

AMALGAM ACME

JANUARY - JUNE 2023



Unleashing the Power of AI:
A Revolution in Business
Dynamics



IBS®
ICFAI BUSINESS SCHOOL

#NewAgeLeadership

MBA
2024-26

SCHOLARSHIPS WORTH ₹10 CRORES

SCHOLARSHIPS FROM IBSAT 2023 TEST

For toppers in
IBSAT*

For Wards of
IBS Alumni

For
Physically Challenged
Candidates

Wards of **Defence Personnel**
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Airforce, Navy and Paramilitary Forces

HIGHLIGHTS



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careers in
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For more info SMS:
<IBSAT2023> to 7039670396

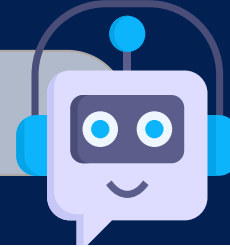
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ICFAI® Pioneering professional
education for over 35 years
GROUP

Ahmedabad | Bangalore | Dehradun | Gurgaon | Hyderabad | Jaipur | Kolkata | Mumbai | Pune



Dr. Ram Karan Singh

Vice-Chancellor

"We can only take one step at a time but that step should be firm enough so that in blustery weather and in merriment you stand unfazed, proud, and high. The fire of adversities should not be able to blaze it and the wind of triumph should not wither it. Proclaim you aspire to the world that you are what you will."

"Education is the most powerful weapon, which you can use to change the world."

Nelson Mandela

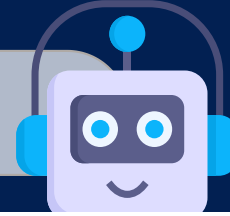
The goal of higher education is not only to promote the pursuit of knowledge but also to develop the right attitude, best work ethos, professionalism, leadership, and social responsibility. I am extremely gratified that ICFAI Business School, Dehradun is growing by leaps and bounds and is well recognized for its high standards of education. Our school molds the students to be socially responsible and empowered by providing them with quality learning in a multi-dimensional and participatory manner. We look forward to the challenging responsibilities that lie ahead in providing a more holistic and integrated education to our students.

I congratulate the Dean (IBS), the editor, and the support team for their hard work and enterprise in publishing the newsletter

Dr. Ramesh Chand Ramola

Registrar





Dear Readers,

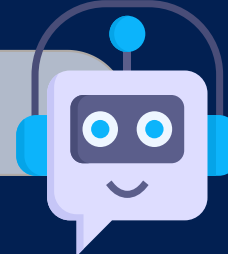
Greetings!! First of all, congratulations to the entire editorial team for releasing the 2nd issue of Amalgam Acme 2023. Friends, this newsletter provides an interesting platform for students and faculty members of IBS Dehradun to showcase their creativity and passion. I also take this opportunity to share my views on some relevant and important contexts.

Though the relevance of ethics in business has been argued for a long time, the debate has become more important in modern times. Due to ever-increasing and cut-throat competition, today's business organizations are often tempted to compromise in the pursuit of ethical practices in business contexts. Which, eventually, adversely affects the interests of stakeholders. This compromise may range from ill-treatment of employees, poor conditions of employment, offering substandard quality products or services, and other unfair trade practices. Certainly, none of us would like to live in a society wherein unethical practices prevail. Hence, it is our bounden and collective responsibility to ensure a better place to live. We as an academicians make uncompromised efforts to ensure this by offering quality management education with ethical ingredients in it. Friends, IBS Dehradun focuses on providing high-quality management education by inculcating a strong sense of business ethics among students. The new mantra of modern times is 'Sound Ethics is a Good Business'. Ethical businesses are more sustainable. Responsibilities of contemporary organizations have gone much beyond mere 'profit concerns.' Students are future leaders and must take the responsibility to cultivate this ethical orientation in them. This should reflect in their decisions whenever they will lead an organization in the future. Perhaps that is the only way to make socially accountable business enterprises. Come forward, take up the challenge, and respond to our efforts.

My Best,

Dr. Raghvendra Kumar Sharma
Dean/ Program Head

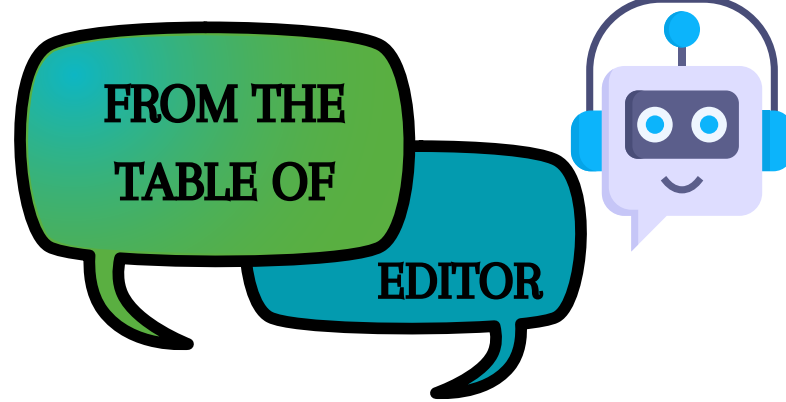




IBS Dehradun provides a diverse range of MBA specializations, including Finance, HR, Operations, and Sales & Marketing, and has gained a reputation for delivering exceptional management education. The curriculum is designed to foster an immersive learning experience through the integration of case pedagogy, ensuring students gain practical insights. Additionally, students undertake a 14-week summer internship at top-tier companies, equipping them with the necessary knowledge, skills, and attitudes to excel in the corporate realm. The esteemed faculty members possess a wealth of expertise in academic courses and industry practices, effectively instilling both ethical and business values within the student community.

Dr. Puneet Kumar Gupta
Academic Coordinator





Dr. Poonam Kaushal

Dear Readers,

Warm greetings!

It is indeed a great honor to be the Newsletter Editor and it is an immense pleasure to launch the third issue of AMALGAM ACME- a bi-annual newsletter. In this issue, we will recount the various intellectual contributions, events, seminars, guest lectures, academic prowess, and achievements. In this edition, we have tried to capture the last six months (January- June 2023) excitement and activities

A huge thank you to all the faculty members, staff and students who contributed writing the wonderful and inspiring articles, without which there wouldn't have been this newsletter issue. Finally yet importantly, I would like to thank Editorial board members for their everlasting support throughout the creation of this edition.

EDITORIAL TEAM



KATYAYANI SINGH



AMAN KUMAR



ANUSHKA GUPTA



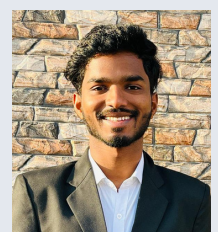
RANGA SAI



**BHARAT AYODHYAPURAM
REDDY**



VIDHI BAJPAI



AMARENDRA KURAKULA

Designing
Team

Editor's
Team

Collector's
Team





The ICFAI University, Dehradun placed 41th under top 50 universities in the world in Industrial application and number 1 in India by Worlds Universities with Real Impact (WURI)- 2022

**"IBS Dehradun:
A place to
discover your
true potential."**

IBS has been one of the leading B-Schools since the year 1995 and provides excellent delivery in terms of academics and infrastructure for its students. IBS not only offers innovative and globally accepted programs but at the same time also provides a plethora of opportunities for an overall development of its students. At IBS, the students have an advantage of developing cross functional knowledge with the help of Indian and International perspectives. IBS Dehradun, a constituent under the ICFAI University Dehradun is recognized by UGC under section 2(f) of the UGC Act.

The department of management studies provides high quality, value based and career-oriented education to facilitate the students and encourage them to understand, develop, and integrate, by applying the core and specialized concepts along with the practices. IBS Dehradun always maintains a reputation in terms of quality teaching: case based learning, webinars, activities, events, field-based assignments, learning as well as productive internships with the facility of providing final placements into the reputed companies.

Having spread over 25 acres of Selaqui, IBS Dehradun has a lush green campus and comprises of academic blocks, faculty rooms, auditorium, computer labs with advanced technology, seminar halls, well equipped library, canteen along with sports and recreational facilities with the hope of creating managers who are stepping into the ever-evolving business world.

VISION

To be a top-ranking B-School of International Standards recognized for excellence in Management Education and Research by imparting the right knowledge, attitude, management, and leadership skills to the students.

MISSION

- **To nurture the future business leaders through imparting high quality case -based teaching, research and practical based training that meets industry expectations.**
- **To foster a passion for innovative thinking and applied research using modern means of technology and ethical standards.**
- **To prepare management professionals with global mindset have high professional competence, outstanding leadership qualities and impeccable personal integrity resulting in holistic development of the state and the nation.**



RANKINGS



In the Category of "Top B- School of Eminence in the State of Uttarakhand" by CSR- GHRDC B-Schools Survey 2022.

In the Category of "Top B- School of Eminence 2022" in India by CSR-GHRDC B- Schools Survey 2022.



In Uttarakhand, 17th in North India among the Best B-Schools-IIRF

17th in A+ Category All India and 7th in North Zone-Silicon India



In Uttarakhand under Top B Schools' and 13th under the category Top B-Schools of Eminence' by CSR-GHRDC B- Schools Survey 2021

In Uttarakhand, 17th in North India and 35th in All India level among the Best B Schools, IIRF 2021.





Dr. Raghvendra Kumar Sharma
Dean/Program Head
President- IIC, IUD &
CNIS - P (2019), IUD
Head, Case Research Centre, IUD



Dr. Sanjeev Malaviya
Associate Dean
Head CSDC
IBSAF Coordinator



Dr. Puneet Kumar Gupta
Assistant Professor
Academic Coordinator, IBS
ERP Coordinator, IBS
RDC Coordinator, IUD



Dr. Mohd. Imran
Assistant Professor
Admission Coordinator - MBA
Examination Coordinator(PG), IBS



Dr. Deepti Kiran
Assistant Professor
SIP Coordinator(UG), IBS



Dr. Poonam Kaushal
Assistant Professor
Editor- Amalgam Acme, IBS



Dr. Hansini Premi
Assistant Professor
IBS IQAC & NIRF Coordinator



Dr. Neha Tomer
Assistant Professor
Examination coordinator(UG), IBS



Dr. Rahul Berry
Assistant Professor
Program Coordinator (UG), IBS



Dr. Shweta Bajpai
Assistant Professor
Research Coordinator , IBS



Dr. Praveen Dube
Assistant Professor



Dr. Ankita Verma
Assistant Professor



Dr. Gaurav Som
Assistant Professor



Mr. Sohail Yasin Ahmad
Assistant Professor
Admission Coordinator (UC), IBS



Ms. Rakhi Shukla
Assistant Professor



Mr. Rajeev Ranjan
Assistant Professor



Mr. Sanjay Singh Panwar
Administration Officer, IBS



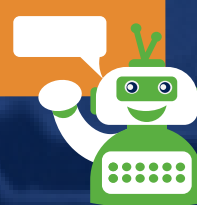
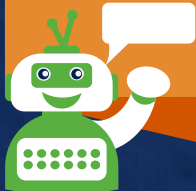
Ms. Unnati Bahuguna
Placement Executive, IBS



Month	Author's Name	Title of Research paper	Name of the Journal/Magazine/Book Review ,Vol ,PP ,Year.	Indexing
JAN 2023	Dr. Hansini Premi	Challenges and Opportunities in Green Marketing and Sustainable Development	Korea Review of International Studies, Volume 15, Special Issue 9, December 2022	ABDC- C
FEB 2023	Dr. Deepti Kiran	Critical Success Factors and Value-Prepositions Offered by Non-Scheduled Operators in India	Empirical Economics Letters, 22, Special Issue 2 February 2023	ISSN 1681 8997
FEB 2023	Dr. Puneet Kumar Gupta	Factors Influencing Suicidal Behaviour among University Students: A Cross-Sectional Study from North India	Journal of Experimental Biology and Agricultural Sciences	Scopus, UGC Care Group-II
MARCH 2023	Dr. Rahul Berry & Dr. A.K Tiwari	Trend in Fintech Based Banking Services during the COVID-19 Pandemic in India	Empirical Economics Letters	ABDC
MARCH 2023	Dr. Deepti Kiran	Factors determining Performance appraisal practices in Pharmaceutical Companies in Punjab: An Empirical Study	Journal of Pharmaceutical Negative Results, Volume 14, Issue 3, 2023	Scopus
MAY 2023	Dr. Neha Tomer, Mr. Shubham Gaur, Dr. Rahul Berry, Dr. Neha Yadav	Accounting and Financial Management	Book (Book River)	ISBN- 978-93-5515-889-5

Date	Faculty Coordinator	Student Coordinator	Activities
03- JAN 2023	Dr. Poonam Kaushal	Ankita Tomar(PG), Anirudh(UG)	Sensitivity Training- training programme where students did intensive group discussion and interaction to increase awareness of self and others.
10-JAN 2023	Dr. Rahul Berry	—	Session on creating awareness among students regarding financial concepts from which questions could be asked in the interview process of HDFC for the multiple posts.
12- JAN 2023	Dr. Deepti Kiran	—	Case Study Competition Organized by Finance Club, IBS; Participants - MBA Students
13-14 FEB 2023	Dr. Neha Tomer	Ishani Singh & Vivek Kumar	Mock Youth Parliament
31- MAR 2023	Dr. Deepti Kiran	Harshika Singh, Palak Gupta, Sanu Kumar & Aryan Agarwal	"Master Minds 2023" quiz competition for all UG students of IBS
05-APR 2023	Dr. Mohd Imran & Dr. Neha Tomer	Akshat Rana & Sanu Kumar	Union Budget-2023: Panel Discussion Activity for Undergraduate Students
26-APR 2023	Dr. Deepti Kiran	—	Academic Excursion- Organised by Cultural Club for IBS UG students
27- APR 2023	Dr. Deepti Kiran	—	‘Freshca Y Fabulosa’ - UG Farewell 2023- Organised by Cultural Club for IBS UG students
12- MAY 2023	Dr. Mohd Imran	—	Student Development Program on 'Campus to Corporate' at Institute of Co-operative Management, Rajpur Road, Dehradun
13- JUNE 2023	Dr. Poonam Kaushal	Piyush Kumar & Mitali	Management games- 1. back-to-back drawing & 2. Truth & lie
14- JUNE 2023	Dr. Poonam Kaushal	Piyush Kumar, Mitali	Management game- Role play (leadership style)
21- JUNE 2023	Dr. Hansini Premi	Drishti Bhalla	World Yoga Day Celebration Organized by Philautia
26- JUNE 2023	Dr. Neha Tomer	Tooba Naaz, Pranjal, Piyush Kumar, Uppala Manish	Rise Above Addiction: Nasha Mukti Diwass (Anti-drug Activity- say no to drug)

GUEST LECTURES AND WEBINARS



ICFAI
UNIVERSITY
The ICFAI University, Dehradun
Accredited by NAAC

Expert Talk

**MERGERS & ACQUISITIONS:
CURRENT MARKET SCENARIO**

Resource Person



Prof. (Dr.) Anurag Singh
Director, IBM, GLA University

March 24, 2023
10.00 - 11.00 am (IST)

Dr. Mohd Imran, Event Coordinator | Dr. Raghendra Kumar Sharma, Dean, IBS

organized by
IBS
ICFAI BUSINESS SCHOOL

ICFAI
UNIVERSITY
The ICFAI University, Dehradun
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Expert Talk

**POTABLE WATER FUTURE CHALLENGES
& MITIGATION STRATEGIES
IN SPECIAL REFERENCE TO INDIA**

Speaker



Prof. Thomas Boving
Civil and Environmental Engineering, and Geosciences,
The University of Rhode Island, USA

April 28, 2023
10.30 am (IST)

Venue
University Auditorium

organized by
Office of International Relations and Studies (OIRS)

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The ICFAI University, Dehradun
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Expert Talk

**UNDERSTANDING GEO-POLITICS
FOR INTERNATIONAL BUSINESS**

Speaker



Mr. Manish Kumar Jha
Deputy Editor, Financial Express, Indian Express Group

May 26, 2023
11.30 am (IST)

Venue
University Auditorium

Organized by
Office of International Relations and Studies (OIRS)
IUD

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The ICFAI University, Dehradun
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Guest Lecture

FINANCIAL LITERACY




Keynote Speaker
Ms. Misha Chawla
VP- Private Wealth Solutions,
Wise Finserv



Keynote Speaker
Mr. Ritvik Singh Rautela
VP- Private Wealth Solutions,
Wise Finserv

June 02, 2023
12.00 noon - 1.00 pm

Patron
Dr. Raghendra Sharma

Event Coordinator
Dr. Hansini Premi

Organized by
IBS
ICFAI BUSINESS SCHOOL

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The ICFAI University, Dehradun
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Expert Talk

LEADERSHIP: FOR WINNING EDGE

Keynote Speaker



Lt. Gen (Dr.) A S Lamba (Retd.), PVSM, AVSM
Former Vice Chief of Army Staff.

June 23, 2023
10.30 am

Venue
University Auditorium

organized by
The Office of International
Relations & Studies (OIRS)

ICFAI
UNIVERSITY
The ICFAI University, Dehradun
Accredited by NAAC

**Rise
Above
Addiction:**



NASHA MUKTI DIWAS

Venue
Auditorium

June 26, 2023
12.00 noon - 1.00 pm

Chief Patron
Prof.(Dr.) Ram Karan Singh, VC, IUD

Patron
Dr. R.C. Ramola, Registrar, IUD

Event Coordinators
Dr. Raghendra Sharma, Dean, IBS
Dr. Neha Tomer, Dr. Ankita Verma & Dr. Rahul Berry

Organized by
IBS
ICFAI BUSINESS SCHOOL

ICFAI
UNIVERSITY
The ICFAI University, Dehradun
Accredited by NAAC

Guest Lecture

**Experiential Project based Learning
through Stock Market Simulation & Gamification**

Resource Person



Dr. Karminder Ghuman
Chief Coordinator, Science & Technology Entrepreneur's Park,
Thapar Institute of Engineering & Technology (Deemed to be University), Patiala.

June 22, 2023
11.50 am (IST)

Venue
University Auditorium

Patron
Prof. (Dr.) Ram Karan Singh,
Vice Chancellor

Convener
Dr. Raghendra Sharma
Dean, IBS

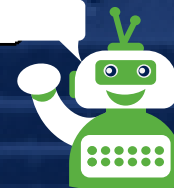
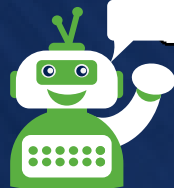
Event Coordinator
Dr. Rahul Berry

Organized by
IBS
ICFAI BUSINESS SCHOOL

Date	Faculty Name	Details
08-01-2023	Dr. Raghvendra Kumar Sharma & Dr. Sanjeev Malaviya	Took session related to overview of MBA program & teaching pedagogy in IBSAT-2023 Selection briefing held in Dehradun
08-01-2023	Dr. Rahul Berry	Took session related to overview of MBA program & teaching pedagogy in IBSAT-2023 Selection briefing held at Bareilly (UP)
18-01-2023	Dr. Raghvendra Kumar Sharma	Invited at Destination Uttarakhand Conclave 2023 Organized by The Times Group
20-01-2023	Dr. Neha Tomer	Participated as resource Person in a workshop held at Shivalik college on the topic "Jugaad Innovation"
21-01-2023	Dr. Raghvendra Kumar Sharma	Invited as External Examiner at Graphic Era Hill University
25.01.2023	Dr. Raghvendera Sharma, Dr.Hansini Premi, Dr.Rahul Berry & Dr.Sweta Bajpai	Blood Donation Camp Organised by IBS
12-03-2023	Dr. Raghvendra Sharma	IBS Achiever's Meet (Organized by IBS Marketing Team. Prospective students along-with their parents attended it at Hotel Pacific Dehradun)
24- 03-2023	Dr. Mohd Imran	Expert Talk on "Mergers & Acquisitions: Current Market Scenario"
06-04-2023	Dr. Raghavendra Kumar Sharma	USPs of IBS Dehradun, Teaching Pedagogy and Placements Insights; Organized by IBS Marketing

Date	Faculty Name	Details
07-04-2023	Dr. Hansini Premi	Student Development Programme Held at GRD Institute of Management & Technology, Dehradun on topic "Entrepreneurial Skills for Budding Executives"
14-04-2023	Dr. Neha Tomer	Students participated in Manifest organized by DBS, secured the first position and won 9,000 cash prizes
28-04-2023	Dr. Neha Tomer	Students participated in business Trithon, organised by Noida International University, secured the first position and won 5,000 cash prizes.
28-04-2023	Dr. Neha Tomer	Invited as a judge in business Trithon organized by Noida International University.
02-06-2023	Dr. Hansini Premi	Organized a Guest Lecture on " Financial Literacy". Speakers: Ms. Misha Chawla & Mr. Ritvik Singh Rautela, Organized by IBS.
23-06-2023	Dr. Mohd Imran	Conducted a Faculty Knowledge Sharing Program in Virtual Mode on the topic " Case Study Methodology-A Guide for Research at Dogra Degree College, Samba, J.K.

PLACEMENTS @ 2023



ICFAI Business School

List of Recruiters (A partial list)

- | | | |
|-----------------------------|-------------------------------|-------------------------------|
| • Acuity Knowledge Partners | • Hansa Solutions | • Planet Spark |
| • Albireo Recruiters | • HDFC Bank | • Posterity Consulting |
| • Archer & Bull Global | • High Beam Global | • Prometius Consulting |
| • Asahi India Glass | • Hike Education | • Property Pistol |
| • Bajaj Allianz | • ICICI Bank | • Quess |
| • Bandhan Bank | • ICICI Lombard | • Rawalwasia Steel Plant |
| • Courtyard by Marriot | • ICICI Prudential Life | • Seeds Fincap |
| • Cushman & Wakefield | • ICICI Securities | • Sheela Foams |
| • Decathlon | • Info Edge (naukri.com) | • Sheetal Jewellery House |
| • Digit | • Infoedge (99acres.com) | • Simplotel |
| • Digital Edify | • ITC | • Team Lease (Times Internet) |
| • Edukyu | • Jaro Education | • Total IT Global |
| • Evalueserve | • K & S Partners | • Ultratech Cement_people |
| • Excel Data Service | • Khimji Ramdas | • Value Consulting |
| • Extramarks | • Kotak Mahindra Bank | • Unicorp Technology IC |
| • Factset | • My Next Hire | • Upgrad |
| • Finedge | • Mynd (lenskart) | • Wise Finserv |
| • Fixity | • Naagin Sauce (Mixsar Foods) | • Yes Bank |
| • Grant Thornton | • NJ India | |

MBA (2021-23)



Mr. Arshdeep Singh Dhaliwal

23 LPA

Mr. Nabeel Shaikh

23 LPA



Mr. Hritin Saxena

8.65 LPA



I got placed for my 14 weeks summer internship program at AIM INDIA PVT.LTD in the marketing and finance domain. We were given training for about 15-20 initial days of the internship wherein we were taught about the HR domain and how to create a salary slip. Then, the finance domain and the tax rebates, how the BFSI sector works, different investment options, etc. The sales pitching and creation of DSR were taught. We went to fieldwork after the training. We were motivated throughout the program in different ways like intrinsic and extrinsic. Overall, it was a great experience! Got good exposure to the corporate world.



Drishti Bhalla
MBA 2022- 2024



Nishu

MBA 2022- 2024

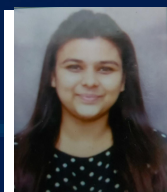
My experience in Neophyte Consulting Services was very good, I learned about the roles and responsibilities of an HR like recruitment, screening, training and development, coordinating with management team and others. It was a great learning experience for me. During this internship, I improved my communication skill, interpersonal skills, team leading, it helped in increasing my human relations and building a good network.

I had the incredible opportunity to intern at Rajab Metal Products Limited in Dubai, in the Sales and Marketing department. This internship was a valuable and enriching experience that allowed me to apply my theoretical knowledge in a real-world setting and gain practical skills in the field of sales and marketing.

Overall, my internship experience at Rajab Metal Products Limited was immensely rewarding. It provided me with a comprehensive understanding of the sales and marketing function within a dynamic industry.



Anupa Gajraj
MBA 2022- 2024



Mitali

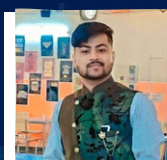
MBA 2022- 2024

I had an incredible opportunity to work as a Market Research intern with MDRA PVT.LTD. The internship was if 3 months and the experience I gained was remarkable and much valuable to my skills as the Research and development department given us the chance of exploring our potential into much researches and also polished my current skills to embark my grace to the corporates world in future.

I got to learn about different marketing techniques by going through the internship program at Adani Cements. This SIP benefited me to broaden my knowledge regarding marketing and market research. Overall, my internship provided me with the latest marketing techniques that are going to be the future of marketing.



Kunal Dubey
MBA 2022- 2024



Prince Panchal

MBA 2022- 2024

During my internship at India Bulls Housing finance Ltd., I worked in the sales Department, gaining valuable insights and real-world experience in various sales operations. It was a rewarding opportunity that deepened my understanding of the sales and marketing industry.

'Freshca Y Fabulosa

"Goodbyes are not forever, are not the end; they simply mean we will miss you"



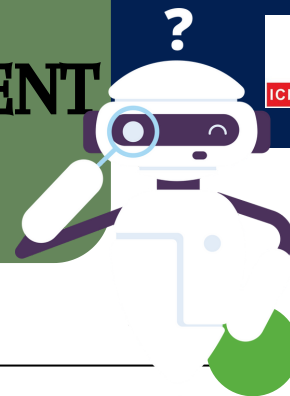
Date: 27 April, 2023

Venue: ICFAI University Auditorium

Event: Farewell (UG), 'Freshca Y Fabulosa

A farewell ceremony was held at IBS, ICFAI University, Dehradun to bid farewell to the outgoing final year students of BBA, BBA (FIA), and B.Com (H) on April 27, 2023. The event began with welcoming speeches by the anchors, followed by the lighting of the lamp by the Dean and faculty members. The Dean delivered an inspiring speech, expressing joy for the students' achievements and wishing them success in their future endeavors. The students presented cultural performances, a ramp walk, and various talent shows. Titles like Mr. & Ms. Farewell were awarded to students. Representatives expressed gratitude to the faculty. The program concluded with a sense of nostalgia, fun, and excitement, leaving behind cherished memories.

STUDENT DEVELOPMENT PROGRAM



Resource Person:
Dr. NehaTomer

Date: 24th of March 2023

Topic: “Learning Beyond the Classroom”

Participants: 80 + Students

Place: Sunrise Academy of Management

The session began with an introduction to learning and its sources, followed by a discussion of the significance of studying outside of the classroom. The value and varieties of learning resources and learning beyond the classroom were then discussed. The session also highlighted a few real-world examples such as Mark Zuckerberg, Steve Jobs, and Dhirubhai Ambani’s motivational stories. The event concluded with a discussion of extended examples and activities for learning beyond the classroom, including role-playing, balloon bee, and Chinese whispering .

Date: 24th of March 2023

Topic: “Group discussion and personal Interview”

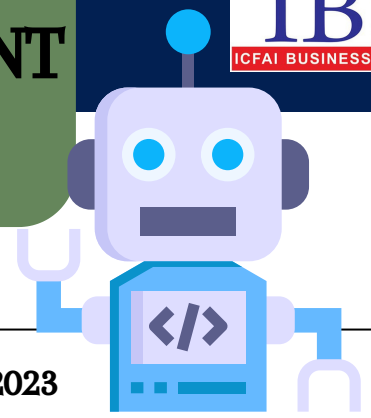
Place: Gyani Inder Singh Institute of professional studies

The session began by highlighting the importance of group discussions and personal interviews in the selection process for higher education and organizations. Dr. Tomer provided an introduction to both group discussions and personal interviews, emphasizing the prerequisites and discussing the do's and don'ts. The session also included pointers for effective group discussions and personal interviews. Accepting criticism and the recommendation of group discussions and personal interviews were also discussed. The session was interactive, involving simulations, mock group discussions, and personal interviews, and concluded successfully.



Resource Person:
Dr. NehaTomer

STUDENT DEVELOPMENT PROGRAM



Resource Person:
Dr. NehaTomer

Date: May 25, 2023

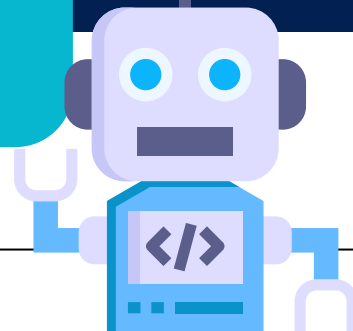
Topic: "Career, professionalism, and Leadership Skill"

Participants: 55 + students (B.Com, BA final year)

Place: Mahadevi Kanya Pathsala (MKP) PG College, Dehradun

The session began by introducing the importance of career, profession, and leadership skills for professional growth. It emphasized the need for self-assessment, continuous learning, ethical conduct, effective communication, adaptability, and leadership abilities. Developing these skills was portrayed as an ongoing process requiring dedication and personal commitment. Individuals can enhance their career prospects, contribute to organizations, and inspire others by investing in these areas. The session concluded with an interactive group discussion, focusing on the key factors for achieving long-term goals in today's evolving work environment.

FACULTY KNOWLEDGE SHARING PROGRAM



Date: : 24th of March 2023

Topic: "Jugaad Innovation"

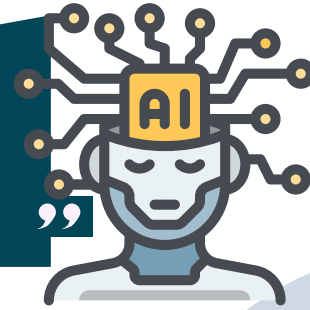
Participants: 20+ Faculty Members

Place: Gyani Inder Singh Institute of professional studies

Resource Person: Dr. NehaTomer

The session commenced with an introduction to innovation, invention, and frugal innovation. It then proceeded to discuss the concept of "Jugaad Innovation" and its six principles, along with examples of how Jugaad management is applied. The session also highlighted how educators and instructors incorporate Jugaad to teach students about frugal ideas. Furthermore, the integration of Jugaad into organizations and a case study on Apple's heart-powered approach were discussed. The session concluded with an examination of future Jugaad innovation training globally and the significance of Jugaad innovation on a global scale.





Activity: Sensitivity Training

Date: 03 January, 2023

Organised by : HR Club

Activity: Role Play(UG)

Date: 03 January, 2023

Organised by : HR Club



Activity: City Tour

Duration: 29 May, 2023

Organised by: Abhivyakti Club

Activity: Filmistan

Duration: 17 April, 2023

Organised by: Abhivyakti Club

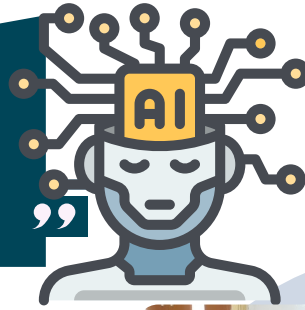


Activity: Truth and Lie (Observation skills)

Date: 13 June, 2023

Organised by : HR Club

“ACTIVITIES @ CLUBS”



Activity: Back-to-back drawing (Listening & communication skills)

Date: 13 June, 2023

Organised by : HR Club



Activity: Role Play (PG)

Duration: 14 June, 2023

Organised by: HR Club

Activity: Yoga Day

Duration: 21 June, 2023

Organised by: Philautia Club



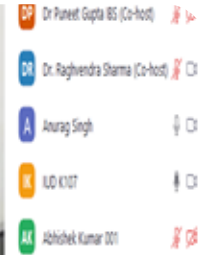


Duration: Feb 13-14, 2023

Club: Abhivyakti Club

Student Coordinators: Ishani Singh & Vivek Kumar

Abhivyakti Club, IBS organized the IBS **Mock Youth Parliament 2023** to sensitize students about social and policy-making systems. The event had 74 active participants and was attended by Prof. (Dr.) Ram Karan Singh, VC, ICFAI University Dehradun, Brig. (Retd.) Rajiv Sethi, Registrar, and Dr. Raghvendra Sharma, Dean IBS, among others. Three committees discussed topics within the allotted time. The event included rituals, opening statements, criticisms, clarifications, and debates. The valedictory ceremony featured opening remarks, prize distribution, and a vote of appreciation. Overall, it provided valuable insights and skills to students in a democratic setting.



Duration: March 24, 2023
Time: 10:00 AM- 11:00 AM
Coordinator: Dr. Mohd. Imran

ICFAI Business School, The ICFAI University, Dehradun organized an Expert Talk on **"Mergers & Acquisitions: Current Market Scenario" on March 24, 2023**, from 10:00 AM to 11:00 AM. The guest speaker for the event was Prof. (Dr.) Anurag Singh, Director of the Institute of Business Studies at GLA University, Mathura, U.P. The Event Coordinator, Dr. Mohd Imran, welcomed Prof. (Dr.) Anurag Singh, along with other esteemed guests, faculty members, and students.

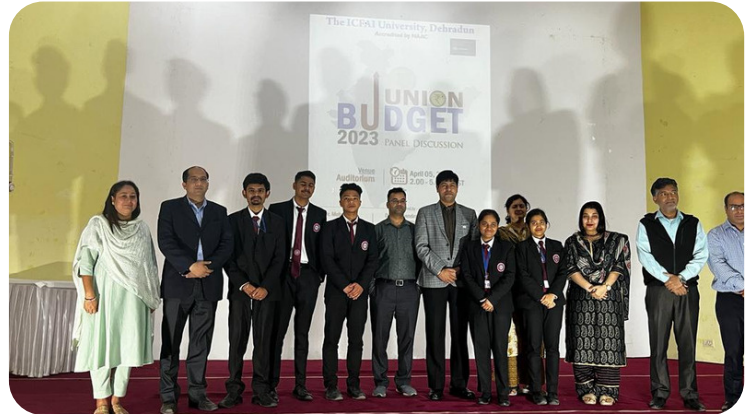
During the talk, Prof. (Dr.) Anurag Singh discussed various aspects of mergers and acquisitions and provided insights into the current market situation with recent case studies. He emphasized the importance of staying updated with contemporary changes in the digital era. Dr. Raghendra Kumar Sharma, the Dean-IBS, expressed gratitude to Prof. (Dr.) Anurag Singh for sharing valuable knowledge and requested him to continue sharing such content in the future. Dr. Mohd Imran, the Event Coordinator, concluded the event with a vote of thanks, appreciating everyone's participation.

Discussion and Quiz Contest"



Duration: 05 April, 2023

**Coordinators: Dr. Mohd Imran
& Dr. Neha Tomer**



ICFAI Business School, The ICFAI University Dehradun, organized an **"Union Budget 2023 - Panel Discussion and Quiz Contest"** event to sensitize undergraduate students about budget allocation, distribution, and management. The event featured a guest speaker, Brig. Dr. Rajiv Sethi discussed the economic changes and the impact of new government policies in the digitized era. Eight teams comprising 40 participants engaged in a panel discussion and a quiz contest, covering topics like women's empowerment, manufacturing, education, infrastructure development, defense, and industrialization. The quiz contest winners were recognized, and Dr. Raghavendra Kumar Sharma, Dean of IBS, gave the valedictory speech. The event fostered students' understanding of budgetary aspects, encouraged their participation in panel discussions, and enhanced their decision-making and team leadership skills. Dr. Md Imran expressed gratitude to the university authority, management, and event participants, reinforcing the positive outcome of the event. Overall, the event provided valuable insights and motivation for the students, preparing them for future endeavors.

STUDENT'S ACHIEVEMENT



Duration: Three Days (13th, 14th & 15th of April 2023)

Participants: Students from BBA, BBA (FIA) & B.Com (H)

Faculty Coordinator: Dr. Neha Tomer

IBS Students from BBA, BBA (FIA), and B.Com (H) Programs. Participated at Manifest, an Annual fest organized by Doon Business School, Dehradun. In numerous programs like quiz competitions, business plans, HR case conclaves, English debate, corporate Rodies, corporate dum charades investrix an investment analysis. Apart from the academic activities students from B.Com(H) participated in fashion show and solo classical dance. Students had good experience and learnt from this event. Our students won gold medal, silver medals and certification along with cash prize in this event from the various programs.

List of winners

S.No.	Student Name	Programme	Event	Price Category
1.	Sanu Kumar	BBA (FIA) IV	Corporate Dumcharades	I Prize (Gold Medal & 3,000 Cash)
2.	Ishani Singh	B.Com(H)II	Corporate Dumcharades	I Prize (Gold Medal & 3,000 Cash)
3.	Lalit Pawar	BBA IV	Corporate Dumcharades	I Prize (Gold Medal & 3,000 Cash)
4.	Nirpesh Chandra Tiwari	BBA (FIA) IV	Investrix	I Prize (Gold Medal & 3,000 Cash)
5.	Abhishek Kumar	B.Com(H) IV	Investrix	I Prize (Gold Medal & 3,000 Cash)
6.	Ishani Singh	B.Com(H)II	English Debate	II Prize(Silver & 1500 Cash)

HOW DOES AI HELP IN MARKETING

Artificial intelligence (AI) has transformed the marketing industry by allowing organisations to acquire deeper insights into client behaviour, automate operations, personalise marketing efforts, and improve overall marketing performance. Here are a few ways AI may help with marketing:

AI algorithms are capable of processing massive volumes of data from a variety of sources, including consumer interactions, social media, website behaviour, and sales data. AI can find patterns, trends, and correlations in this data, providing important insights into customer preferences, purchasing behaviour, and demographics. These findings assist marketers in making data-driven decisions and developing customised marketing strategies.

AI-powered chatbots and virtual assistants may manage client enquiries, assist, and provide personalised suggestions. AI systems can forecast future patterns and outcomes by analysing previous data. Predictive analytics in marketing aids in the identification of potential high-value consumers forecast sales success, optimise pricing tactics, and predict customer turnover.

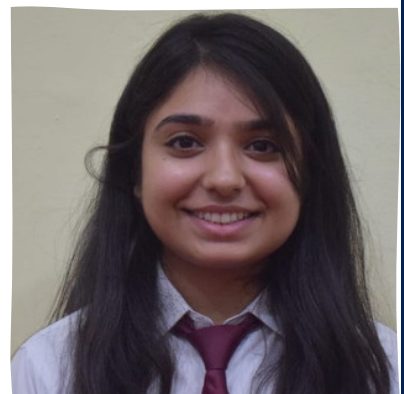
The algorithms used by AI may also select relevant information from numerous sources, guaranteeing that marketers can provide their target audience with fresh and interesting content. These algorithms analyse user data, behaviour, and preferences in order to provide highly relevant adverts to the appropriate audience at the appropriate moment.

These algorithms examine user data, behaviours, and tastes in order to provide highly appropriate advertisements to the right audience at the right time.

AI provides enhanced analytics, automation, customization, and predictive capabilities to marketers, allowing them to optimise marketing strategies, improve consumer experiences, and generate better commercial results.

Ananya Setia

MBA (2022-24)



HRM and Chatgpt

ChatGPT is a powerful artificial intelligence bot developed by OpenAI. The GPT stands for 'Generative Pre-trained Transformer', and creates a query field providing detailed answers to user queries. It is capable of understanding human speech and producing in-depth writing that is easily understood by humans. Its versatility in HRM leads to improved cost-effectiveness, efficiency, and employee engagement.

A dedicated chatbot provides employees a virtual HR they can access anytime from anywhere.

ChatGPT is an excellent investment for any organization looking for an innovative approach to customer service and employee management. Being one of the most advanced publicly accessible chatbots, OpenAI's ChatGPT will be perfect for supporting the HR team in taking care of the employees. But it is also a major concern, ChatGPT overtaking HR jobs !!!

It is believed that in the near future, ChatGPT will conduct and produce basic task-level HR tasks, no human will draft an HR policy, a job description will never be written by a person and ChatGPT can also make changes to reports until human are satisfied. The work of two or three HR experts will be handled by one HR professional plus ChatGPT. It is said so because ChatGPT can be used for recruitment, employee engagement, performance evaluation, employee training, employee retention, onboarding, compliance, HR data management, employee assistance, diversity and inclusion, etc. Whereas, some professionals believe that no software can completely takeover human jobs. So, what do you think about it ?



Anmol

BBA (2021-24)

HR & AI

Artificial intelligence (AI) has the potential to revolutionize training and development practices by providing personalized, efficient and effective learning experiences. Personalized learning: AI can analyze large amounts of data, including learner profiles, preferences, and performance data, to provide personalized learning experiences. Content, pace and teaching strategies can be tailored to individual needs so learners receive relevant and targeted training. These systems can assess learner performance, identify knowledge gaps, and provide tailored recommendations and additional resources to improve learning outcomes. It enables organizations to make data-driven decisions about training program effectiveness, resource allocation, and employee skill gap identification. This ensures that assessments accurately measure a learner's knowledge and provide targeted feedback for improvement. Skill gap analysis: AI-powered platforms can analyze job requirements, learner profiles and performance data to identify skill gaps within an organization. You can use this information as a guide to develop a training program that addresses your specific skill needs and aligns with your organization's goals. While AI offers many benefits for training and development, it is important to note that it must be used in combination with human expertise and guidance to ensure the best learning outcomes. Human coaches and trainers play a key role in creating and curating content, monitoring progress, and providing individualized support to learners.

Amandeep Tiwari

MBA (2022-24)



SEBI's strict investor due diligence guidelines for AIFs: How to advance due diligence is paving the future for fund managers



Sakshi Tiwari

MBA (2023-25)

Alternative investment funds (AIFs) continue to play a vital role in India's financial landscape offering a diverse range of investment opportunities for both domestic and international investors. SEBI emphasizes the criticality of diligent investor onboarding, especially for foreign investors in these new guidelines. Enhanced due diligence is now obligatory for foreign investors and those contributing 25% or more to an AIFs corpus. The new guidelines require comprehensive checks on various aspects such as verifying the investor's jurisdiction is part of the IOSCO (International Organization of securities commissions) memorandum, ensuring the investor's country of residence is not on the FATF (Financial action task force) gray list and confirming the investors is not a sanctioned entity according to the UNSC (United nation security council) sanction list.

Finance And AI

The convergence of finance and artificial intelligence (AI) has revolutionized the financial industry by enhancing decision-making, automating processes, managing risks, and creating personalized experiences for customers. AI has enabled financial institutions to analyze vast amounts of data more effectively, enabling better predictions and informed investment decisions. AI-powered risk management systems can identify potential risks more efficiently, reducing cybercrime and fraudulent transactions. Algorithmic trading has revolutionized trading strategies, automating decisions based on predefined rules and market conditions. AI-powered chatbots and virtual assistants have significantly transformed customer experience and personalized recommendations.

Regulatory compliance is a critical aspect of the financial industry, and AI tools can streamline processes by automating monitoring and analysis of financial transactions. With careful implementation and regulation, AI can reshape finance, delivering improved efficiency, better decision-making, and enhanced experiences for both financial institutions and customers.



K. Amarendra

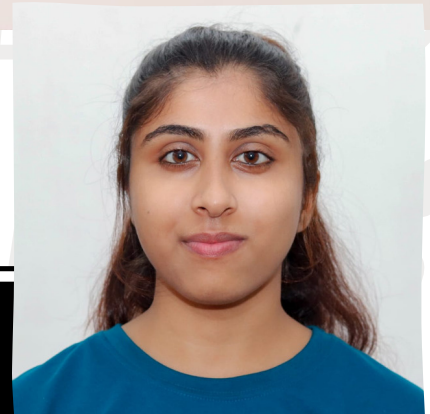
MBA 2022- 2024



Urvashi
MBA 2023-25



Jyoti Bharati
MBA 2022-24



सच की पहचान

जान थी कभी उस पुतले मे आज वीरान सा पड़ा है,
 सोना समझता था खुद को आज राख मे तब्दील पड़ा है।
 अहंकार से भरा हुआ था पुरा कभी आज एकेला और खाली ही चल पड़ा है।
 मिठास घोलता बातों में मतलब था उंचे घरानों से,
 पिघले नहीं वो महल मिनारे जली तो इंसानियत थी।
 बाकी जैसा था वैसा ही पड़ा है।
 रुठे हुआँ को मना लेता पर झूठी शान ने नकार दिया,
 क्या हाल हुआ था रूह का जब ज़मीर का उसने शिकार किया।
 दिलों के दरवाजे बंद हो गए जब वाणी पर ना विचार किया।
 असल सच को भुल कर उसने झूठी दुनिया को सरताज बनाया था,
 खुद को कभी पहचाना नहीं बस फ़रेब का ही व्यापार किया।



Shiv Sidana

MBA- 2023-25

Memories that never fade.

Some memories that never fades,
 few are hurtful, few are elusive, and few are enjoyable,
 It can make you happy, can make you cry
 and sometimes even hurt you,
 The memories that never fade.
 Sometimes we want some of them to disappear,
 but it won't happen
 As they are so into
 your life Like each and every corner of your life is filled with them
 Sometimes it's a person whose memories hurt you,
 and sometimes those memories carve a smile,
 sometimes those memories make
 But it still hurts,
 you feel warmth,
 Those memories never fade.



Katyayani Singh

MBA- 2022-24

Unleashing the Power of AI: A Revolution in Business Dynamics

Prepare for a paradigm shift in the business world as Artificial Intelligence (AI) revolutionizes industries, offering unprecedented opportunities. AI's ability to analyze vast amounts of data empowers businesses to make data-driven decisions, optimize operations, and discover new avenues for growth. Automation driven by AI frees up human employees to focus on strategic tasks, driving productivity and fostering innovation. Moreover, AI enhances customer experiences through personalized recommendations, virtual assistants, and sentiment analysis, improving satisfaction and engagement. However, the ethical use of AI and its integration into existing systems pose challenges. Data privacy, bias mitigation, and transparency must be addressed, along with reskilling employees and addressing job displacement concerns. By analyzing customer behavior, preferences, and interactions, AI algorithms have mastered the art of tailoring recommendations and curating targeted marketing campaigns. As virtual assistants and chatbots, equipped with the uncanny ability to comprehend natural language, and enhance real-time support, businesses are forging deeper connections with their customers. AI's magic touch even stretches to sentiment analysis and social media monitoring, extracting invaluable insights into consumer sentiment, brand perception, and emerging market trends' impact on businesses is transformative, unlocking potential and reshaping the way organizations operate and engage with customers. By embracing AI, companies can gain a competitive edge, navigate the digital landscape, and thrive in the ever-evolving business environment. The future belongs to those who harness the power of AI and adapt to its disruptive potential.

Pratiksha Nayak
MBA 2022-24



"AI will probably most likely lead to the end of the world, but in the meantime, there'll be great companies."

-Sam Altman, Chairman of OpenAI