objective was to connect China with different parts of the world, including Africa and Western Europe, for trade and better connectivity. It is assumed that this will make China the world's most powerful economy, ahead of the US.

The Chinese regime was willing to fund billions of dollars to construct roads, railways, power plants, and ports. As a result, the loan was given to the countries. But a year after COVID hit and halted projects around the globe, this caused projects to fail, and the return expected after their completion is not feasible. This led OBOR to its failure and is now an economic burden on Chinese lenders. Even money that was rendered to domestic customers like Evergrande has been immersed. This has all resulted in bank run conditions in China and has worsened the economic situation in China. Sri Lanka is experiencing one of the deadliest crises in its history. Budget mismanagement, civil war, election freebies, loans from countries like China,



Piyush Kumar
(Batch of 2024)

and economic policies have devastated the economic condition of the country. Covid has doubled the strike over Lanka's economy. The tourism industry, which is one of the vital sources of the generation of foreign exchange and revenue and produces thousands of jobs at the local level, was affected the most. This has resulted in job losses and business closures. This all has made Sri Lanka bankrupt. Not so far, Nepal and Pakistan are on the same path. Their forex reserves have been depleted. They both have taken loans from China and different entities, which are putting a burden on their budgets.

To tackle this, they have banned the import of luxurious goods and tea. The tourism sector, which is one of the most essential revenue generating sectors for the government of Nepal, has been hit hard by the COVID and it has made Pakistan seek a bailout package from the IMF. Even Bangladesh is worried about the growing inflation. Loans, high-cost infrastructure like the Padma Bridge, and a 52% rise in petrol prices have caused distrust among the people of Bangladesh against the Hasina government.

The potential for nationwide protest has created chaos in the country. Authoritarian and military rule in Afghanistan and Myanmar has taken these countries into the dark old stone age. So, what lies ahead for Asia? Despite the worsening condition of Asian countries, there is a sign of hope that Asia will overcome this situation and will make it the Asian century. The world is witnessing the rise of powers like India. From food security to climate change, India is leading the world. Recently, a Bloomberg survey report says that there is no sign of India going into recession after COVID and war and it is in better condition as compared to countries in the region.

The Indian economy has already absorbed the shock of COVID. It is the fastest-growing economy in the world. Companies are establishing their production units in India. It is a good sign for Asia and Southeast Asia as India is growing. This will help the countries in the region to come out of their tough economic situation, as they have already witnessed it through relief packages given by India to Sri Lanka. Also, Bangladesh and Vietnam are driving the global apparel industry by producing and exporting more than half the world's demand. The Philippines has emerged as a destination after India for business outsourcing. And the UAE has proven itself as a modern and futuristic developed country, just like Japan and Taiwan.

“

*After all, Atmanirbhar Bharat does coexist with
Vasudhaiva Kutumbakam (the world is a family).*

”

Student Articles

5G AND ROAD AHEAD

The New Era of Indian Telecom has just begun. As India prepares to roll out the next generation of 5G services through an auction, Adani's Group is one of the many applications participating in the open bidding process.

Billionaire Gautam Adani's group on Saturday confirmed its entry into the race to acquire telecom spectrum, which it said will be used to create a private network to support its businesses from airports to power plants as well as data centers.

The group said that they are participating in the 5G spectrum auction to provide private network solutions along with enhanced cyber security in airports, ports, logistics, power generation, transmission, distribution, and various manufacturing operations.

Adani Group plans to use the airwaves for its data center and the super app it is building to support businesses from electricity distribution to airports and gas retailing to ports.

A total of 72 GHz of spectrum worth at least INR 4.5 lakh crore will be put on the block during the auction, set to commence on July 26. The validity of the right to use the spectrum will be 20 years.

All three of Jio, Airtel, and Vodafone Idea—the three private players in the telecom sector—applied.



Simran
(Batch of 2024)

The fourth applicant is Adani Group, which has recently obtained National Long Distance (NLD) and International Long Distance (ILD).

It has become more like an Ambani vs. Adani face-off.

Ambani too has announced multi-billion-dollar plans for the new energy business, including Giga factories for solar panels, batteries, green hydrogen, and fuel cells. Adani, who had previously announced plans to be the world's largest renewable energy producer by 2030, has unveiled hydrogen ambitions.

But, "All of this is aligned with our nation-building philosophy and supports Atmanirbhar Bharat."

“

Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road.

”

Club Articles

ANAND CLUB

"We make a living by what we get, but we make a life by what we give".

The club was launched on July 6, 2022. A small skit was performed by the members of the Anand Club depicting the various issues in society.

The next activity was to spread awareness and prevent food wastage. This was done through a nukkad natak and a poster campaign.

Raksha Bandhan was celebrated with a twist with a 'Rakhi special'. Students were encouraged to share their pictures with their siblings and all those who protect and serve them, including security guards and police officers. We were pleasantly surprised and overwhelmed by the number of entries that we got.

It is in our hands if we want to share our life with others. By agreeing to donate our organs, we move one step closer to achieving it. When a person donates an organ, they voluntarily agree to have it removed and legally transplanted into another person's body, usually with their agreement or the consent of their immediate family. Therefore, why is organ donation so crucial? And why is it the topic of such discussion?

So, to answer these and more such questions, the club organized an "organ donation awareness workshop" on August 12, 2022. Mr. Rahul Joshi, founder of the Neha Joshi Foundation, and Dr. Smita Parekh, a gastroenterologist, came to enlighten us on the importance of Organ Donation.

The workshop was not restricted to the importance of organ donation. We also got to know the procedure to do the same, the do's and don'ts of organ donation. All the students, as well as the staff, learned the value of organ donation and how it could save millions of lives.



Anand Club also participated in and was a part of Rang Manch, which was organized by The Nucleus Club, where the volunteers of Anand Club performed a dance that was judged by the dance teacher of Pawar School.

Lastly, on the 8th of September, the Anand Club organized a "Blood Donation Camp"—donating blood for a good cause under the guidance and support of our mentors, Prof. Girish Kulkarni and Capt. Nitin Joshi. There were a total of 63 donors who donated blood for the noble cause. The event was a huge success and the Akshay Blood Bank, which came for the donation drive, was pleased by the response.

The club has strong bonds with all of its members and is always holding a variety of fun, thought-provoking, and educational activities. The club goes above and beyond to ensure that all of its events are top-notch for the attendees. With new juniors with lots of confidence and energy joining the club, the club will continue to function as a leader among all clubs.

Arushi Bansal

President-Anand Club

(Batch of 2023)

Organ Donation Awareness Workshop



Blood Donation Camp



CULTURAL CLUB

Event 1: 'Face' – Paint to Express

"A Picture is Worth a Thousand Words", keeping this in mind, the Cultural Club of IBS Pune came up with a Vibrant Event 'Face' – Paint to Express. The theme of the event was based on what the painter is connected to and expresses with brushes and paint.

There were 10 teams in total, consisting of 2 members each: a painter and a volunteer for face painting. The rules for the event were to draw the portrait within 45 minutes and express the message in it. The judges for the event were: Captain Nitin Joshi Sir, soft skills trainer; and Prof. Pallavi Murdeshwar Ma'am, Dean Deputy Placement Coordinator. Also, Col. Ram Gopal Sir lightened up the event with his extravagant words and motivated the participants.

The participants came up with very creative and impactful thoughts on environmental issues, social messages, dawn, dusk, etc., which were visible in their paintings.

Event 2: The Art Workshop

"Art is not what you see, but what you make others see," keeping this in mind, the Cultural Club of IBS Pune organized yet another artistic workshop. At the event, the founder of Art Till Infinity, Jaee Tondre, was invited to share her thoughts. The theme for the workshop was to express one's goals and aspirations in the form of art. Adding more to that, the participants had to use different emoticons and shapes as pictorial representations of their goals.

The workshop benefited the participants in raising self-awareness, having a clear perspective on strengths and weaknesses, developing emotional intelligence, and having a clear perspective on thoughts and beliefs. It was also a way to manifest their goals and boost their confidence.



The participants participated actively in the workshop, manifested their goals, and felt motivated at the end of the event.

Event 3: ABHIVYAKTI

Another thrilling event was organized in collaboration with Nucleus—the marketing club named "Abhivyakti," which was a blend of dance, art, and music. The theme for the event was traditional.

On Day 1 – 'Rangkari', which was a rangoli competition, and 'Kalakrtiti', which was clay modeling, were on display at this event. The participants had to showcase their creativity using colors and clay.

Day 2 consisted of a flash mob named 'Rhythm' where the members of the Nucleus and Cultural club kickstarted the event through their dance moves and spread joy and enthusiasm on the campus.

Day 3-'RangManch' was organized, which was an inter-club dance competition where all the clubs at IBS Pune performed and graced the event with their energetic performances. The judge for the competition was Miss Devangi Pandya, a well-known dance teacher, and choreographer at Pawar Public School. Along with that, there was a traditional dress code for all the faculties as well as students on the campus.

Through the conscious efforts of both the club members, the cultural week came to an end.

Priyadarshini Sahu

President- Cultural Club

(Batch of 2023)



FINANCE AND ECONOMICS CLUB

The Finance and Economics Club of IBS, Pune is known for its class-apart conduct of various enthralling and engaging events. Our goal has always been to enhance students' financial knowledge with various conferences, events, activities, workshops, and knowledge-sharing sessions. The club has successfully organized four riveting events this semester.

1. Budget Buzz

Panel discussion on the Union Budget

The semester began with a collaborative event between the Finance & Economics Club and Research Club, the two most elite clubs of IBS Pune. They jointly organized the institute's very first and most magnanimous event for this year called Budget Buzz 2022: A Panel Discussion on the Union Budget.

The panelists for the evening were:

1. Dr. Aditya Srinivas, Chief Operating Officer & Chief Economist at Bombay Stock Exchange Brokers Forum Head of International Business Division
2. Mr. Ritesh Chatterjee, Chief Distribution Officer, Bharat Financial Inclusion Limited
3. Mr. Robin Banerjee, Managing Director at Caprihans

The event's real success was really in the number of participants it witnessed. The event witnessed a whopping 200 participants at a time.

2. FinQuiz

Finquiz was a culmination of three phases, with the third phase being the most fruitful and successful of the three. The first two phases of the event were organized for the senior batch students of 2021–23 to help them gain a financial and economic edge and acumen during the course of their SIP from IBS, Pune.

The question structures were absolutely fierce and yet engaging enough to help the students gain additional knowledge apart from their academics at college and also from their practical experience at their respective SIPs from different sectors and companies.



The third and last phase of the event was organized on May 23rd, 2022, with the junior and senior batches both participating. It was overwhelming and heart-warming to see the participation and enthusiasm of the juniors to participate in their very first event here at IBS.

3. EQUI-BALL Z

The club not only received a large number of registrations for the event, which was well-attended by students, but it also garnered accolades from all of the attendees for planning a knowledgeable and fun event for the students. The two rounds of the event, which were designed to gauge students' overall domain expertise, created an exhilarating and thrilling aura.

Round I: Hustle with Vessel

"HUSTLE WITH VESSEL," an elimination round, served as the competition's opening round. The round included knowledge, speed, and teamwork tests.

Questions about economics, finance, and general knowledge were included in the basket. Each team had 60 seconds and ten chances to put the ball in the goal and respond to the questions. The top 6 teams that respond to the majority of the questions advance to the next round.

Run to Equate in Round 2

This round was based on the accounting equation, i.e., $\text{assets} = \text{liability} + \text{equity}$. It tested the speed and accuracy of the participants involved. Teams were given ten chits, and they had 90 seconds to answer the accounting equation by writing the right values in each category.

Shreya Gupta

**President- Finance and Economics Club
(Batch of 2023)**

4. FIN-PIRATES

The event consisted of two rounds, which were designed to gauge students' overall domain expertise and create an exhilarating and creative aura.

Round 1: Eagle Eye

"Eagle Eye" was an elimination round, which served as the opening round for the competition. The round included knowledge, teamwork, and speed tests.

Blurred pictures of prominent companies and recognized people from financial and political backgrounds were shown. Participants were shown five pictures and were given 10 seconds to identify each picture. The top 6 teams that correctly guessed the majority of the pictures qualified for the second round.

Round 2: Create a relationship

This round was based on balancing creativity and information. The top 6 teams were asked to pick up a chit from the bowl and had to create collages on the given topic. Participants were required to search in newspapers or magazines for pictures or terminologies related to the topic, cut and paste them on the chart paper provided. The allotted time was 20 minutes. After collage making, participants were required to speak about the topic for 1 min. The round was judged out of 10 points on the basis of creativity, meaningfulness, and relevance to the topic given and the presentation.



PARAM - THE IT CLUB

PARAM - The IT Club of IBS Pune, renowned for hosting a variety of events, successfully conducted its first exciting and fun-filled event, Jibber Jabber. This was an event organized on 18th July 2022, where the participants were supposed to guess the gibberish, brand name, and tagline. It consisted of two rounds:

1. Guess-a-thon: Each team was shown 2 gibberish one by one and given 10 seconds to guess, if they get it right 5 marks are allotted to them. Out of 42 teams, 10 teams were selected for the second round.

2. WatchZiaa: They were shown a small ad clip and they were asked to guess the brand name and brand tagline. The top 3 teams were selected as second runner-up, first runner-up, and winner of the round.

The club had a huge turnout, and everyone who attended and participated enjoyed this informative and enjoyable event. This event would not have been possible without the constant supervision of "Dr. Shirish Jeble" and "Dr. Jaysingh Bhosale." Thank you to everyone on the team for their hard work, without which the event would not have gone off so smoothly.

Sole Survivor was IBS Pune's first Inter-Collegiate event in 2022. The event was divided into three rounds, with the goal of bringing together students from various colleges in Pune and creating an exciting and exhilarating atmosphere. The club had received a large number of registrations for this event. Online and offline meetings were done to ensure that every aspect of the event was meticulously planned.

To ensure successful outcomes, each work was given to the team depending on the team member's competence.



Promotions were done in around 11 colleges across Pune, i.e., MIT, BVP, FLAMES, ISB&M, SIT, Modern, Dr. D. Y. Patil Arts, Commerce & Science College, Indra College of Engineering and Management, PCCOE, and D. Y. Patil College of Engineering.

1. **Battle of Brains** was an online event on 8th September 2022 that took place on the Kahoot app. The round included questions on General Knowledge and Current Affairs to check the basic understanding of the students. Questions were set ranging from easy to moderate to moderately difficult to difficult. A total of 36 students that outperformed others, advanced to the second round.

2. **Abhivyakti** was the second round that took place on 12th September 2022 at the IBS Pune campus. Caselets from notable faculties served as a basis for Group Discussion in this round. These rounds were designed to judge students on clarity, content, and confidence. The top 3 students with inspiring abilities proceeded to the final round.

3. **The Final Flight** was organized just after Round 2 at IBS Pune on 12th September 2022. The Director of IBS Pune, Prof. Jyoti Tilak inaugurated the round by lighting the lamp and addressing us with a motivating speech. The mentors-in-charge welcomed Col. Ramgopal (Dean of Academics & Deputy Director) and Prof Soumitra Samaddar (Dean of Placements & Deputy Director) with a token of appreciation.

Anu Hans

President - PARAM The IT Club
(Batch of 2023)

It was a momentous occasion for all of us owing to the anchor, Col. Sunil Brijkishan grilling all 3 participants on the stage for their personal interviews. We extend our gratitude for the support obtained from Pallavi Ma'am and Sadarpatil Sir for judging the round. The winner, first runner-up, and second runner-up were awarded trophies and certificates. The winner got a cash prize of 6000 followed by the first runner-up who got a cash prize of 4000.



LEARN & LEAD

Learn & Lead is a platform where top professionals share their experiences to help budding management professionals learn from their successes and failures. It teaches future managers how to lead by following in the footsteps of those at the top.

Learn & Lead conducted its first event of the season, "ANUBHAV".

Mr. Ajay Bakshi was the Chief Guest at the event. He is the President and Board Director of Intelligent Leadership Executive Coaching (ILEC), an Independent Director, Executive Coach, PCC, and FIOD. He has authored books like "Build to Outperform" and "Creating High-Performing Teams". He has been recognized for his contributions to HR and has several awards to his credit, which include: Best Global HR Strategy recognized by Business World for Vodafone Global Services India, Dream Companies to Work For (ranked number 11), Times of India Ascent for Vodafone Global Services India.

The event started with a soothing Ganesh Vandana, followed by the inauguration of the event and the introduction of our honorable guest, Prof. Bidhan Datta. The event was moderated by Dr. Manisha Saxena.

Mr. Ajay Bakshi covered various aspects of management and entrepreneurship and enlightened the students with his knowledge of human resources as a whole. He shared his experience and stories about his failures and successes to make the students understand the importance of risk-taking. He also talked about the importance of providing the right advice to the clients, adding value, and making a positive difference.



He spoke about adding value to society for the better development of an individual and our nation. He gave insights on how it is important to focus not only on self-wealth creation but also to grow the organization for the development of our country. He covered a few points about the value of a person over technology and how a human resource if utilized appropriately, can lead to profit and growth.

The session was followed with vibrant questions and answers. Out of all the questions asked, five students were awarded certificates, and the best two questions were awarded a book written and signed by our guest, Mr. Ajay Bakshi.

The event ended with Prof. Bidhan Datta giving the vote of thanks.

Under the guidance of the club mentors, Dr. Soumitra S. Samaddar and Dr. K Deeppa, the event was a success, with an audience of 100. There were around 15 faculty members, along with Deputy Director Prof (Col) Ram Gopal, present at the event to mark the occasion with their valuable presence.

Siddharth Misra

**President- Learn & Lead
(Batch of 2023)**



NAZARIA CLUB

Nazaria Club started the year with its first event, "Magic in the Moments- IBS DOSTI ETC." On the 5th of August, Nazaria Club organized the event "Magic in The Moments- IBS DOSTI ETC."

Under the guidance of Prof. Arun Prasad Sir and Dr. (CA) Priya Agashe Mam, the event was a grand success. A total of 28 teams registered, of which 25 teams participated. This event was divided into two rounds. In the first round, in which five different categories were given to click the photos with the team, 30 minutes were allotted to click the photos. Later, the pictures of the participants were uploaded onto the drive for evaluating the results.

We conducted the next event -
THE EXHIBITION

"A great photograph is one that fully expresses what one feels, in the deepest sense, about what is being photographed."- Ansel Adams.



'The Exhibition' where everyone, even faculties, had the chance to showcase their best pictures. This exhibition considers the powerful role of vision and the visual in exploring. Each participant submitted a maximum of 50 pictures of which 5 were considered for the exhibition. Photos were showcased attractively. The feedback corner was open to all. Photos could be of any genre: natural view, painting, food, or anything else. Our Club worked with other clubs at the college to capture the memories of the event and make them memorable. The main aim of this club is to make people aware of photography as an emerging skill that one should possess so that one can capture beautiful moments even more beautifully.

Shivam Vallechha

(Batch of 2024)



NUCLEUS MARKETING CLUB

The Nucleus Marketing Club of IBS Pune has held its ground as one of the most active and insightful event organizers under the guidance of our mentors, Dr. Pradeep Sardarpatil and Prof. Smita Santoki.

The Nucleus-The Marketing Club of IBS Pune started this academic year with a warm and hearty welcome to the new members of the IBS family by organizing a fun event "Blind Date" where registered participants were randomly paired and were given a chance to interact and break the ice, which was followed by a fun dance competition.

Tailed by a warm welcome was a thrilling event called "Picto Pong", which was designed to gauge students from all domains, but specifically those having a keen interest in marketing. The event was divided into two rounds, where the first round served as the elimination round. The event was a group participation event in order to improve the team-building skills of the students. As Nucleus believes, "Having fun is the best way to learn." The first round was a game of aiming the ball in glasses full of water kept on the other side of the table, followed by a question on the tagline of a product if the ball landed in the glass. The final round required excellent time management skills as well as para-verbal skills, where one team member, through quick wit and cleverness, had to make the other team member understand what the product was without speaking.

The event was able to gather great participation as well as a welcoming audience. The event was full of laughter, giggles, and, above all, knowledge.



Picto Pong's success was followed by "LORD OF THE RINGS", a more marketing-centric event, which was designed to gauge the students of the marketing domain and students with an interest in marketing. This was a team participation event to improve conflict management skills and also effective leadership and teamwork. The event was organised into two rounds, where the first round served as the elimination round. The first round tested your quick wit and ability to keep your cool in a stressful situation by tying one participant's left leg to the right leg of the other and making them hop into three circles

Pragya Bhatnagar

(Batch of 2024)



("three lord of the rings") without losing balance or falling out of the circle within 75 seconds. This round was followed by the final round, which had 4 difficulty levels, requiring the participants to roll tissue paper while balancing a glass full of water. The questions were asked pertaining to marketing, such as "The 7 Ps of marketing?", "Stages of a Product Life Cycle" etc. The event was able to gather decent participation backed by an amazing audience. Events on artistry were also held, such as "Kalakriti" and "Rangkari", which were statue-making and rangoli-making competitions at their core. This was followed by "Rhythm", which was a flash mob to lighten the mood. The last but not the least was "Malhari", where all the students as well as the working staff were requested to dress in Indian traditional attire and an "Inter Club Dance Competition" was organized. The entire week was celebrated with much joy and laughter, with a positive competitive spirit.

The Nucleus – the Marketing Club of IBS Pune, wishes to keep organizing such insightful, fun-learning as well as creative events in the future.



OPERATIONS CLUB

Operations Club is one of the club at IBS Pune, supervised by two renowned faculty members Dr. Bidhan Datta and Prof. Arun Kumar Dutta.

The Club has successfully run 5 events so far during this semester. On June 21, 2022, the club launched its first significant event, "HAWK EYE" ; which was a treasure hunt to be played on the whole campus during Fresher's Week, "AARAMBH 2K22" for the juniors. The competition consisted of two rounds "Dynamic Detective" where the students were asked to find the hidden treasure on the campus by giving a puzzle and students who qualified moved to the next round "Pictography" in which the students were given two pictures of any corner of the campus. They were asked to find the place and get their own image clicked at the same spot.

The second event was conducted on June 25, 2022, as a seminar on "Digital Transformation for Elevating Supply Chain Management to New Levels". There were four captivating panelists: Mr. Nikandan Kumar, Mr. Rohit Kumar Singh, Mr. Prashant Choudhury, and Mr. Aman Sinha. There was a question & answer round after the seminar discussion. The best two questions were rewarded. Third semester students, Sourav Kumar Misra and Arushi Bansal were given prizes for asking the best queries of the panelists. As a gift of appreciation, books were given to the winners. On August 10, 2022, Operation Club and the IBS Placement team jointly organized the third event, the third-semester students were invited to the "International Placement Seminar" which was organized for individuals interested in knowing about the job and living culture globally.



We were fortunate to have three IBS Pune alumni present: Mr. Ashwin Pershad, Mr. Ashish Sharma, and Mr. Ankur Dwivedi. It was in virtual mode. The students who are considering jobs abroad were really benefited from this session.

The Weekday Scatter, which took place on August 23, 2022, was the fourth event and the first significant one that the junior members of the Operations Club completely hosted by themselves.

The rounds were "Flip It"; and "Blind Bluffs". First was an elimination round between the two teams by playing the XOXO game and teams qualifying for the second round were to answer operations related questions.

The club's fifth event, "The Festember Voice" featured the round "Score the Price" which was to put the ball in the basket with different marks and answer the question, and "Impromptu" was an extempore for the students qualifying the first round. This event was purely based on "Women & Operations in the World" on September 16, 2022.

Geetanjali Arora

**President- Operations Club
(Batch of 2023)**



PRERANA MAGAZINE CLUB

KOFFEE WITH FACULTY

Prerana Magazine Club, (the in-house newsletter of the campus), conducted its flagship event "Koffee with Faculty" on September 13th, 2022.

Students were given a chance to have a knowledgeable conversation with the invited faculty members. There were three members on the panel.

- **Prof. Soumitra Samaddar**
- **Dr. Shirish Jeble**
- **Prof. Arun Prasad**

The event was divided into three rounds, the first of which allowed students to ask faculty members of their choice questions. The questions were addressed by the panelists with thorough explanations. This was indeed a great interaction between the students and the panelists.

The second round focused on the upcoming theme of the magazine, "Reflective Reality" where the professors gave a lot of insightful thoughts regarding the same.



The last round was the Rapid Fire round, where the guests were asked some quick questions like "beach or mountains", "favourite song", and etc. The panellists were happy to answer those. The audience enjoyed the event and gained a lot of knowledge from the different views of the panellists.

Towards the end of the event, awards for the best questions of the event were distributed. The event witnessed the presence of Deputy Director, Col. Ram Gopal.

Anusha Mene

**President- Prerana Magazine Club
(Batch of 2023)**



RESEARCH CLUB

Out of the box

"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them." Paul Hawken

Under the guidance of Dr. Irfan Inamdar and Dr. Anupama T, the Research Club of IBS Pune, which is one of the most active clubs in the college, organized the 2nd event of the academic year 2022-2023 called "Out of The Box". As the name suggests, the concept of the event was really innovative. According to the theme of the event, each team consisting of three members was provided with some commodities or ingredients from which they had to create a product. Then they had to present the product, explaining its relevance in the market and sharing their plan for marketing the product in front of a judging panel consisting of seniors. The event started with Dr. Anupama T's briefing about the event. Following that, each of the teams was given a set of commodities and a time limit of 15 minutes to create their product. We must say, each and every team came up with various unique products backed by brilliant ideas. However, there were two teams who were shortlisted and Dr. Irfan Inamdar announced the names of the runners-up, Team Earning Eagles, and the winners, Team Speedsters. The event concluded with Dr. Irfan Inamdar congratulating the winning team, as well as all of the participants and, of course, the organizers who pulled off the event so smoothly.

Brand charades

On August 1st, 2022, the Research Club of IBS Pune organized an event just after the completion of the C2 exams called "BRANDCHARADES". The event was conducted under the guidance of Dr. Irfan Inamdar and Dr. Anupama T. The event consisted of two rounds. In the first round, teams were provided with the names of different brands written on chits.



One team member was supposed to enact using facial expressions and gestures, and the other team member had to guess the name of the brand. The next round consisted of tunes from different ad jingles that were played for them, and they had to guess the name of the brand. We must say that the energy of the participants was really high. Everyone has played this game before and could relate to it, just that the concept was twisted and presented in a unique way by the Research Club. After announcing the names of the 1st and 2nd runners-up and the winning team, Dr. Irfan Inamdar handed over the certificates and the cash prizes to the respective teams

Flip-A-Flick

An enthralling event, "Flip-A-Flick," was organized by the Research Club on August 22nd, 2022.

The event was conducted under the guidance of our faculty mentors, Dr. Irfan Inamdar and Dr. Anupama T. The event consisted of two rounds, allowing candidates to participate in a team of two people. The first round was the "Bottle Flip," where one member from each team had ten chances to correctly flip the water bottles to gain maximum points. The other teammate had to answer for qualifying in the second round. The second round was all about luck.

There were fifteen cards holding brands and their brand ambassador's names were kept flipped backward on the table, and the qualified teams were given a total of eight chances to match the brand with its brand ambassador.

PV Sindhu, for example, is a VISA brand ambassador. The concept of the event was based on something that people get across in their daily lives but with a sprinkle of fun elements in it. That is why all the participants, and in fact, the audience, were totally engaged throughout the whole event. This delightful event ended with our faculty mentor, Dr. Anupama T., handing over the certificates and cash prizes to the three winning teams. The winners for Flip-A-Flick were Siddhant Sapkale and Rehan Sayed, and the positions of 1st and 2nd Runner-Up were secured by team members Niharika Pokle, Namira, and Pankaj Bordoloi and Palak Gupta, respectively.



Debarshi Chakraborty
(Batch of 2024)



SILVER TONGUE CLUB

The Silver Tongue Club has been organizing various events to promote public speaking. Communication is the backbone of our society. It allows us to form connections, influence decisions, and motivate change. Without communication skills, the ability to progress in the working world and in life, itself, would be nearly impossible.

The Club arranged its first event "The Box Office Dhamaka" on 4th August. In the first round the teams had to guess characters, it was a testament to quick thinking and effective communication to teammates. The second round was to create an alternative ending to movies, the round encouraged creativity and originality. The theme was Bollywood. It was a fun-filled and a successful evening. Our second event was a debate competition Arguably the Best on 7th September. In the first round the participants had to perform in teams, they were judged on how well they negotiated with each other. They had to discuss, and resolve differences of opinion, make decisions as a team to solve problems. And also ensure that everyone's ideas are heard and develop accountability as a team and learn to communicate well. In the next round the team had to perform individually and with a twist that they had to debate against each other.



As reasoned debate allows students to explore and gain understanding of alternative viewpoints. For the participants, it develops communication, critical thinking, and argumentation skills. The Silver Tongue Club also has also come up with Conversation Katta where students can talk and discuss general topics of common interest, including public speaking as part of the fun activities. There is no criteria to participate and perform. The participants are free to speak on any topic they feel comfortable in speaking. We planned to do it every Monday as a weekly activity. The motive is to help the students get over stage fear and be comfortable speaking publicly. This would also help them in placements and help them improve their communication skills.

Shubhra Pandey

President- Silver Tongue Club

(Batch of 2023)



SPORTS AND YOGA CLUB



The club has been actively organizing several sporting events for both the current batch and the newly admitted batch of 2022–2024. The club's goal is to work enthusiastically and consistently to organize exciting activities for the participants to unwind and lift their spirits after a long day of studying. Six activities were successfully conducted by the club with the support of the IBS Pune students.

CRICKET!!! To Indians, it's not just a game, it's a feeling, an emotion! Back with a Bang, the sports club of IBS-Pune conducted the first offline event, The Box Cricket, with an overwhelming response of 20 teams (180 participants). Each team had 6 boys and 2 girls. The "Box Cricket Tournament" was the club's first activity. A total of 20 teams made up of more than 180 students took part in this event.

In the Tug of War event tournament 2022, 10 teams participated in the event. The first 2 matches were elimination rounds, after which we had 8 teams competing in the quarter-finals. Four teams were able to show off their skills and strength, which took them to the semifinal rounds. "Tug of war" was the second activity the club held. 10 teams made up of 80 people were created. The activity was energetically carried out and finished in a single day.

The third event of the club was the "IBS Badminton Open 2022." The men's singles and women's singles were the two segments of the event. The effective completion of the event required a total of four days. Of the batch, the event was attended by 64 men and 34 women.

IBS Chess Tournament" for all the chess lovers to explore one's concentration, critical thinking, and decision-making was the fourth event of the Sports and Yoga Club.

About 35 matches were conducted, and the event was carried out and finished in a single day.

IBS Table Tennis Tournament, 2022. 56 players participated, which included 3 categories: Men's Singles, Women's Singles, and mixed doubles. As its fifth event, the Sports and Yoga Club held a Table Tennis Championship. In total, 56 players competed in the Men's Singles, Women's Singles, and Mixed Doubles categories. The event needed two days to be effectively concluded.

IBS Volleyball Tournament-2022 "War of Spikes", which was the 6th event of the club. More than 40 players participated in the tournament, divided into 4 teams. Team Bulletproof, captained by Shubhank Tiwari, was runner's up for the event, and the tournament was won by Juel Behra-captained team Defaulters.

For the upcoming semester, the sports and yoga clubs have already scheduled a number of entertaining and exciting events, including their major student-focused games of football, cricket, and carrom. In addition to students, the club also intends to form a number of IBS Pune teams that will compete in future intercollegiate tournaments.

Pranav Khasne
Club MOB
(Batch of 2023)



SYNERGY- THE HR CLUB

Bottoms Up:

Synergy: The HR Club organised an event on the 4th of July 2022 to welcome the Batch of 2022, under the guidance of Dr. Pallvi Vadehra and Prof. Manasi Gokhale, with the participation of 40 students in a group of 2.

The event had 2 rounds, the first one being the "Heads-up Pyramid," wherein both participants had to lift a cup with their foreheads from one table and place that cup on another table and, in the process, form a pyramid. The participants were judged on the basis of their agility and timing parameters. The qualified participants of round 1 were moved to round 2.

In the second round, which was "Tossing Ping Pong," one team member had to stand with ping pong balls while facing the other team member and toss the ball into the cup held by the other team member. The other teammate holding the cups (7) had to collect the balls thrown by their partner and switch the cups by stacking them at the bottom, which made it challenging. This round was based on the number of balls collected during one minute.

Independence Day:

On the 75th Independence Day, IBS Pune celebrated it with full enthusiasm. The members of The Synergy Club presented a singing performance where they sang a medley of various patriotic songs.



U-Debate:

On July 22, 2022, The Synergy Club organised another event called U-Debate, which consisted of 2 rounds: "De-Battle" and "In 60 Seconds." A total of 20 teams participated.

In the first round, two teams faced off in the debate round on a trending topic. The discussion was for 5 minutes, starting with a coin toss to determine if the team would speak "for" or "against" the topic. Seven teams qualified for the second round.

The second round, "In 60 Seconds," was an impromptu round where one team member had to come up on stage and speak for a minute on a random topic.

The event was a success.

Pooja Joshi

**President- Synergy The HR Club
(Batch of 2023)**



SPECIAL EVENTS

TED TALK - "KALEIDOSCOPE OF PERSPECTIVES"

TED Talk: On 17th September 2022, Learn and Lead and the DA Team of IBS Pune organized a TEDx talk under the guidance of faculty mentors Dr. Saumya Misra, Dr. K Deeppa, and Prof. Spurti Sushil. The event was held at Suzlon One Earth, Pune.

The theme for the TED talk was "Kaleidoscope of Perspectives" because life is all about perspective. Perspective is everything when you are facing the challenges of life. For the TED Talk, IBS Pune approached five phenomenal speakers, each from different background, thus providing a varied range of experiences and perspectives to the audience. The talk commenced with the address of Deputy Director (Col) Ram Gopal.

The speakers for the event were:



- **Sarthak Ahuja**—A chartered accountant with ten years of experience in areas such as tax advisory, audit & assurance, business modeling, and contract CFO services. He is possibly the youngest Indian to complete CA, CS, and CMA courses. He spoke on "3 Steps to Career Success".

- **Kirity Datar** — An entrepreneur and co-founder of CaneBOT. CaneBOT is a patented food robotics solution that offers fresh and hygienic sugarcane juice. She was a finalist on Shark Tank India (season 1) and represented her company, CaneBOT, on a national level. Kirity shared her entrepreneurial journey and spoke on "How to Implement Golden Circle for Building a Strong Brand".

- **Nikkiey Chawla**—India's first transgender model and actress. She is also a TEDx speaker and has appeared on several TV shows, such as MTV Crunch and Ace of Space. She spoke about "It's okay to be different for a fulfilling life".

- **Capt. Dharmveer Singh**—Founder & Director at Apache Facilities Management Pvt. Ltd., which strongly focuses on HSE (Health, Safety, and Environment). He is a recognized TEDx speaker and a business leader. He was a runner-up in the Khatron Ke Khiladi Season. His inspiring talk was on "Perspective of Life, the Army Way."

- **Jaspriya Gandhok** — A certified PoSH enabler, DEIB (Diversity, Equity, Inclusion and Belonging) Facilitator, NLP Practitioner, Writer, Emotional Intelligence Coach, and motivational speaker. She also has 20 years of experience in training design and delivery, instructional design, and skill development. Jaspriya spoke on "Zoom Out-Widen Your Perspective."

The TEDxIBS Pune event also provided a platform for IBS Pune students to showcase their talents. The performances by the students were:

- Nidhi Agrawal – She performed the Ganesh Vandana and marked the beginning of the event. She showcased her classical training in "Kathak".
- Disha Bhavsar – She showcased her classical training in "Bharatnatyam" and performed elegantly.
- Vaibhav Dwivedi – He sang a mix of Bollywood melodies and played guitar. His performance was entertaining as the audience sang along with him.
- Rahul Adhikari – He sang a patriotic song that gave everyone goosebumps.
- Shashank Mishra – He sang a lovely song and that marked the end of the event.

The IBS Pune team also presented the speakers with mementos as a token of our appreciation as they shared their personal experiences with the audience and motivated them. The event concluded with a vote of thanks by the Head Student Coordinators, Siddharta, and Kajal, and everyone proceeded for high tea, which also provided our audience a chance to interact with the speakers.



Dr. Saumya Misra



SPECIAL EVENTS

INTERNATIONAL YOGA DAY, 2022 CELEBRATION BY IBS, PUNE

On June 21st, International Yoga Day was celebrated by IBS, Pune in its beautiful and spacious auditorium. In the morning, avid students started to gather around the campus premises. Along with 17 enthusiastic students, Director Jyoti Tilak and Prof. Saumya Misra participated in the event. Prof. Sardarpatil, who is a certified yoga trainer, spearheaded the program by instructing and performing each yoga step in front of all participants.

As it is said, the "Om" sound is the onset of everything in the world. The program was started by chanting that primordial mantra in chorus while all participants were seated in Padmasana in equanimous minds. Afterward, they carried out some basic free-hand exercises like stretching their legs and hands and turning their heads to relax their muscles and sinews. Furthermore, all the attendees performed pranayama like Kapalbhati and Bhramari while resting in Padmasana. The unison sound of Bhramari buzzed through the auditorium like the euphonious hum of morning wasps. It is important to say that during all the activities, participants were asked to follow a breathing pattern (inhale and exhale) while working out each step of an asana. Apart from pranayama and stretching exercises, some balancing asanas were performed as well.

This way, half an hour was efficiently utilized for the betterment of attendees both physically and mentally. In the end, Director Jyoti Tilak gave her valuable feedback about the activities and how she enjoyed performing them. It might be possible that in a busy individual's life, it is hard to have a tranquil and equanimous mind all the time. But every day for a certain time, practicing yoga could make a difference. It not only keeps a body physically fit but also mentally poised. Needless to say, she highly appreciated the enthusiasm of all the participants, especially Sardarpatil Sir and Saumya Madam, for their proactiveness in conducting the Yoga Day celebration.



SPECIAL EVENTS

INTERNATIONAL PLACEMENT SEMINAR

ICFAI Business School proudly organized an International Placement Seminar on "Understanding Global Placement Opportunities".

Program Highlights

The event started with the Ganesh Vandana, followed by a welcome speech by Prof. Jyoti Tilak, Director, IBS Pune. The eminent panelists of the event, who are alumni of IBS Pune, spoke about many essential components of the placement scenario and highlighted the opportunities available abroad for professional growth. The speakers of the event were

1. Mr. Ashwin Pershad, Head of Sales & Business Development, Tech Mahindra (Taiwan)
2. Mr. Ashish Sharma, Regional Director, Satguru Travel & Tourism (South Africa)
3. Mr. Ankur Dwivedi, Commercial Manager, OKI Trading (UAE & East Africa).

The guests shared their immense knowledge and their decades of work experience abroad. The discussion was followed by a question-and-answer session. Students interacted with the panel members and put forward their queries to the speakers. They guided the students on how to prepare to grab the opportunities of international placement and what the expectations from the recruiters were. They also discussed safety, security, lifestyle, growth opportunities, perks and packages, etc. Approximately 80 students, placement managers, and faculty members from IBS Pune participated and witnessed the discussion. The session was moderated by Prof. Soumitra Sammadar, Dy. Dir. Placement and concluded by Dr. Bidhan Datta with closing remarks and a vote of thanks.

Dr. Bidhan Dutta



Presenting
**INTERNATIONAL
PLACEMENT
SEMINAR 2022**
FOR BETTER UNDERSTANDING ABOUT
GLOBAL OPPORTUNITIES

"Doing the best at this moment puts you in
the best place for the next moment."
- Oprah Winfrey

Our Guest Speakers:



Ashwin Pershad
Head of Sales & Business Development
Tech Mahindra
(Taiwan)



Ashish Sharma
Regional Director
Satguru Travel & Tourism
(South Africa)



Ankur Dwivedi
Commercial Manager
OKI Trading
(UAE & East Africa)

FOR ANY QUERIES:
Venkatraman Pulapaka
Dy. Gen. Manager Corporate
Relations & Placement
✆ +91-9825150635
Geetanjali Arora
President Operations Club
✆ +91-8447712000



10 AUGUST 2022
2:30 PM - 4:00 PM
VENUE: AUDITORIUM

SPECIAL EVENTS

CONVOCATION-2022

The Annual Convocation Ceremony for the Class of 2022 of ICFAI Business School (IBS), Pune was held on Saturday, July 9th, 2022, at Suzlon One Earth Auditorium. Dr. Sudhir Mehta, Chairman and MD, Pinnacle Industries Limited, graced the event with his eminent presence.

To inaugurate the event, Prof. Jyoti Tilak, Director of IBS Pune, addressed the convention, foregrounding the achievements of IBS Pune. During her address, she emphasised on the importance of the 14-week Summer Internship Programme, which is exclusive and unique only to IBS Pune. The synchronization between the corporate relations team and industry experts, faculty involvement, and the students' efforts contributed to the 99% placement record for the Batch of 2022.



In his convocation address, Dr. Sudhir Mehta emphasised on India's development over the last 20 years, leading to the rise of entrepreneurs in the country and the expanding potential in the modern era. Students of today are also self-motivated to achieve their goals while being encouraged to be more proactive, resilient, and flexible. Dr. Mehta mentioned a three-pronged approach to development: self-development of citizens (students), developing and contributing towards society, and recognizing and leveraging the power of digital media.

Nearly 200 students were conferred the PGPM certificates. The gold medal for the best student along with a cash award of Rs. 20000 was awarded to Mr. Chetan Doshi, and the silver medal with a cash award of Rs. 10000 was awarded to Mr. Manav Marwah. The ceremony came to an end with a vote of thanks proposed by Prof. Col. Ram Gopal.

The Annual Convocation ceremony of the Classes of 2020 & 2021 of ICFAI Business School (IBS), Pune was held on Sunday, July 10th, 2022, at Suzlon One Earth Auditorium, Pune.

The Chief Guest, Mr. Anantha Radhakrishnan (Radha), CEO and MD, Infosys BPM Ltd., graced the event with his eminent presence.

While outlining the achievements of Infosys, Mr. Anantha emphasised on the importance of having a broad perspective and a growth mindset. Demonstrating empathy towards others, especially coworkers, is an essential virtue, as it also fosters creativity.

Additionally, Sir offered guidance on the cold chain industry and how the end user can be prioritised. Mr. Anantha reiterated how our decisions affect our families and our surroundings. He talked about why both the head and the heart need to be considered while making decisions—while our minds make rational, logical decisions, our hearts make emotional ones.

Around 450 students were conferred the PGPM certificates. The gold medal from the 2020 batch for the best student along with a cash award of Rs. 20,000 was awarded to Ms. Chinmayee Tajane, and the silver medal with a cash award of Rs. 10,000 was awarded to Ms. Sonali Singh. For the 2021 batch, the gold medal and a cash award of Rs. 20,000 was awarded to Ms. Antima Sharda, and the silver medal with a cash award of 10,000 was awarded to Ms. Sudeshna Ghosh. The ceremony came to a well-deserved close with a vote of thanks proposed by Prof. Col. Ram Gopal.

Prof. Pallavi Murdeshwar



IBSAF AWARDS FOR EXCELLENCE SUMMER INTERNSHIP-2022 & TEACHERS DAY

On September 5th, 2022, IBS Pune organised the IBSAF Awards. IBSAF recognises the best summer internship of IBS students in the form of a certificate of achievement and a cash prize of Rs 15000.

Prof Jyoti Tilak, Director of IBS Pune welcomed guests and addressed faculty, staff, and students. The Chief Guest at the event was an IBS Alumni Mr. Ankit Kohli. He pursued his PGPM programme from IBS Pune in 2008 and is currently the Associate Director at Kotak Private. Mr. Kohli shared his journey as an IBS alumnus with the students and motivated them to never give up. He highlighted the importance of networking in the corporate world and ended his speech on the note "Your network is your net-worth".

Out of 323 students, the top 12 were selected for final evaluation. The top 7 students were awarded with an IBSAF award for excellence in SIP 2022. The following students won the IBSAF Awards:



SPECIAL EVENTS

The students expressed their gratitude and emphasized the importance of hard work and that there are no shortcuts to success.

After the IBSAF Awards for SIP, Prof Jyoti Tilak announced the faculty awards. The award for the best teacher was given to Prof. Arun Prasad. He was honored with a phuleri – a traditional turban and received a certificate of appreciation along with a cash prize of Rs. 1 Lakh. Prof. Arun Prasad talked about his experience of working at IBS Pune and emphasised the discipline required to get our students ready for a better tomorrow.

Col. Prof Ram Gopal was awarded the Best Faculty: Institutional Building. He was also honored with a phuleri and received a certificate of appreciation along with a cash prize of Rs. 30,000. Col. Prof Ram Gopal was overwhelmed by the award and expressed his gratitude. He emphasized that the most powerful motivator is the recognition of one's efforts.

The event was concluded with a vote of thanks proposed by Dr. Shradha Gupta.

The dignitaries, alumni, faculty, industry guides, and student volunteers proceeded for high tea after the event.

Name of the Student	SIP Company	Faculty Guide Name	SIP Project Titles
		IBS Campus	
Diksha Ahuja	Bharat Forge	Dr.Manisha Saxena	Competency and skill trait Mapping framework for the Departments (Aerospace and Turbo machinery)
Ankita Baradia	QLB Marketing Insights	Prof. Sankar Das	A study on Generating leads and arranging meetings for sales teams through multi-channel outreach
Pooja Singh	Amul (GCMMF Ltd. Pune)	Dr.Bidhan Datta	Implementing sales and marketing strategies in order to promote Amul products
Prasiddhi Thakre	Cresco System	Dr. P Sadarpatil	Designing Social Media strategies to promote Digital Marketing & increase sales
Krishna Kumar Sharma	Praedico Global Research	Dr.Priya Agashe	Analysis of the automobile industry in the Indian stock market
Vikas Lohita	Sigma Consultants	Dr.Bidhan Datta	Designing Social Media strategies to maximize company's customer base
Subhankar Behera	Cresco System	Dr. P Sadarpatil	The Impact of Social Media on Consumer Buying Intention

Dr. Shradha Gupta



CONDOLENCE



11th November 1998 – 26th June 2022

On the fateful day of June 26, 2022, our beloved student, Ms Rajasi Jaiswal left this world for eternity due to a fatal accident. It is indeed a great loss for her family and IBS Pune in general.

IBS Pune express our deepest condolence to the bereaved family members. We pray to the Almighty for the strengths and perseverance to all the family members to get through this difficult time of irreparable loss.

SO TELL ME CAN MY WORDS BOARD



Today no matter how well I try
my words will not sing.
I tied them to wind chimes
but they tangled themselves into voiceless notes.
I tried to fold them into little origami birds
but they thud in crumpled heaps .

I drew them sharp but they refused to pierce
I polished them shiny in flattery,
they decided to cloak in mud of dull.
I reinforced them in acid,
they rusted like wilting petals on may noon.

So today my words do not seem mine,
they seem like strangers on an overcrowded stations
boarding to destinations unknown,
they are spelt wrong the feel forced on my tongue.

I have tried coaxing them with healthy dose of poetry from stars
made an concoction of pixie dust and moonshines.
left them in bath filled of thesaurus

so today my words
won't say or shine
to tell how I feel
because all they want today is
to sunbask in scintillating
canopy of your verses
they wish to live in shadow of your prose

so today my words are tired
they wish to gate crash your world of words
sip on tales and bite into poetic pastries
that once you spoke
so tell me can my words board ?

THE UNFAIR WHEEL OF LIFE



To the lost son and
To the lost daughter
Every day she dreams; of you crying to get into her arms
Every day he dreams,
of the smile he saw handing over your favorite pudding
They don't dream of nightmares
They live it, every day.
For how can the purest form of love be so corrupt?
He wishes he could wish evil for you
When even for the thought of it, she scolds him.
Their shoulders more shrugged,
Their eyes more sunk,
There is not much time left.
Each passing day
Had to be a celebration
Turned out to be misery for them.
You are and were the twinkle of their eyes
It's not late just turn around
They are still gazing at the back of your head to turn around with
eyes full of tears and arms reaching out!

THIS IS MY SKY



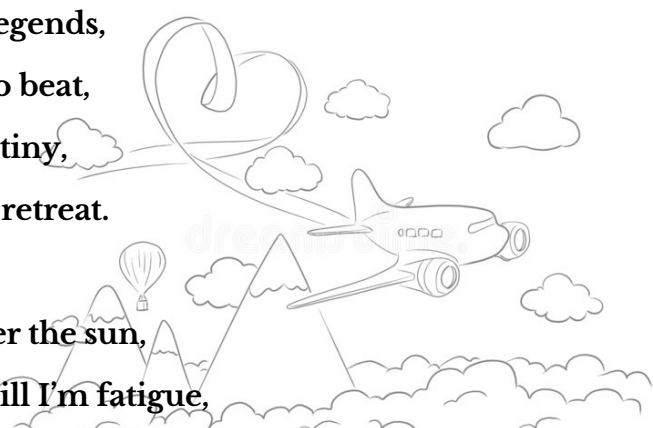
This morning changed it all,
Thoughts rise abruptly to fall,
No heights, till you crawl,
I'll begin, now it's my call.

Nature plays an individual role,
Though it doesn't help to get to the goal,
But pierces into the coal,
And scratches the diamond from its soul.

Falling is meant for those,
Who has ever reached to height?
How'll they know the worth of the sun,
Who never wondered what is night?

Oracles don't make legends,
Legends are made to beat,
Beat their own destiny,
While fear comes on retreat.

People say remain under the sun,
I'll say why should I, I'll fly till I'm fatigue,
No failure, no subservient,
After all this is my sky.



CREATIVE
Buzz



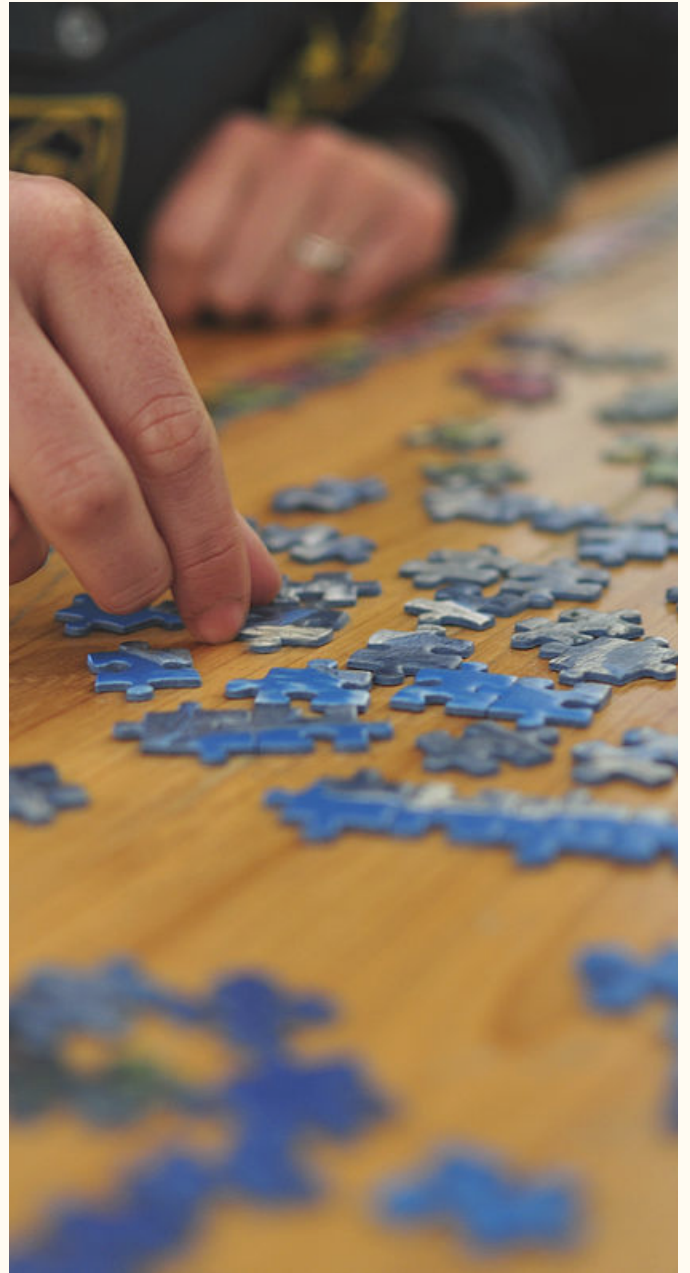
Anu Hans
(Batch of 2023)



Mohammad Sameer
(Batch of 2024)

FIND ME IF YOU CAN

- By how many % in the past two years' office rents in Bengaluru have grown?
- What is the new oil of the Digital Economy?
- Where is Digitization rapidly growing?
- Over the next five years, which country aspires to become a \$5 trillion economy.
- Who is India's first transgender model and actress and a TEDx speaker and has appeared on several TV shows, such as MTV Crunch and Ace of Space.





Survey No 174 & 175, DSK Sunderban
Business hub 1, Behind Amanora Park Town,
Oppo. Pawar Public School, Hadapsar
Pune, Maharashtra 411028



+91-020-30062305-309



ibspune@ibsindia.org



www.ibsindia.org

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