

IBS®

ICFAI BUSINESS SCHOOL

PUNE



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# THE CAREER CURIOSITY

BEGINNING OF THE NEW REVIVAL

FEB 2022

# DIRECTOR'S MESSAGE



**I am delighted to present another issue of Prerana documenting the versatile activities on campus.**

**The theme of this issue - 'The Career Curiosity: Beginning of the New Revival' talks about the trend that has erupted post pandemic where employees are resigning in masses. Employees have started choosing companies that offer agility, recognition, and better work-life balance. Corporates are identifying the major reasons for resignation and upgrading their work culture to retain the skilled human resources.**

**I congratulate Team Prerana which has enthusiastically put together this issue where few contributors have put in their thoughts and ideas on the dimensions of the great resignation. Back home at IBS Pune, going beyond the curriculum, innovative programs, club events, activities, guest sessions were conducted to strike a perfect balance between knowledge and skills. The two years have ingrained in them the confidence to take on any challenges that they might face in the near future.**

**This has transpired in excellent placements this year. The trepidations felt before the placement season has proven incorrect and the immense joint efforts put in by the faculty-placement team have borne fruits placing 98% for the batch of 2020-22. We are sure that the students have embarked on the journey of a great career ahead.**

**We look forward to seeing this batch of students prove their mettle and make us proud.**

**Happy reading!**

**Prof Jyoti Tilak**

**Director & Campus Head**

**ICFAI Business School, Pune (IBSP)**

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## FIND ME IF YOU CAN

# FACULTY EDITORIAL



**Dear Readers,**

**We wish that the year 2022 has begun with fresh opportunities, new ambitions, and new beginnings. The 90s were different from the 60s and the 20s of the 21st century are definitely different from what you might have ever witnessed.**

**The post-pandemic boom in the gig economy has offered professionals the impetus to quit their full-time jobs for a more flexible work-life and to be able to pursue passion projects. Also, there are many people who are either taking a break or working on their own business plans at this juncture. The theme of this issue: The Career Curiosity: Beginning of the new revival forces us to reassess our readiness with respect to this monumental shift. It focuses on the global advent of unemployment on one side and the Great Resignation, where companies are struggling with never witnessed before 20-25% attrition rates, on the other side. Authors have run their imagination wild trying to explore Root cause of the great resignation, passion to profession, Can work be fun? What makes work fun? Can we weather the storm? How to turn the great resignation into great learnings and opportunities?**

**You only live once (YOLO) is used to express the view that one should make the most of the present moment without worrying about the future. So, is my life defined by my career or my interests? Can I combine the two? The 9 to 5 regime does not seem to suit our next Gen. This issue offers food for thought to all those who thought future is a reflection of the past.**

**Happy Reflecting!**

**Dr. Manisha Saxena**

**Faculty Member OB, BC, PEM & HR**

# STUDENT EDITORIAL



It's a great pleasure to bring a new issue of 'Prerana' themed as 'The Career Curiosity: Beginning of the New Revival.' As many people in our country are glued to Shark Tank India, this issue lands as a 'Think Tank' for our beloved readers.

February 2022 issue brings candid opinions, experiences, thoughts and few special new additions introduced by new members of Team Prerana. After scrolling through few pages, I hope our latest endeavour would evoke an invaluable feedback of our readers.

We often notice that whenever any paradigm shift takes place, we start looking at the things from a different perspective as we focus on different aspects of the phenomena in our professional lives. The theme of this issue: The Career Curiosity: Beginning of the New Revival also touches upon the similar elements. It also sheds some light on different dimensions of great resignation as few contributors have penned down their own definition of passion and profession.

Just before replacing Zoom sessions with corporate meetings, students at IBSP got exposure to many important topics such as competency mapping and social media etiquettes. Students who were waiting to relish 'Zeal Esperanza' and Farewell Night remained equally active and excited to be part of various clubs events and guest lectures conducted on the campus. Going beyond the curriculum, IBS Pune has also celebrated Vijay Diwas and Republic Day to keep the social strings intact. Last few pages in the issue gives sneak peak of it to the reader.

Everyone associated with IBS Pune has experienced the new way of learning. The virtual classes, fun events, and even training and successful placement drive has prepared everyone for the 'Beginning of the New Revival'.

Lastly, after taking many steps together, I'm touching base with a bit of news for our junior batch as it's a time to bid a good bye with many thanks to all of you. Wish you all a fantastic years ahead!

**Vaibhav Satpute**  
(Batch of 2022)



# Team prerana



Dr. Manisha Saxena



Prof. Dipti Inamdar



Rishita Solanki



Komal Agrawal



Ritika Behere



Dhwani Parmar



Vaibhav Satpute



Anusha Mene



Saee Borse



Atharva Rokde



Sejal Agarwal



Pratik Suryavanshi



Jay Singh



Subhransu Sahu

# STUDENT ARTICLES

## ORGANIZATION CRISIS IN TODAY'S PANDEMIC



In today's pandemic, the fast-advancing threat around the COVID-19 virus, commonly called the Coronavirus, is impacting the business and investor community across the world. The bump in the global economy may increase depending on the geographic spread of the virus. However, the pandemic has already negatively influenced the global economy as a whole. As the circumstances evolve, we are seeing companies take measured approaches to protect employees and reduce financial and operational exposure. Many companies and governments around the world continue to closely monitor the situation. Companies have maintained various flexibility plans for business continuity, disaster recovery, and crisis management. It is important to consider differences in today's world.

The COVID-19 pandemic has led to fast-moving and unanticipated variables, some of which existing plans and teams were not prepared to handle. Many companies grew event management plans specific to the crisis and are now looking further ahead. Now is the time for organisations to amend and rearrange their strategies, focusing efforts on supporting key areas of their businesses in new territory. More than 70% of the respondents said their business was negatively influenced by the crisis, and 20% said the crisis had a positive effect.

So, businesses that categories and invest in building a foundation of durability to address any type of crisis will be better positioned to weather what comes next. The widespread COVID-19 pandemic has forced businesses to reinvent their operations. In the short term, they are facing extensive scope changes to their business plans. In the long term, they must alter and continue to make progress on their original objectives. Most organisations will be expected to perform as they were before the pandemic, but will have to do it separately through virtual and remote management. To do this, organisations need to ensure their business strategy consolidation, crisis management, disaster recovery, and risk management in order to modify and get back on track with true business efforts.

**Abhiraj Madan**  
(Batch of 2022)

# THE ROOT CAUSE OF THE GREAT RESIGNATION



In 2020, as pandemic started many big organizations have removed their employees from the organization in order to cut their expenditure because of decrease in their revenue. But one year later, as the pandemic subsided, we have seen many big corporations come up with high attrition rates, or in laymen's terms, how many people who have joined the organisation in the past 12 months have left the organisation compared to the number of organisations that have joined in the past 12 months. This is because of great resignation.

So, what caused the great resignation?

It is found that the biggest causes of quitting are -

- **Low Salary** – As we all know, the pandemic has disrupted the whole market, and due to this, inflation has gone up, which in turn increases the price of commodities. As a result, the salary that he/she got earlier was not enough to cope.
- **Not being valued by the manager**- Every employee wants praise from his manager for doing good work, as it will motivate him to work harder, but when all the good work goes in vain as your manager does not value your work, it will lead to demotivation or switching to another organisation.
- **Relationship with the colleagues**- When you have a strained relationship with your co-worker and want to move to some other organization
- **Inadequate pandemic health measures**- As we have seen due to pandemic people are hesitating to be with organizations without proper health measures as they are more concerned about their health. So, they switch to another organization.
- **Wanting to change job industry entirely**- Due to heavy workload, employees are leaving the organization either to start their own work or moving to some other organization.
- **Seeing other colleagues quit**- As we know, if a co-worker from an organisation moves to another organisation and sees that he is getting a higher salary, other employees want to quit the organisation and move to the new one.
- **Being forced to return to on-site working after working remotely**- After working from home, employees are now used to it and do not want to change it because WFH can have mental peace and flexible hours.

So, finally, I will rest my word by saying that it's the responsibility of both the organisation and the employee to work together and understand the problems faced by both and try to rectify them as soon as possible.

**Himanshu Nailwal**

(Batch of 2023)



# FROM PASSION TO PROFESSION- HOW?



**From passion to profession: this consists of two words:**

**passion and profession, which are totally related to each other and play a significant role in the growth of an individual.**

**Understanding what passion is, it is something you do when you love doing a particular kind of work and it doesn't feel like work to you, whereas a profession is sometimes defined by the standard work you get to do and get paid for it to earn your bread and butter.**

**But, more importantly, why do we have to be passionate about our profession...?**

**The answer is that our enthusiasm and passion help us to be more resilient. When encountering obstacles, they help us to stand firmly. People were passionate about what they wanted to do rather than just in it for the money. People who have more positive outlook and can overcome difficulties through problem solving, hard work, enjoying life is nowadays so underrated that people are not willing to accept change and try to solve their problems, and loving what you do and enjoying it brings out extra in a person's personality. And it is the only way to be better than others and lead to happiness and satisfaction.**

**We have many iconic examples of people who turned their passion into a profession and succeeded in it.**

## **1) Steve Jobs (Founder of Apple)**

**My personal favourite statement, which is quoted by Jobs, is "do what you love", and he also said that people with passion can change the world for the better.**

## **2) Mark Zuckerberg (Meta's CEO)**

**Mark Zuckerberg has said, "Follow your passion, not your money." He has also said, "Follow your happiness," because even if we don't end up making a fortune, we will be doing what we love.**

## **3) Warren Buffett (Anchor-man)**

**"There is more to success than money," Warren Buffett said, emphasising the importance of discovering what brings true meaning and makes each day meaningful.**

## **4) Bill Gates (Microsoft CEO-Founder)**

**Bill Gates was an amateur programmer, but he was very passionate about computers.**

## **5) Walt Disney (Disney Universe Creator)**

**Walt was very passionate about drawing, creativity, innovation, animation, and curiosity regarding animation, which led to the Disney Universe. These are some exceptional personalities who have worked and done great work in their field and will use their passion for their professions to lead actionable potential success.**

**Sometimes all you need is the vision and clarity of purpose to make something larger than life. It requires a spark in your eye and a fire in your belly.**

**Utkarsh Nema**

**(Batch of 2023)**

## CLUB ARTICLES

# NUCLEUS-THE MARKETING CLUB

## BRAND BINGO



"BRAND BINGO" was a successful event organised by Nucleus, the Marketing Club of IBS Pune in Zeal Esperanza 2k21 under the guidance of our Club mentors, Dr. Pradeep Sadarpatil and CA Dr. Priya Agashe, on November 19th, 2021.

A total of ninety-six fanatical participants from different colleges across India registered for the event, and almost thirty-nine participated.

To win, participants had to go through only one round. All participants had been provided with zoom links to join, where all the instructions for the event were well explained before the event started. Participants were provided with tickets that had brand logos on them. Each brand was assigned a number, and one by one, each number was called out randomly. A set of hints were given about the brand, and the participants had to identify the right logo for it and cut out the right brand on the ticket provided to them. The participant who completed their ticket first and wrote "Bingo" in the zoom chat box was declared the winner.

Finally, the results were declared.

**Winner: Biswajita Das**

**1st runner up, Dristi Ray**

**2nd runner up, Raman Jaiswal**

This event mainly focused on enhancing the managerial skills within an individual, like time management, proactiveness, presence of mind, stress management, and other key elements. Overall, the participants were very interactive, and indeed, the event was a big success. The event was brought to a close on an enthralling note, and one of the team members proposed a vote of thanks to all the attendees and participants.

**Ankita Baradia**

(Batch of 2023)

# OPERATIONS CLUB

## OPERATO MYSTICATION



The Operations Club streamlines the entire number of events, ranging from national-level events, professional conclaves, webinars, and intercollegiate debate battles. The club focuses on events that enable the learner to develop and use their leadership capabilities while having lots of fun with unexpected twists and turns in the form of competitions.

This academic year (2021–2022), we were able to arrange seven events with the constant support and involvement of our mentors, Dr. Bidhan Datta and Prof. Rajaram Krishnaswami.

"Operato Mystication" was our first event of the year, held on June 12th, 2021. It was held to kick off the year with a fun game for the junior batch of 2021–23 students who joined us. The event encouraged the junior batch and provided an opportunity for them to socialize and have fun with one another as well as with the senior batch.

We organized a webinar on July 24, 2021, with the best professionals on the topic of "Quality Leadership for a Responsible India." The "Indian Society for Quality" (ISQ) has partnered with us to mentor and educate IBS Pune students on quality-based management ideas and principles, as well as business transformation. ISQ's Chairman, Mr. Sunil Kaul, President, Mr. Mahesh Hegde, GC Member, and Executive Director, Mr. Prabhakar Shettigar, and EC Member, Mr. Raghavendra Deolankar, are all seasoned operations professionals. They all provided a clear picture and gave us a wealth of knowledge on the subject, and they are currently assisting in developing our students who are interested in pursuing a career in operations.

Students' Innovation in Operations Management: IT, NON-IT, or Apps" was organized at the national level on September 18th, 2021, where students from various colleges came up with ideas in a report and were shortlisted by our club mentors to present them in front of our external judges, Mr. Kaustabh Tiperneni (Senior Industrial Engineer, Geodis, Sparks, USA) and Mr. Sandeep Chatterjee (Director, Deloitte and CEO, ISCEA India).

The Winning Team received two Global Certification Courses for Lean Six Sigma Green Belt (CLSSGB) from ISCEA SCNext worth Rs. 22,500/-each and a cash prize of Rs. 5,000/- for the winner Rs. 3,000/-for the 1st runner-up and Rs. 2,000/-for the 2nd runner-up The winner of the event was from NIE, Mysore, 1st Runner up from LPU, Punjab and 2nd Runner up from XIMB, Bhubaneswar.

The female members of the Operations Club successfully arranged and managed the event "Women's League" on October 23rd, 2021. The purpose of holding this event was to emphasize the individuality of women, and it was judged by two female faculty members, Dr. Deeppa K and Prof. Spurti Sushil.

The most interesting event organized by the club for ZEAL ESPERANZA 2k21, the annual management fest of ICFAI Business School, PUNE, was "Squid JAG-EOB," which was themed on the popular Korean web series "Squid Games." It was successfully conducted on November 20th, 2021, on the second day of the fest. The game was played in three rounds by two-person teams. Each round was a round of elimination. The first round was "Honeycomb," in which the participants had to choose a shape and then solve a puzzle. The second round, "Red Light, Green Light," was a form of the atlas in which teams were given a category and a letter and had to offer a one-word answer connected to that under a time constraint. After completing the first two rounds, teams qualified for the third round, "Bridge Race," in which they had to answer general knowledge questions and cross the bridge to win the game.

The club commemorated the 50th anniversary of Vijay Diwas on December 16, 2021. Every year, the club invites Armed Forces Veterans to pay tribute to martyrs who gave their precious lives during the 1971 war. This year, the club invited Col. Ramgopal, Col. Sunil Brijkrishan, Major Gen. MSS Krishnan, and Col. Misar Gundagi to share their experiences and opinions with the students of IBS Pune on Vijay Diwas.

Last but not least, the club organized a pleasant event called "Tick Tick Think" on January 11, 2021, to let participants close the year with less stress and more of a fun game after a long year of homework and class routines. The event was entirely centred on the objects we are surrounded by and retaining the value of time in the game. The game consisted of two rounds, the first of which was a random and quick rapid-fire round, and the second of which was a Uno game with cross and counter questions between the competitors.

The Operations Club is very much bonded with all members and is always engaged in hosting numerous entertaining, brainstorming, and informative activities, doing everything possible to make their events the best for the attendees. The club has received sponsorship from a variety of entities and as well as by posting and creating videos on various occasions on social media. The club will continue to do so in the coming years with plenty of confidence and energy.



**Geetanjali Arora**  
(Batch of 2023)



# PRERANA MAGAZINE CLUB

## INVICTUS – THE BEST MANAGER



**Invictus: The Best Manager** was a successful event organised by ICAFI Business School, Pune on November 19th, 2021. It was the culmination of all of a manager's managerial abilities, time management abilities and skills.

The event was divided into three rounds. Starting with quizzes, then moving on to creative persuasion through a war of words, and finally leading to a stressful interview

**KBC Lite (Round 1):** The first round of KBC Lite was conducted via a Google Form, which consisted of 20 questions on general topics. Participants had to fill out the Google form accurately within 5 minutes. The accuracy and speed of the response were taken into account. Twelve participants were promoted to the next round.

**The Jury Room (Round 2):** There were two sub-rounds in "The Jury Room" round. A team of four individuals participated in a breakout room where they were given scenario-based circumstances to play in pairs as defender and offender, and in the second sub round, the pairs had to act as buyers and sellers.

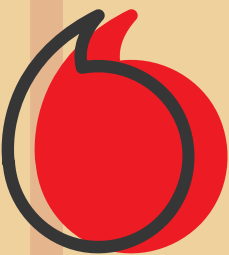
From three breakout rooms, three participants were selected and promoted to round 3.

**And then there were three... (Round 3)–** In "And then there were three," participants were given a case study. Three finalists were selected from round 2 and then they were given 3 minutes to read the case and were asked pertinent questions related to the case by our faculty judges, Prof. Sudhir Dravid and Dr. Shraddha Gupta.

Our judges then announced Ayush Chawla (MIT-WPU) as the winner and as the runner-up, Anku (Banasthali Vidyapith).



**Sejal Agarwal**  
(Batch of 2023)



# KOFFEE WITH FACULTY



In January, Prerana Magazine Club hosted its flagship event, 'Koffee with Faculty' at IBS, Pune.

Students got a chance to know their faculty members better and got to interact with them with a basketful of questions of their choice about college, the corporate world, and even more, and the faculties answered their questions with a lot of zeal.

This was one-on-one interaction between students and faculty members.

The following were our respected faculty members for the day:

- Dr Neha Parashar
- Mr Sanjeev Dhokte
- Prof Spurti Sushil

The students came up with a lot of questions, and of the 42 participants, 6 students were given the chance to ask their questions, and then a slot was also open for the audience, so that no questions from our students went unasked.

The speakers imparted to the students some valuable life lessons.

In keenly fighting with the questions, we had Ankita Bhosle as our winner of the title (question of the event). The night was indeed entertaining and educational.

The event ended with a zestful rendering.



**Subhransu Sahu**  
(Batch of 2023)



The Research Club organised an electrifying event-Xenium in Zeal Esperanza 2k21, conducted on November 19th, 2021, in slot 2, from 3 PM to 6 PM, under the guidance of club mentors Dr. Sharadha Gupta and Dr. Saumya Misra. The total number of registered participants for the event was 108, of which 64 attended the event. With all the thrills, Xenium was one of the most thrilling events of the year.

It consisted of two rounds, the first of which involved participants being divided into four groups and being given a game pin to play Kahoot, a game in which they were given a set of questions and judged on the precision of their answers as well as the amount of time it took to complete them.

At the end of the first round, four qualifiers were declared. The qualifiers were as follows:

Shubham Kamble: IBS Pune

Bishwajita Das: IBS Pune

Himanshu Singh: IBS Pune

Ankit Kumar: IBS Pune. In the second round, a board game called "Biz Board" was played. Participants were assigned an exclusive character from the following characters: whale, unicorn, bull, and bear, with the winner being the first to reach the pinnacle and the runner-up being the second.

The second round served as an icebreaker, with Himanshu Singh of IBS Pune reaching the pinnacle of the bizz board and being victorious, while Ankit Kumar was named runner-up.

Everyone had a great time, and the event finished on a cheerful note.

**Ankita Bhosle**  
(Batch of 2023)

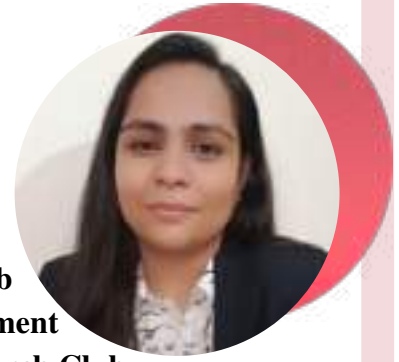


## RESEARCH CLUB

### Xenium



# RESEARCH CLUB



The Research Club is one of the renowned clubs of the IBS Pune and works under the guidance of Dr. Shraddha Gupta and Dr. Saumya Misra. The club had organised a number of intriguing events in order to encourage management students to develop their analytical and logical skills. Myths about the Research Club

- The club is only for academics and researchers.
- It simply entails research work.
- The events are dull and uninteresting.

## Reality of the Research Club

- The club is open to everyone, whether they are researchers or geeks.
- Enthralling and fun-loving management events are being organised throughout
- It provides an opportunity to write research papers that are acknowledged nationwide.
- Exposure to a national-level event

## Events Organized by the Club

### Event 1: Panel discussion on the future of crypto in the Asia-Pacific Region

The research club organised a panel discussion on the future of crypto in the Asia-Pacific Region. The discussion was about how cryptocurrency has always stimulated the interest of the more technology-savvy generation. The focus of this event was on the role of technology in the crypto realm.

### Event 2: The Mind Escape

The Research Club held one of the most exciting events, Mind Escape. The event had a Harry Potter theme that was both exciting and eerie. To explore the mind-boggling experience of Mind Escape, the participants were expected to place their analytical and logical talents on their creative desk. The event consisted of two rounds, the first of which consisted of participants solving riddles and the second of which consisted of people answering management questions in a trivia round.

### Event 3: Xenium

With all the thrills, Xenium was one of the most thrilling events of the year. It consists of two rounds, the first of which involves participants being divided into four groups and being given a game pin to play Kahoot. In the second round, a board game called "Biz Board" was played.

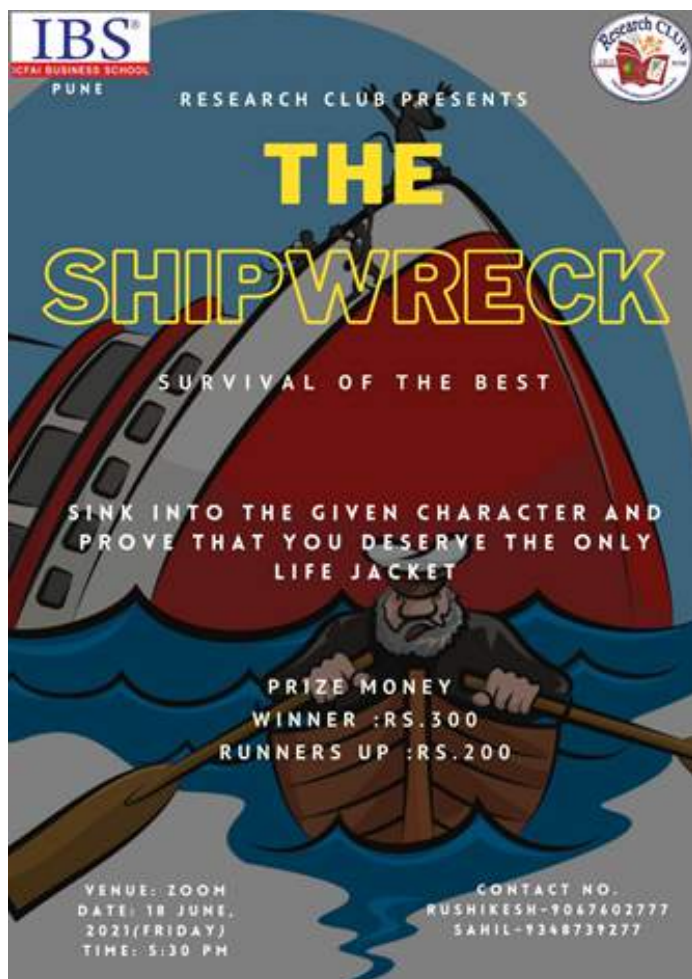
### Event 4: Marketo: Rise to Glory

Marketo: Rise to Glory, an event hosted by the Research Club, marked the start of the New Year. The event provided a virtual platform for young marketers to re-launch a product using their marketing skills and strategies in order to make their product sustain in the market. It consisted of two rounds. In the first round, participants were required to submit a word document detailing the product's re-launch marketing strategy. In the second round, participants were required to create a PowerPoint presentation and deliver it in front of the judges, followed by a Q&A round.



There were four research papers written, of which three were published and presented at the Symbiosis Institute of Operation Management (SIOM), Nasik. The other was published at DY Patil Vidyapeeth Pune and V Consultancy.

Our club is one of the college's renowned clubs, with many more events planned in the future. Join us and be a part of our wonderful journey.



**Nitya Arora**  
(Batch of 2023)

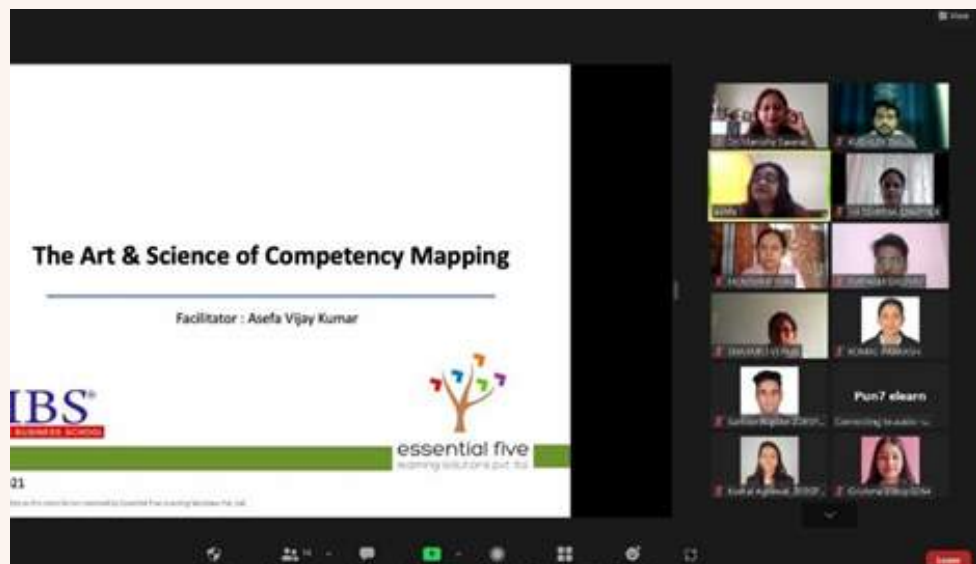
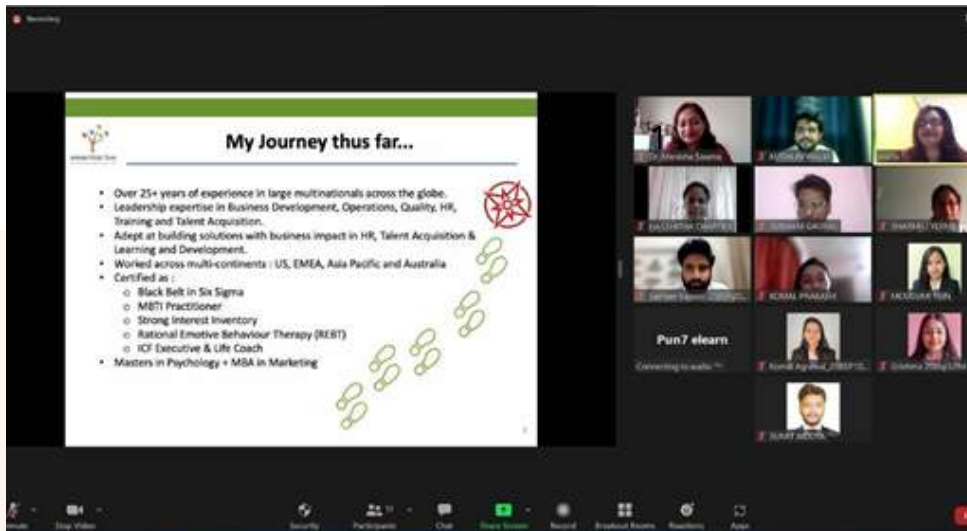


# GUEST SESSIONS

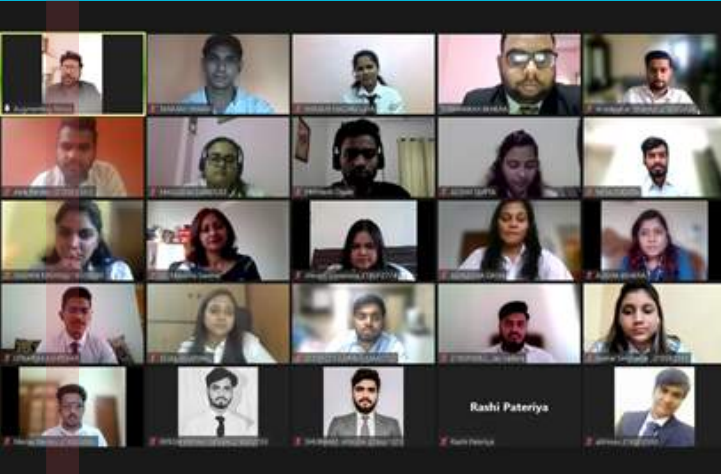
## Competency Mapping

On December 16th, 2021, we had the pleasure of having with us Mrs. Asefa Vijay Kumar, Director of Essential Five Learning Solutions. In a 75-minute interactive session, she shared her knowledge and experience of the art and science of competency mapping with us.

She conducted fun activities and kept us engaged the whole session. Some of the topics she touched upon were the Iceberg model, how competency mapping is applied, and the application of competency mapping in an organisation. Through all of these topics, she not only helped us gain a better understanding of how competency mapping works in an organisation but also gave us insight into how it works in real-life settings.



# Social Media Etiquettes



The guest lecture was conducted at ICFAI Business School Pune (IBS Pune) on 17th December 2021 on a zoom platform by Bhooshan Kanani Sir, founder of Augmenting times and SK Consultancy. He explained the importance of social media and emphasized on how different social media platforms can be used for personal and professional growth. Mr. Kanani also interacted with the audience and asked them their interests and activity on social media. He mentioned that LinkedIn should be actively used for professional growth and shared tips on how one should not just be the 'content receiver' but also be the 'content giver'.

Thank You Bhooshan Kanani sir for the insightful lecture. Thank you, Dr. Manisha Saxena for giving us the opportunity to attend this lecture.

**Tanmay Pawar**  
(Batch of 2023)

## EVENTS

### Shri N.J. Yasaswy Memorial Lecture



Our respected founder, Shri N.J. Yasaswy, was a first-rank holder in commerce from Andhra University and in Chartered Accountancy. He went on to hold various important positions in government and non-governmental bodies globally. On November 16th 2021, IBS Pune paid a loving tribute to Shri N.J. Yasaswy, was a great navigator who moved thousands of lives from darkness to light through education. This was the first hybrid event organised by IBS Pune after the pandemic, giving a ray of hope towards the normalcy of life.

This auspicious event commenced with the lighting of the lamp followed by floral tribute. A short video was played to take us through Shri N.J. Yasaswy's life journey.

Prof Jyoti Tilak, our Director, warmly welcomed the Chief Guest Mr. Shishir Joshipura Managing director & CEO at Praj Industries and Mr. Deepak Shikarpur an Independent director at Kinetic communication & SEED Infotech Ltd as a Guest of Honor and various other dignitaries. Also, she addressed the gathering and emphasized what ICFAI business school continues to believe in and how it has made a great impact on the education sector in this pandemic era, which was the theme for the memorial lecture "Education at Crossroads-Post COVID panorama & perspectives."

The Chief Guest, Mr. Shishir Joshipura, spoke on "Management Education: Preparing for the Post-COVID Industry," where he gave us two important lessons. The first lesson is what we learned from the pandemic, showing the importance of the fact that the world cannot be run the way it used to be as it's not sustainable and how imperative it is for the education sector to constantly change and upgrade itself to keep up with the world.

The second topic of the day was "Emerging Challenges in IT: Impacting the Future of Management Education," which was delivered by Dr. Deepak Shikarpur He took us through the journey of trends that are changing our lifestyle, day-to-day activities, and the IT sector, so that we can create "Future Managers" and then he completed the presentation with a beautiful quote by Charles Darwin: "In the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment."

After such enlightening and enriching insights, Prof Saumya Misra announced the winners of the online speech contest – "Speech Roarers", which was on the topic "Importance of AI in Education". The runner-up was Radhika Gupta, and the winner was Shubhangi Mehrotra.

Following the announcement of the winner, Prof Saumya Misra proposed the vote of thanks and the day ended with the national anthem.

It was an inspirational and motivating event that IBS Pune conducts each and every year to remember Shri N.J. Yasaswy.



**Arun Kumar Sharma**  
(Batch of 2023)



# Zeal Esperanza



The annual cultural fest of IBS Pune, Zeal, was organised this year on 19/20 November with the theme of hope. It was christened as Zeal Esperanza, as a symbol of hope and light it brings to the students of IBS, breaking free from the monotony and routine as a celebration of hope.

Despite all the challenges, this year, the Zeal inauguration was conducted on the college campus on the 19th of November. With Ms. Dhvani Parmar and Mr. Prashant Maurya as the anchors, the event was lifted off with a lamp lighting ceremony by Prof. (Col) Ram Gopal, Dr. Saumya Misra, Dr. Pallavi Vadhera, Dr. Pradeep Sadarpatil, and Dr. K Deeppa. This was followed by a soulful Sarasvati Vandana, performed by Ms. Debangha Saha. The inaugural function was then addressed by Prof. (Col) Ram Gopal with his motivating words. Dr. Deeppa talked about the ground breaking statistics of Zeal Esperanza 2K21. These mind-blowing addresses were followed by a flash mob by various students of IBS Pune, which took the spectators by surprise. Prof. (Col) Ram Gopal and Prof. (Dr.) Deeppa untangled the ribbon, thus declaring Zeal Esperanza 2K21 open.

| 19th November 2021          |                                    |
|-----------------------------|------------------------------------|
| Brand Bingo                 | Morning Slot<br>(11:00 to 13:30)   |
| Hit Run Score               |                                    |
| Invictus - The Best Manager |                                    |
| BGMI                        |                                    |
|                             |                                    |
| Trade Heist                 | Afternoon Slot<br>(15:00 to 17:30) |
| E-Deal No Deal              |                                    |
| CityGraph                   |                                    |
| Xenium                      |                                    |
| The Bait Takers             |                                    |
| 20th November 2021          |                                    |
| Treasure Seekers            | Morning Slot<br>(9:00 to 11:30)    |
| SQUID JAG - EOB             |                                    |
| Fast & Curious              |                                    |

Management games commenced after the inauguration, Invitations were sent to each club to send their representatives, for them to feel more connected to the college. These representatives were ushered to different classrooms so they could set up for their events. The following is the list of this year's management games.

This year's Zeal had a record-breaking subscription of 700+ students, not only from all over the country but also from outside India as well -from cities such as Arizona, California, Manchester, Ontario, etc. The highest number of registrations in team events was from the event Squid Jag-Eob, with 96 teams participating, while the highest number of registrations from individual events was from Trade Heist, with 118 individual participants.

On November 20th, 2021, embarked the cultural night and the fashion show. The titles of Mr. and Ms. Zeal were up for grabs, and the students left no stone unturned to give their best shot at it. The cultural night presented a platform for the students to showcase their talent, which was displayed in the form of art, singing, dance, and other dimensions as well. A different side of the personalities of the students was unveiled during the cultural night, when they decided to make their progression from a virtual classroom to a virtual stage. The fashion show was the highlight and most awaited event of the evening where the students were asked to act upon the theme "Recreate Your Luminary," which simply implies recreating your inspiration. The fashion show was like a box full of varied avatars who slew the floor by recording a video of their ramp walk. Col. Sunil Brijkrishan and Ms. Sangeeta Saxena graced the occasion with their presence and judged the fashion show. An impressive participation of 15 individuals was witnessed and the title of Mr. Zeal was presented to Mr. Hussain Deesawala, while Ms. Isha Saluja was crowned as Ms. Zeal for Zeal Esperanza 2K21.

The cultural night continued by awarding our hardworking faculty members and support staff with best-dressed awards to the following:

**Best Dressed Faculty –Prof Arun Kumar Dutta Prof. Spurti Sushil**

**Best Dressed Staff - Mr. Amol Jadhav, Mr. Debobroto Goswami, Mr. Anindo Ghosh, Ms. Sheetal Mate, Ms. Bhakti Gengane, Ms. Pallavi Pawar.**

The Best Zealean award was to Mr. Naman Lodha for his exceptional work in making the entire event possible. The night concluded with a thank you address by Dr. K Deeppa as she signed off the event as a spectacularly successful one.



**Naman Lodha**  
(Batch of 2022)

# Alumni Meet

On November 26, 2021, IBS Pune hosted the National Alumni Meet at the JW Marriott. It was a "Nostalgia" themed cocktail dinner. The celebration began with Prof Jyoti Tilak's welcome address, in which she recognised and applauded the value and commitment of IBS's 55,000+ alumni.

The address of the Dy. Director and Academic Coordinator, Col (Prof) Ram Gopal, was then given. He welcomed the graduates and presented them to the teachers and placement staff. Prof. Rajaram, Adjunct Professor Emeritus, spoke to the graduates. In an increasingly linked world, he stressed the value of a well-connected alumni network. The graduates were then given the microphone to express their wonderful memories of their time at IBS, including mischievous deeds, favourite instructors, and the influence of their education. Mr. Kunal Sarpal (Kunal R. Sarpal), the Master of Ceremony, kept the audience entertained with trivia quizzes and other enjoyable activities. A photo booth for alumni and their families was set up, as well as a kid's zone with specially prepared stationery to encourage kids to draw and sketch. The student volunteers also mingled with the alumni and helped to ensure that the event ran smoothly. Dr. Saumya Misra (Dr. Saumya Misra) proposed a vote of thanks as the programme came to an end. All of the alumni who attended the alumni meeting gave it a positive reception. Nearly 250 people attended the event.



**Pratik Suryavanshi**  
(Batch of 2023)



# IB Consilium

After the glorious success of the previous year's IB CONSILIUM, the Research and Synergy HR Club of IBS Pune joined hands for the National Event IB Consilium 2.0. The competition aims to provide the students with a stage where they have to pitch a feasible business plan that solves practically prevalent problems. The theme for this year was innovations catering to i-Gen Z.

The event started with the "lamp lighting ceremony" in the presence of Director Prof. Jyoti Tilak, Deputy Director Prof. Ram Gopal, Dean of examinations, Dr Neha Parashar, and mentors of IB CONSILIUM 2.0, Dr. Saumya Misra , Dr. Pallvi Vadehra, Dr. Shradha Gupta, and Prof. Spurti Sushil. The event got its life after the motivational speech by our Director

A total of 24 teams participated, consisting of 84 team members, of which only 14 teams qualified for the second round. The first judge of the event was Mr. Nagesh Manepali Director of Strategy, Head-Consulting, Market Research, and Consumer Insights co-markets and markets. The second judge for the event was Mr. Harsh Manrao-Director at Figments, Inc. The third judge of the event was Mr. Manoj Pachouri-Finance Director, Co. Vertas Technology LLC. The winners for the tracks were:

- 1) Clean and Sustainability – Team One Piece-Utkarsh Nema, Debopriya Bhattacharyya, Subhojeet Devnath, Mithil Sawarkar.
- 2) Urbanization of tier 2 or tier 3 cities-Team Synergy-. Yash Singhal, Abhishek Chawal, and Ayush Garg.
- 3) Artificial Intelligence (AI) Based Service-team Vision Swipe-Soumil Dev, Pratyash Vora, Keshvi Lakhani.

Dr. Pallvi Vadehra delivered the vote of thanks.



**-Conducted by Synergy HR and Research Club**



# VIJAY DIWAS



"Our flag does not fly because the wind moves it; it flies with the last breath of each soldier who died protecting it." On December 16, 2021, the Operations Club of IBS Pune, under the guidance of Prof. Rajaram Krishnaswami and Dr. Bidhan Dutta, organised a successful event on the occasion of Vijay Diwas—India's victory over Pakistan in 1971 to liberate Bangladesh. Students, staff, and faculty members of IBS Pune joined on this momentous day to salute our heroes for their noble sacrifices.

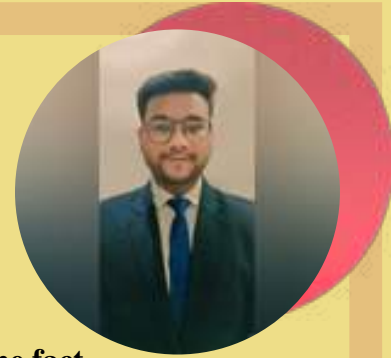
The event started with Saraswati Vandana and the lighting of the lamp by Prof. (Col) N Ram Gopal, Prof. Rajaram Krishnaswami, Prof. Dr. Bidhan Datta, Prof. Dr. Saumya Misra, Col. Misar Gundagi, and Col. Sunil Brijkishan. Maj. Gen. MSS Krishnan, Prof. (Col.) N Ram Gopal, Col. Sunil Brijkishan, Col. Misar Gundagi, Prof. Rajaram Krishnaswami, and Dr. Bidhan Datta enlightened us with their valuable thoughts and experiences related to Vijay Diwas.

This event was organised in a hybrid mode. A video was prepared by our students and shown, which was based on the whole incident of Vijay Diwas. There were 145 students online and 50 others joined offline, including faculty and staff, to celebrate the occasion of "Vijay Diwas" and salute our heroes for their noble sacrifices. Aditya Chougule and Debangana Saha gave live performances of a patriotic poem and a dance, respectively, which added significant colours to the event. The event ended with a vote of thanks by Prof. Dr. Bidhan Datta, followed by the National Anthem, which was performed by Prof. (Col) N Ram Gopal on a synthesiser and sung by the entire audience. IBS, Pune pays a heartfelt tribute to every soldier who laid down his life to defend the dignity of our tricolour.



**Pragati Mali**  
(Batch of 2023)

# “SAYONARA” 2022



**"SAYONARA" 2022-Not a goodbye but the beginning of a new journey. IBS Pune organised a virtual farewell for the graduating class of 2022 on January 17, 2022.**

**The wonderful event was officially opened by the welcome address of Prof (Col) Ram Gopal Sir. His words of motivation will always be a reminder of the fact that we should keep giving our best in life!**

**After that, there were online performances by the faculty members and students, and everyone rejoiced at the sheer efforts made by faculty members and students alike.**

**Moving on, the senior batch shared their beautiful experiences at IBS Pune and expressed their gratitude to all the faculty members, staff, and others who supported and aided them in their 2 year journey at IBS Pune.**

**Also, a small video made by juniors conveying their feelings and experiences shared with seniors on their journey till now was dedicated.**

**Even though the event was virtually held, the students and mentors were left with the sentiment that they had created an unforgettable memory of a unique farewell.**

**There were also some awards given to seniors:**

**Mr. 360 Degrees-Naman Lodha**

**The Best Student Award-Faculty Choice, which was bestowed upon one of the very talented, dedicated, and remarkable seniors of batch 2022: Chetan Doshi!**

**Congratulations, Chetan Doshi!**

**At the end of the event, Ram Gopal Sir addressed the students and gave best wishes to seniors.**

**Overall, it was a beautiful virtual farewell event filled with sweet moments.**

**This virtual farewell was no less than a physical event, and the proof of it was the smiles on the faces of our seniors as well as everyone else present there!**

**Of course, this was made possible because of their participation, which made the whole virtual celebration very interesting and fun.**

**Every new beginning comes from some other beginning's end!**

**Keeping this in mind,**

**IBS Pune wishes the outgoing batch the very best for their future endeavours.**



**Pranav Agarwal**

**(Batch of 2023)**



# REPUBLIC DAY

**“If there is one place on the face of earth where all the dreams of living men have found a home from the very earliest days when man began the dream of existence, it is India.” – Romain Rolland.**

**IBS Pune, a landmark institute for all business studies in the nation**

**celebrated the 73rd Republic Day on 26th January 2022, with all valour and enthusiasm.**

**The institute had organized a wonderful virtual ceremony to celebrate the occasion with all its faculty members, staff, and students overcoming the restrictive conditions of the pandemic.**

**The event was led off by our Deputy Director, Prof. Col Ram Gopal who inspired everyone in the audience.**

**Moving forward the event was graced by a very melodious song performed by the students of Param, IT Club of IBS Pune.**

**Thereafter the Finance and Economics of the institute took the opportunity of enlightening everyone over a very pressing issue of Female Financial Literacy in India.**

**After witnessing such a great series of events, the program was then taken over by clubs where all 12 clubs of IBS Pune came forward and presented their enthralling journey throughout the academic year and their plethora of events organized very successfully by them.**

**Each Club took this opportunity to declare their position holders for the upcoming session and present a token of appreciation for their respective club mentors.**

**Performances by Nucleus Club, Research Club, and Operations Club made the whole event the one to be remembered for a long time.**

**Before closing the event Prof. Col Ram Gopal Declared the institute's this academic years' Most Active Clubs. The honour of which was bestowed upon the following clubs:**

**The Finance & Economics Club at the First position.**

**The Operations Club at the Second position and last but not the least,**

**The Research Club and Synergy Club together at the Third Position.**

**In the end, the occasion was marked by a very beautiful performance by one of the institute's most versatile performers, Tanmay Pawar, who played the National Anthem on flute.**



**Ankita Bhosle**

**(Batch of 2023)**



# BUDGET BUZZ 2022

Doing an MBA is not just about learning Management. It's about learning and understanding a 360°, holistic view of the business and corporate culture and this learning begins with understanding the economy and what better way to understand the economy than by understanding the Union Budget.

Keeping on track with the same thought, the Finance & Economics Club and Research Club, the two most elite clubs of IBS Pune together organized the institute's very first and magnanimous event for this year called Budget Buzz 2022: A Panel Discussion on the Union Budget.

This Panel Discussion was one of a kind as it had some of the most leading corporate members of the industry and it ended on a spectacular note with an overwhelming response from all the participants.

The panelists for the evening were:

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

The event was commenced by an in-depth analysis of the Union Budget 2022 by our esteemed Panelists, where they decoded the budget to the minutest of details.

Some essential points covered by the panelists included:

1. Increased CAPEX in the budget.
2. Focus on Atma Nirbhar Bharat policy.
3. Extreme focus on fintech and other allied services within the financial sector.
4. Demystifying the tax charged on the proceeds earned from the sale of crypto assets.
5. The climate and Green initiative taken by the government within the budget.
6. And last but not the least introduction of the nation's own digital currency called Digital Rupee.

The entire event was really thrilling and engaging to witness. There was not a second that was wasted and the entire discussion was really fascinating to be a part of.

This could not have been possible without the exceptional guidance of mentors of both clubs. Dr Neha Parashar and Prof. Sudhir Dravid are mentors of the Finance & Economics Club as well as Dr Saumya Misra and Dr Shradha Gupta, mentors of the Research Club.

The event was very well received by all the students, the credits for which goes to the entire team, which worked and collaborated cohesively to bring forth an event in which the students were delighted to participate. It was because of their active response and participation that the event proved to be an immense success.



The event's real success was really with the no. of participants it witnessed. The event witnessed a whopping 200 participants at a time. It was because of the fact the panel discussion was on the Union Budget 2022, that it saw such immense participation from the students as they got insights for their summer internship program, soon to begin from 14th February onwards.

The students participating were awarded for their enthusiasm by offering cash prizes for the best question asked to the panellists during the event.

The winners for 'Best Question asked' were as follows:

1. Rishabh Agarwala (21BSP2699)
2. Nitya Arora (21BSP2630)
3. Prashant Maurya (21BSP2635)



**-Conducted by Finance & Economics and Research Club**

## SIP EXPERIENCE



### A Journey to Remember and an Experience to Share

Hello, IBS family. Today I am here with my words that describe my summer internship programme (SIP) experience and my journey towards achieving the E4 MBA Intercollegiate Summer Trainee Award. The summer internship fun and excitement started in February, and I was associated with the company for a tenure of 14 weeks where I was indulged in work related to market research and the preparation of marketing collaterals and reports and was under constant pressure to meet my curiosity of learning every day.

I felt the heat when I began working on my SIP project in the fourth week, when I finally decided to work on the market research report on wearable skin patches, with the goal of understanding something new and feeding my curiosity by working on an interesting new market that I was unaware of. Another objective was to understand and estimate the market for the wearable skin patches market, forecast it, and understand the market dynamics, drivers, restraints, and other trends that have been determined at the global level as well as at the Indian level. The whole SIP was full of opportunities to understand and analyse something that I had never experienced before.

The second half of the journey was to do justification with my SIP project, trying to portray my experience and learning on a bigger stage, and therefore I got an opportunity to participate in the E4 MBA Intercollegiate Summer Trainee Award. The process was divided into multiple stages, which started from sending a synopsis of the project report to video experience, competency test, presentation, and finally, personal interview.

After attending the rigorous process for the E4 MBA Intercollegiate Summer Trainee Award, I was delighted when I was selected as the winner and awarded with the E4 Best of Best Summer Internship Project Award 2021 by E4 India in the market research domain. I would like to thank IBS Pune and Prof Anupama Tadmarla for their support and guidance throughout. Finally, I want to share a quote by Albert Einstein that guided me throughout.

**“I have no special talent. I am only passionately curious.”**

**Manav Marwaha**  
(Batch of 2022)

## PLACEMENT EXPERIENCE AT IBS PUNE



Hello, I am Akshay from the Batch of 2022, a passionate marketing enthusiast with an interest in research and analysis. I have done my Summer Internship Program (SIP) at TekGrid Consulting Services Pvt. Ltd., Surat as a Product Management Intern and got placed as a Junior Analyst, Market Intelligence at Course5 Intelligence Private Limited, Bangalore. I would like to share my placement experience at IBS Pune in my own creative way by telling some 'FACTs about PACT'.

PACT stands for Placement Advisory, Counseling and Training and was something I have always taken in a serious way and this helped me grab this placement opportunity. In the very first semester, we were introduced to the basic requirements of getting a good SIP and placement opportunity, which included answers to basic questions, current affairs, basic domain knowledge, communication skills, and a powerful resume. We were given good advice and training for the preparation of achieving these requirements, and weekly counselling was done to track what we were doing for the same. Along with PACT, Soft skills sessions also helped us polish our skills, whether it be written or verbal communication, body language, or listening skills. Later in the coming semesters, we were trained with practical sessions discussing placement etiquettes, different placement processes, GD topics, and PI questions. We have experienced the process of multiple GDs and PIs by participating and observing them and also improved ourselves by listening to the guidance given to everyone after each GD or PI. Being attentive during all these times resulted in a fruitful experience for me.

Pointers that helped me grab my placement opportunity:

- Take PACT and Soft skills sessions seriously
- Focus on your goals, set targets to achieve them and work hard for them
- Stay in touch with all faculty members and take proper advice from them
- Upgrade yourself theoretically as well as practically
- Note down things you observe and learn in your day-to-day life
- Overcome your weaknesses and use your strengths in the best way
- Don't underestimate or overestimate yourself

**Akshay Chhabra**

**Course5 Intelligence Private Limited**

(Batch of 2022)

**I am Barsha, a student of ICFAI Business School, Pune (Batch of 2020-22). I have done my specialization as a Major in Finance and a Minor in Marketing. I got placed with HSBC Technologies as a Business Analyst. The journey has been a roller coaster for me since we have attended everything virtually. Despite all the challenges, the Management, the placement team, and coordinators have continuously helped us to get placed with one of the best companies to kick start our careers. The college has also conducted a wide array of certification courses which also helped me to up skill my knowledge and made me corporate ready.**



**Barsha Goenka**  
**HSBC technologies**  
(Batch of 2022)

**The preparations for placements started from the very first semester. It included Soft skills and PACT classes, where we were trained for interviews and, from the third semester, special sessions on Soft skills were given, especially from Deloitte, which helped me a lot to enhance my communication skills.**

**And finally, after a lot of hard work, the day arrived when I was placed at Edelweiss Financial Services as a Wealth Manager. During this whole process, I was guided throughout by my mentors, and I am truly thankful to them for supporting me.**

**It has been an amazing journey with IBS Pune, and I am grateful to everyone who has been a part of it.**



**Parth Agarwal**  
**Edelweiss Financial Services**  
(Batch of 2022)



Like everyone else, I had a desire to work for a reputable organisation that would nurture my skills and abilities while allowing me to advance in my profession. And IBS, Pune paved the groundwork for this dream to come true. Ernst & Young GDS has hired me as a consultant. There were three rounds for the recruitment process. The first was a verbal aptitude and reasoning round. The second phase was an hour-long round in which we had to pre-record our responses, and the last round was the personal interview. It included situational questions, Excel knowledge, and some fundamental self-awareness questions. Along with domain knowledge and skills, confidence was the key to acing the interview. It was indeed a rollercoaster journey.



**Minal Singh**  
**Ernst & Young**  
(Batch of 2022)



Hi, this is Vavilala Akhil student of IBS Pune and currently Management trainee in operations at Tata Technologies.

I have been through a lot before getting my job at Tata Technologies. I was rejected 8 times in the interviews that I have gone through and every time when I got rejected my faculty motivated me and guided me. The experience that I gone through during this placement period is incredible. I was grilled many times in mock interviews and I learned to tackle my weaknesses. This journey at IBS right from beginning to end helped me a lot, not only in terms of getting a job but also in developing my personality I thank IBS Pune from my bottom of my heart for such a wonderful experience.

**Vavilala Akhil**  
**Tata Technologies**  
(Batch of 2022)

The placement drive started towards the end of the third semester in Mid-August of 2021, and I was pretty much relaxed in the early phase of the process. However, just like most others, I was also prepared and groomed well with mock interviews, soft skills training, and PACT sessions conducted by the professors and trainers. The list of companies coming to the campus started growing, and so did the competition!

I started applying to a few companies after considering job profiles, my grades and of course, my area of interest. And with this, one of the most memorable phases began. After clearing 3 rounds, I got an opportunity to be part of Course5 Intelligence Pvt. Ltd. as a Research Analyst. It's been an enriching journey with IBS Pune, and every element has been fruitful.



**Vaibhav Satpute**

**Course5 Intelligence Pvt. Ltd.**

(Batch of 2022)

I always wanted to be in the real estate sector. As soon as Puravankara came for recruitment, I was so excited and nervous at the same time. I wanted to get selected for this company as it is one of the big companies in India. Starting my career in Puravankara would give me a great opportunity to learn and grow in life. Hence, I started reading about the real estate market, surfing the internet all day long and also giving mock interviews to brush up my communication skills. As we were in the batch that had online interviews, I got to know that Puravankara is in my hometown and wanted me to give a face-to-face interview. I was excited when it was a 'yes' and went to the interview with the sole intention of passing and beginning my career in the same field. It's on you to decide where you want to see yourself in the future and what you do to achieve it.



**Manali Gandhi**

**Puravankara**

(Batch of 2022)

# Find me if you can

---

- 1.How much percentage of business has been positively influenced by the crisis?**
- 2.Who was the director of essential five learning solutions company?**
- 3.Which event has highest number of participants?**
- 4.What you need to make something larger than life?**
- 5."Follow your passion, not your money." Who said this?**

## **Participants of previous issue “Find me if you can”**

- 1.Sai Venketash Kurmapu (21BSP3209)**
  - 2.Tanmay Pawar (21BSP2833)**
  - 3.Shivani Srivastava (21BSP2772)**
  - 4.Yash Chakankar (21BSP2871)**
  - 5.Arunkumar Sharma (21BSP2436)**
-



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Cover Designer - Ms. Dhvani Parmar