ICFAI Foundation for Higher Education
(Deemed-to-be University under Section 3 of the UGC Act, 1956)

IBS® ICFAI BUSINESS SCHOOL BANGALORE

Kabini

Quarterly Newsletter of IBS Bangalore-Off Campus Centre of IFHE Hyderabad

TechIndia Chronicles:
Unveiling Innovations, Transforming Lives

June 2023 Issue

CONTENTS

STUDENT EDITORIAL TEAM

Riya Bhadwal
22BSOCBL0379

Anshuman Sharma
22BSOCBL0041

Pallavi Dobhal
22BSOCBL0172

FROM THE DIRECTOR'S DESK

Dear Reader,

I am happy to see the next issue of our campus Newsletter coming out after a gap of a few months. I feel it has been worth the wait as the team has been able to create an issue with rich content, especially with numerous contributions from the students. It has a variety of insightful and informative articles on the theme of TechIndia. I congratulate the editorial team for their effort.

The Newsletter is named after the river Kabini which is one of the major rivers in Karnataka. I am sure, like Kabini, the Newsletter will have a continuous flow of articles from both students and faculty members in the months ahead. Kabini is also known for the wildlife sanctuary and the biodiversity of its forests. The spectacular landscape and wildlife at Kabini attract visitors from around the world. It reminds us of our responsibility to preserve our environment through sustainable practices in all aspects of our life.

With best wishes,

Happy reading!

Prof. G V Muralidhara
Director & Campus Head
IBS-Bangalore
IFHE Off-Campus Bangalore

FROM THE EDITOR'S DESK

Welcome to the latest edition of **Kabini**, our campus newsletter, on the theme **"TechIndia Chronicles: Unveiling Innovations, Transforming Lives"**. In this issue, we bring you a fusion of technology, creativity, and campus life. We delve into the captivating world of TechIndia Chronicles, where we unveil remarkable innovations that are transforming lives across India. However, this edition of Kabini is not solely dedicated to TechIndia Chronicles. We believe in providing a holistic view of campus life, reflecting the vibrant atmosphere and dynamic activities that take place within our community. With that in mind, we have curated a diverse range of content to captivate your interest.

In an era where technology has become an inseparable part of our daily lives, India has emerged as a dynamic force in the global innovation landscape. From the bustling tech hubs of Bangalore to the emerging startup ecosystems in Delhi and Chennai, our country is abuzz with groundbreaking ideas and disruptive solutions. Through TechIndia Chronicles, we aim to

celebrate the incredible achievements and pioneering spirit of Indian entrepreneurs, researchers, and technologists who are revolutionizing various sectors.

Furthermore, we recognize the importance of inclusivity and bridging the digital divide. We shine a light on initiatives that are leveraging technology to empower marginalized communities, improve access to education and healthcare, and create pathways for economic growth and social development. By highlighting these initiatives, we hope to inspire further collaboration and foster a more equitable and inclusive tech ecosystem.

This issue of Kabini also highlights many academic and extracurricular events organised by IBS Bangalore during this quarter. We showcase the talent and creativity of our students through mesmerizing performances, thought-provoking art exhibitions, and captivating literary works. From poems and drawings to artwork that challenges boundaries, we celebrate the creative expression that enriches our community. As you explore the pages of this latest edition of Kabini, we hope you find inspiration, knowledge, and a sense of belonging. I heartily thank the Editorial team, Faculty Members, Students, and the Information Team for their valuable contributions. I express my gratitude to Dr. Harish R, Deputy Director, IBS Bangalore, for generously dedicating his time to proofread this issue and providing his invaluable assistance in shaping it into its current form.

Readers, we hope you find this issue both informative and inspiring. Together, let us celebrate the spirit of innovation, embrace the power of technology, and work towards a brighter, more inclusive future. For any kind of feedback or suggestions for Kabini, feel free to contact us at khalid.islam@ibsindia.

Happy Reading!!

Dr. Khalid Ul Islam
Editor, Kabini

FROM THE PLACEMENT CORDINATOR'S DESK

Preparing for the Placement Drives

Outlook for 2023

Going by last cycle's experience and as things stand now, we expect the placement season to start on time this year too and the number of companies and the roles on offer, to be not very different from the previous years. This is good news. Travel & tourism sector has also picked up.

Ever-increasing recruiters' expectations

There is no need to have concerns about whether companies will show interest to hire or not. However, I must caution that the recruiters, of late, have become very choosy and are very particular about getting the right talent. The number of screening rounds, including multiple rounds of personal interviews, has increased. So, the only way to ensure a good job offer at the

earliest is by preparing for placements seriously and making full use of all the training & preparation support offered by the institute.

Prepare for the sector

It will be a good idea to prepare for a particular sector than for a particular company. Based on your interest in a specific company in that sector and its job description, you can fine-tune your preparations.

Preferred companies

It is not a bad idea to aim for one's preferred company. However, it will be a good idea to keep in touch with the placement managers constantly, to get updated on the hiring trends and hiring plans of such specific companies for the current year. Hiring sentiments are very dynamic. Let me add one more thing here. Sure, you can aim for a particular company/sector but also make it a point to look at adjacencies, just in case.

Placement preparation efforts by students

a. Have a well-written CV. Get it vetted by your respective soft skills faculty member

b. Prepare and keep ready a good Video Resume. Some companies ask for this.

c. Start brushing up your fundamentals/basics in your respective domains. This is a must

d. Know your SIP Company/SIP Objective/Work done/Contribution /Learning

e. Take the 'Aptitude' training sessions very seriously and start practicing these tests

f. Do not miss the practice interviews to be conducted by senior industry persons.

g. Do a couple of certification programs.

Salary range

Talking about the salary range, this varies from sector to sector as well as from company to company in the same sector. In the initial months of the placement season, we do not host any company if its CTC (cost to company) falls below a particular threshold. Very rare exceptions, if any, will be made for companies with a good brand and a special profile, where the long-term career prospects are good. At times you need to look beyond 'CTC'.

Placement preparation initiatives by the institute

a. 'PACT' (Placement Assistance Counselling and Training) sessions to give insights about sectors/companies/recruiter expectations
b. Structured 'Aptitude test' training sessions
c. 'Online' aptitude tests for practice
d. 'Versant test' training
e. Sensitisation to 'Psychometric tests'
f. Practice 'Personal Interviews' to be conducted by senior industry professionals and some of our recruiters
g. Industry and alumni talk
h. Company/job profile specific placement training for most of the companies
i. Company-specific training by external resources for certain companies/profiles

j. Certification programs

Parting note

Let us not forget that 'placements' is a collaborative effort. The Institute/Faculty members/Placement managers/Alumni always do their part in ensuring your preparation and placement readiness. It is up to you to take advantage of all the support extended and get an offer at the earliest. Every job offer has to be earned. Keep this in mind.

Wishing you the very best!

Prof. J Venkataraman
Director Corporate Relations
IBS- Bangalore

FACULTY ARTICLES

Artificial Intelligence Gives a Makeover to the Beauty Industry

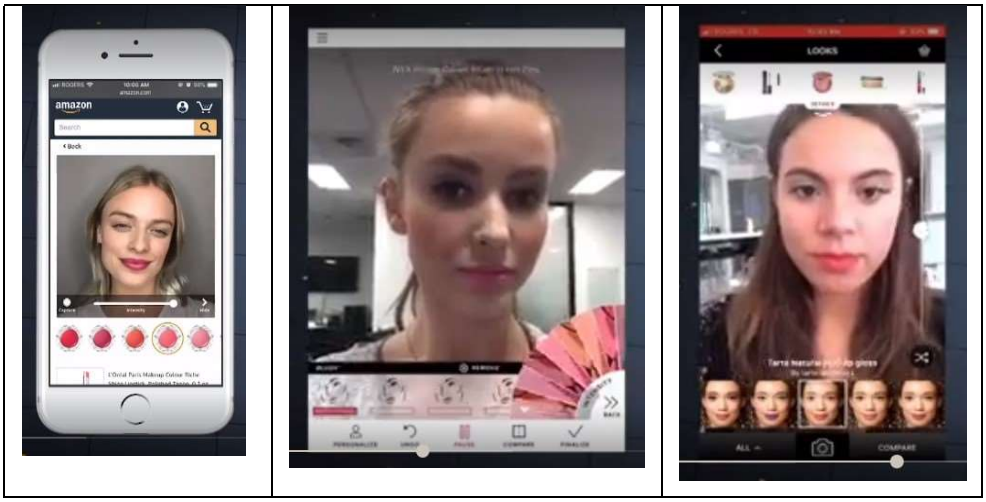
Dr. Harish R
Dy. Director
IBS Bangalore

Artificial Intelligence (AI) and Machine Learning (ML) are giving a makeover to the beauty industry. AI finds several applications in the beauty and personal care segment – customer service through chatbots, virtual try-on, customized product recommendations, virtual influencers, and improved supply chain & operations, to name the important ones.

Here, we touch upon two examples – one from abroad and one from India. The first one encompasses virtual try-on and product recommendation, while the second uses AI, specifically for personalized product recommendation.

ModiFace, developed by the University of Toronto (Canada) and acquired by L'Oreal Groupe in 2018, is a prominent application of using AI for virtual try-on. ModiFace offers the facility to try-on makeup and hair colour virtually, thus providing an immersive personalized experience. Further, ModiFace's skincare diagnostics recommends a personalized beauty regime through its AI algorithm based on the shape of the face, the shape of the eyes, skin tone, eye colour, hair colour, etc. Smart mirrors help consumers to try on numerous alternatives in the matter of a few minutes, and they also show how one looks from different angles.

L'Oreal is rolling out ModiFace across all its brands, websites, apps, retail stores, and online channel partners. The next step would be to add an audio interface with a virtual beauty advisor so that customers can ask questions or request specific products during the virtual try-on.



Screenshots from https://www.loreal.com/en/beauty-science-and-technology/beauty-tech/discovering-modiface/

SkinKraft, a Hyderabad-based startup offers India's first dermatologically approved and AI-driven personalized skincare solution. SkinKraft uses machine learning to analyze users' skin type, hair type, skin concerns, hair concerns, and lifestyle to provide customized product kits. The process begins with the user answering around 30 multiple-choice questions. The AI system then classifies the user into one of 72 broad personal profiles and generates individual recommendations based on the specific context. The products are sent directly to the customers based on the package chosen by them.

In Service of the Nation

Prof. Anand Srinivasan
Faculty IBS Bangalore

In the two decades since the turn of the century, mobile telephony and access to the internet have grown by leaps and bounds. The utility of these services is no longer restricted to personal communication and entertainment. While government services moved online, accessibility and reliability were patchy. Citizens had little choice but to put up with cumbersome procedures and long waits at government offices to finish their work. Many had to embrace touts who took speed money to navigate the maze.

Cut to 2023. The landscape for public services is unrecognisably convenient and efficient. The ubiquitous smartphone is all one needs to access various digital services. In over a decade, India has assembled a stack of digital platforms that have transformed its citizens' lives. Known as the digital public infrastructure (DPI), the number and scope of the platforms have grown considerably. The principal elements of the DPI are identity, payments, and data management. The journey started with Aadhaar, a biometric digital identity system rolled out in 2010 that covers nearly all of India's population. Next came the Unified Payments Interface (UPI), which makes digital payment as easy as sending a message or scanning a QR code. Launched in 2016, the platform accounted for 73% of all non-cash retail payments in India until March this year. The third DPI pillar involves data management. Using their 12-digit Aadhaar number, Indians

can access online documents whose authenticity is guaranteed by the government. This system, called Digilocker, is connected to tax documents, vaccine certificates and more. We only need our phones to make payments, verify identity, and access crucial documents.

For the millions, these innovations are transformative. Vendors can now accept digital payments to sell, from fruits to medicines. It has made their lives easier, more convenient, and more secure. Beneficiaries of India's welfare system receive direct benefit transfers in their Aadhaar-linked bank accounts, which has reduced corruption. The system also helps disburse emergency funds, such as during the pandemic.

CoWIN was developed as a digital platform to support COVID-19 vaccination efforts in India. It is part of a sophisticated digital ecosystem that monitors the vaccine supply chain, the vaccination staff, and facilities and records the after-effects of immunisation. It was deployed rapidly to facilitate the registration of beneficiaries for vaccination.

The Government of India launched a healthcare scheme called Ayushman Bharat Yojana. The system aims to provide financial support and protection to economically weaker sections of society by providing access to quality healthcare services. The beneficiary of this programme may use an e-card to access healthcare services and around 1,400 medical procedures at any approved public or private hospital nationwide. Launched in 2021, the ABHA card (Ayushman Bharat Health Account) provides Indian citizens with a fourteen-digit identification number. One can generate this health ID using one's registered mobile or Aadhaar number. It holds information on all our medical treatments and details of health insurance and claims. It serves as a digital platform to store and retrieve health data.

Many other digital platforms have been launched recently or will be. The Open Network for Digital Commerce (ONDC) is a relatively new government-backed non-profit dedicated to helping e-commerce services work together. The mission is to help small businesses connect to third-party payments and logistics providers. Sahamati, an NGO, is setting up a platform to allow account aggregators to share financial information in a standardised format with lenders. They believe this reduces the need to submit many documents to apply for a loan.

The digital ecosystem supporting these developments is complex. Government agencies, regulators, tech firms, quasi-public corporations, NGOs, and universities are building different parts of the digital fortress. The government runs Aadhaar. A public-private venture, the National Payments Corporation of India manages UPI. Other platforms, such as health and sanitation management, are created by NGOs and sold to state and local governments. IT experts with private-sector experience have designed many.

Such is the success of these initiatives that India is leading the way among developing countries and offering these platforms and ideas to other countries. An IMF paper states that the construct behind DPI is not the digitalisation of specific public services but instead the building of minimal digital building blocks that can be used modularly to enable society-wide digital transformation. Private innovators and firms can access and add to the infrastructure. DPI is the infrastructure enabling government transactions, welfare, private innovation, and competition. In February, NPCI connected UPI with Singapore's digital payment system, PayNow. Later in April, it did the same with the UAE's system. NPCI believes India is self-sufficient in domestic payments and wants to be so in cross-border payments and remittances.

India used to be the country that usually wanted something from the outside. Now we have something others may desire. We have indeed come a long way. India is offering its technologies and platforms for free. It stands to gain in many ways by propagating them. Indian IT firms can bag juicy development and maintenance contracts. India's influence will grow if many countries adopt Indian-made digital systems.

Digitisation versus Digitalisation: Transforming Business in the Digital Era

Dr. G Vanishree
Faculty, IBS Bangalore

Digitisation and digitalisation are closely related terms often used interchangeably, but they have distinct meanings.

Digitisation: Converting data to a digital format. Ross, in 2017, explains, "Digitization involves standardising business processes and is associated with cost-cutting and operational excellence."

Digitisation describes the pure analogue-to-digital conversion of existing data and documents. Think of scanning a photograph or converting a paper report to a PDF. The data itself is not changed — it's encoded in a digital format. Digitisation offers efficiency benefits when the digitised data is used to automate processes and enable better accessibility — but digitisation does not seek to optimise the methods or data. In the case of digitisation and digitalisation, two letters make all the difference. This is precisely how digitisation mediates between the material and the intangible, making digitisation a unique process. All forms of data - alphanumeric texts, graphics, still and moving images and sounds - can be digitised.

The implication may be that digitisation echoes across social groups and social interactions. However, when discussing changes in social structures at the macro level, a different meaning is often used, that of digitalisation. We must understand that digitisation refers to converting analogue data to digital format; digitalisation is a lever to achieve change in operations, while digital transformation refers to shifting organisations to new ways of working and thinking.

The importance of digitisation can be understood from the following perspectives:

1. *Accessibility and preservation:* Digitization allows for the protection and long-term storage of valuable information and assets. Converting physical documents, photographs, books, or other analogue materials into digital formats enables them to be stored, organised, and accessed easily. This ensures that historical or essential data is not lost due to physical degradation or damage.
2. *Retrieval of information:* Digitized information can be easily searched, indexed, and retrieved. Digital databases and search tools enable quick access to specific information or content within large volumes of data. This enhances productivity and efficiency by saving time manually searching or browsing physical records.
3. *Can be assessed remotely:* Digital files and documents can be accessed from anywhere, allowing individuals or teams to work together seamlessly, even if they are geographically dispersed. This facilitates remote work, virtual meetings, and collaborative projects.
4. *Reduces cost:* Digital documents eliminate the need for physical storage space and reduce printing and paper costs. Additionally, digital processes and automation can streamline workflows, reduce manual labour, and lower operational expenses.
5. *Applying data analytics:* By using data analytics, organisations can gain valuable insights and identify patterns, trends, and correlations that can drive informed decision-making, strategy formulation, and optimisation of processes.

6. *Explore new markets:* Digital formats allow easy scaling and adaptation. As digital assets can be easily reproduced and distributed, they can be shared across multiple platforms, devices, or channels without significant additional effort or cost. This enables businesses to reach wider audiences and explore new markets.
7. *Innovation and Digital Transformation:* Digitization is a fundamental element of digital transformation. Organisations can leverage digital technologies and platforms to innovate and create new business models by digitising processes, products, and services. This opens opportunities for growth, competitive advantage, and market differentiation.

In summary, digitisation is essential as it enables the preservation, efficient management, and accessibility of information. It enhances efficiency, collaboration, and sharing while providing analysis, innovation, and transformation opportunities. By embracing digitisation, organisations can unlock the full potential of their assets and information, leading to improved operations, cost savings, and better decision-making.

Digitalisation: Transforming your business processes for digitalisation moves beyond digitisation, leveraging digital information technology to entirely transform a business' processes — evaluating, reengineering, and reimagining how you do business. More than just making existing data digital, digitalisation embraces the ability of digital technology to collect data, establish trends and make better business decisions. *You would digitise a document, but you would digitalise a factory*.

McKinsey Global Institute defines digitalisation as "the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business."

The importance of digitalisation can be understood from several perspectives:

1. *Efficiency and Productivity:* Digitalization streamlines processes, reduces manual tasks and improves efficiency. Organisations can save time and resources by automating routine tasks, allowing employees to focus on more strategic and value-added activities. This leads to increased productivity and faster decision-making processes.
2. *Improved Access to Information:* With digital tools, people can quickly search for and retrieve information, collaborate remotely, and access resources from anywhere. This enhances decision-making, problem-solving, and innovation.
3. *Transforms Customer Experience:* Customers expect seamless online experiences, personalised services, and quick responses. By embracing digital technologies, businesses can enhance customer experience through improved accessibility, personalised interactions, faster service delivery, and 24/7 support.
4. *Innovation and Agility:* Digitalization promotes innovation by providing tools and platforms for experimentation, prototyping, and testing new ideas. Digital technologies enable businesses to adapt to rapidly changing market conditions, customer preferences, and emerging trends. This agility allows organisations to stay competitive and seize new opportunities.
5. *Cost Savings:* Digitalization often reduces the need for physical infrastructure, paperwork, and manual processes. For example, digital document management systems can eliminate the need for physical file storage and reduce printing costs. Automation of tasks can also reduce labour costs and minimise errors.

6. *Decision Making through data:* Data analytics and business intelligence tools help organisations make data-driven decisions, identify trends, anticipate customer needs, and optimise processes. This enables organisations to make informed decisions and stay ahead of the competition.
7. *Business Resilience:* Digitalization allows organisations to adapt and recover quickly from disruptions. By embracing digital tools and platforms, businesses can establish remote work capabilities, ensure data backups, and implement robust cybersecurity measures. This resilience helps organisations navigate natural disasters, pandemics, or economic downturns.

In conclusion, digitization and digitalization are two distinct but interconnected concepts that play significant roles in our increasingly technology-driven world. While digitization focuses on the conversion and storage of data, digitalization encompasses a more comprehensive transformation that revolutionizes entire systems and industries. Digitalization empowers organizations to rethink traditional models, embrace automation, adopt data-driven decision-making, and harness the potential of emerging technologies such as artificial intelligence, machine learning, and the Internet of Things.

Recent Advancements in Artificial Intelligence

Dr. Rajini Kumari
Faculty, IBS Bangalore

"The measure of intelligence is the ability to change" – Albert Einstein

The process of change from one stage to another is essential; change in technology is one of the most significant changes in the world. Technology is becoming increasingly complicated and interconnected. It is so powerful that it shapes our thinking and our way of life in a short span of time. One of the most significant contributions of technology is its ability to connect people from different parts of the world.

Artificial intelligence is a swiftly growing field involving the development of intelligent machines to perform multiple tasks typically requiring human intervention. AI has come a long way since its inception in the 1950s, and now it is used in different industries, from finance to healthcare to transportation.

One of the key features of AI is its ability to learn from data. Machine learning, a subset of AI, involves training machines to recognize patterns in data, which then can be used to make predictions or decisions. Another area of AI that is gaining popularity is natural language processing (NLP). NLP involves teaching machines to understand and generate

human language. This technology is already being used in applications such as chatGPT, generative AI, chatbots, and virtual assistants, and it can potentially transform how we communicate with machines.

Do you know???

- The first mobile app to be built was the Snake game. It was launched in 1997 on the Nokia mobile phone.
- The first-ever computer weighed over 27 tons.
- The first webcam monitored a coffee maker, allowing users to save returns to an empty pot.
- In 1936, Russians developed a computer that functioned on water.
- Google originated from the mathematical phrase "googol," which denotes "one followed by 100 zeros."

Initial Coin Offering (ICO) in the Cryptocurrency

Prof. Padmini Vasanth
Faculty, IBS Bangalore

A company or project may use an Initial Coin Offering (ICO) as a means of generating money in the context of cryptocurrencies and blockchain technology. It resembles an Initial Public Offering (IPO) in conventional finance. An ICO involves a corporation or project creating and selling its digital tokens or coins to participants or investors. The majority of these tokens are built on a blockchain platform like Ethereum and represent a specific value or utility within the ecosystem of the project.

An ICO's primary goal is to raise money to support the project's development and execution. Interested investors can purchase companies' and projects' tokens from them in return for well-known cryptocurrencies like Bitcoin or Ethereum, or occasionally even traditional fiat currencies. During the ICO phase, these tokens are typically sold for a cheaper price, offering investors the chance to invest early and maybe benefit if the project is successful. Investors take part in ICOs with the hope that the tokens they buy will appreciate over time, enabling them to resell them for a profit later.

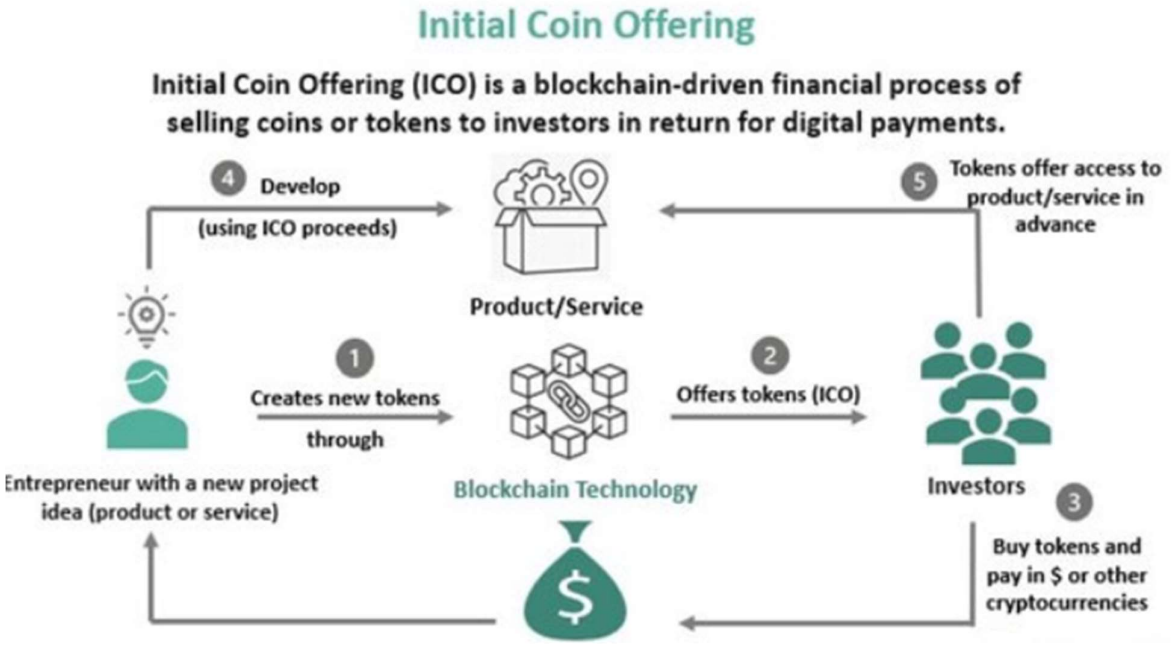
However, it's crucial to keep in mind that ICOs can be extremely dangerous investments because they frequently involve fledgling enterprises with hazy futures

Let's explore the same:

Introduction: The rise of cryptocurrencies has revolutionized the financial landscape, and Initial Coin Offerings (ICOs) have emerged as a popular method for fundraising within the crypto industry. ICOs provide an avenue for blockchain-based projects to raise capital by issuing and selling their native digital tokens to investors. This note will provide a comprehensive overview of ICOs, including their definition, process, benefits, risks, and regulatory considerations.

Definition: An Initial Coin Offering (ICO) is a fundraising mechanism used by cryptocurrency startups or projects to raise capital by offering investors the opportunity to purchase newly created tokens. These tokens typically represent a share of ownership, utility, or access to the services provided by the project. ICOs are similar to Initial Public Offerings (IPOs) in the traditional financial markets but with key differences, primarily being the use of blockchain technology and the issuance of digital tokens.

Process: *a. Whitepaper:* The project team prepares a whitepaper that outlines the details of the project, including its concept, goals, technical specifications, and token omics. This document serves as a prospectus for potential investors.



b. Token Creation: The project creates and issues its native digital tokens based on a specific blockchain platform such as Ethereum (ERC-20 tokens) or others. These tokens can have various functionalities, such as utility within the project's ecosystem or as an investment asset.

c. Marketing and Promotion: The project team promotes the ICO through various channels to attract potential investors. This includes utilizing social media, websites, and forums, and reaching out to cryptocurrency communities.

d. Token Sale: Investors can participate in the ICO by purchasing the project's tokens using other cryptocurrencies like Bitcoin or Ethereum. The project sets a specific price per token and a funding target or cap for the ICO.

e. Token Distribution: Once the ICO concludes, the project distributes the purchased tokens to the investors' wallets. These tokens can be listed on cryptocurrency exchanges for trading and liquidity.

Benefits of ICOs:

a. Access to Capital: ICOs enable startups to raise capital without going through traditional funding channels, such as venture capitalists or banks. It provides an opportunity for projects to raise funds globally from a wide range of investors.

b. Community Building: ICOs allow projects to build a community of early adopters and supporters who are invested in the success of the project. These communities can provide valuable feedback, evangelize the project, and contribute to its growth.

c. Liquidity and Trading: Successful ICOs lead to token listings on cryptocurrency exchanges, providing liquidity and an opportunity for investors to trade the tokens.

Risks and Challenges:

a. Lack of Regulation: The ICO space has been associated with scams and fraudulent activities due to the absence of comprehensive regulations. Investors face risks of investing in projects with weak fundamentals, fake teams, or unsustainable business models.

b. Market Volatility: The cryptocurrency market is highly volatile, and the value of ICO tokens can fluctuate significantly. Investors should be prepared for potential price volatility and market downturns.

c. Project Viability: ICO projects may have promising concepts, but not all can deliver on their promises. Investors should conduct thorough due diligence to assess the project's team, technology, roadmap, and potential market demand.

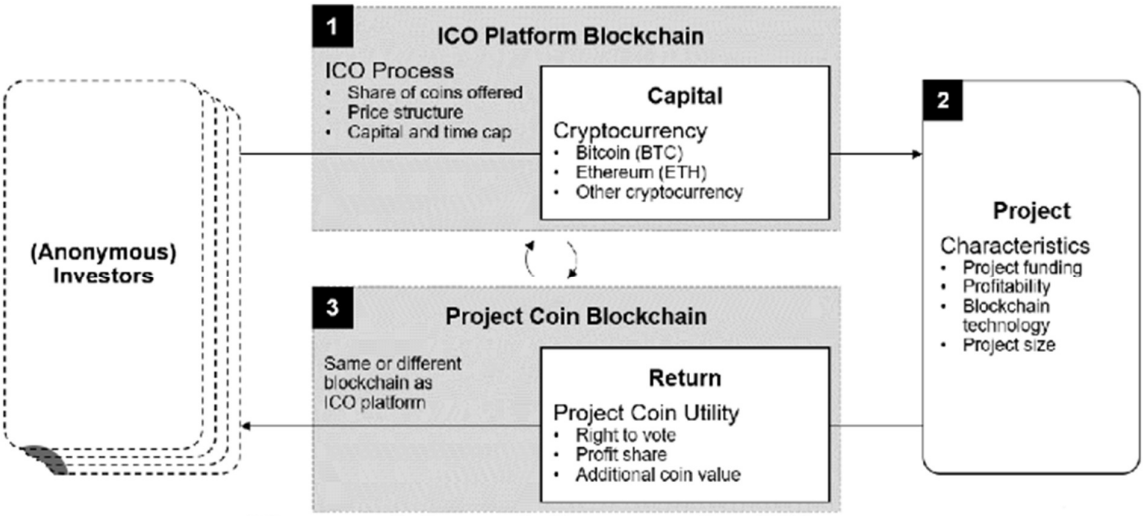


Figure 1. Schematic Process of an ICO

Regulatory Considerations: Regulatory bodies worldwide have started addressing ICOs to protect investors and prevent fraudulent activities. The regulations regarding ICOs vary by jurisdiction. Some countries have implemented strict regulations, while others are still in the process of developing frameworks. Investors should be aware of the legal and regulatory requirements in their respective countries before participating in an ICO.

Conclusion: Initial Coin Offerings (ICOs) have become a significant part of the cryptocurrency ecosystem, offering a unique method for fundraising and investment.

CAMPUS HIGHLIGHTS

Summer Internship Program

During the period from February to May 2023, IBS Bangalore organized a summer internship program, which offered numerous students the opportunity to work with renowned brands. The program aimed to provide participants with a glimpse into the corporate world and assist them in defining their career objectives. Engaging in a summer internship at a company allows individuals to develop the necessary skills to thrive in a professional setting, as well as the chance to receive guidance from experienced professionals and gain insights into their chosen career path. Apart from gaining practical knowledge related to their specialization, students also acquire valuable skills like teamwork, time management, and communication. Acquiring work experience is crucial for enhancing employability, particularly for management students. Below are some photographs showcasing students diligently working in their offices and enjoying this enriching journey.

SIP Achievements and Awards

The interns, after successful completion, received appreciation from their respective companies for their outstanding performance and dedication. These interns showcased a strong work ethic, a thirst for knowledge, and a willingness to contribute to the success of their companies. Among the interns, Manisha Rai stood out for her exceptional achievements. She not only received appreciation from her company but also qualified for the prestigious Global Immersion Program-2023.

Priyadarshini Jain is shown in the picture receiving the certificate of completion of SIP from her company "HridTech Pvt Ltd". Also, Yathiraj Upadhyay received the best SIP video award (for both Phase-1 and Phase-2) along with Rutvi Bhavasar (2nd place), Aman Kapila and Riddhi Jaiswal (3rd place) in Phase 1 and G Srinivas (2nd place) and Rutvi Bhavasar (3rd place) in Phase 2.

NAVYAM CONSULTANCY
SPREAD THE GOODNESS

21-05-2023

Recommendation letter for Byna Sahiti:

As the Founder & Partner of Navyam Consultancy, A Human Resource Consultancy, I am Pleased to write this letter of recommendation for Byna Sahiti.

I appreciate Ms. Byna Sahiti for her dedication, sincerity and TO - DO attitude, she has Interned with us for 3 months and have played a key role at the assigned activities. She has maintained excellent professionalism during her internship. Her Ability to analyzing requirements, follow up, source and screen potential candidates are quite effective.

We believe Sahiti will keep upskilling herself to be an excellent contributor in an organization.

Respectfully,

Satyam Kumar – Founder & Partner
Navyam Consultancy

SATYAM KUMAR
Digitally signed by SATYAM KUMAR
Date: 2023.05.23 23:26:06 +05'30'

+91 77819 03464 info@navyamconsultancy.com www.navyamconsultancy.com
1207/343, 9th Main, Sector 7, HSR layout, Bangalore - 560102, Above HDFC Bank

Schneider Electric

Date: 26-05-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Y NETHRAVATHI Enrollment No: 22BSOCBL0313 Studying at ICFAI Business School has completed Internship from 27th February to 20th May 2023 at Schneider Electric President Systems Ltd Bangalore, on **"Optimizing downstream production planning for continuous improvement in flow of manufacturing"** under the guidance of Mr. Shivakumar Ashwath (**DGM – Supplychain Management**).

During this period, she was found to be sincere, hardworking & demonstrated positive attitude and achieved her objective of learning on Optimizing downstream production planning for continuous improvement in flow of manufacturing.

We wish her all the success in her future endeavors.

For Schneider Electric President Systems Ltd.

Deepak Mangalore
General Manager - Human Resources

SAP Training@ IBS Bangalore

A 4-day SAP training workshop was conducted on the campus from 13th March to 16th March 2023. The event commenced with a captivating keynote address delivered by the Campus Head, setting the tone for an enriching learning experience. The event included sessions led by Dr. Venkateswara Rao Korasiga, Dr. Santosh Kumar Yadav, and Dr. Nasina Jigeesh. The workshop encompassed a perfect blend of conceptual and practical sessions, catering to the diverse learning needs of the participants. The resource persons expertly navigated through the intricacies of SAP, ensuring a comprehensive understanding of the subject matter. The participants had the opportunity to delve deep into theoretical concepts, gaining valuable insights. To complement the theoretical knowledge, the workshop also incorporated practical sessions that took place in our state-of-the-art lab. These hands-on sessions allowed the participants to apply their newly acquired knowledge in a simulated SAP environment, fostering a deeper understanding and enhancing their practical skills. A notable aspect of the workshop was the enthusiastic participation of all the faculty members. Their active involvement and eagerness to learn showcased their dedication towards professional development and their commitment to staying abreast of the latest advancement.

Wanderlust Brainiacs

The Travelling Club organized an event called "Wanderlust Brainiacs" on 9th June 2023 at Radhakrishna Hall. The event aimed to promote travel knowledge and planning skills among participants. It consisted of three rounds: Travel Quiz Bowl, Travel Planning Competition, and Scavenger Hunt. A total of 105 participants formed 21 teams, with each team comprising five members. The event progressed through elimination rounds, with 11 teams eliminated after the first round, followed by four more teams after the second round. Finally, six teams qualified for the last round. The group “Explorers Unite” was the winner of the event while the groups “The Travel Tribe” and “Expedition Experts” bagged 2nd and 3rd place respectively. The "Wanderlust Brainiacs" event conducted by the Travelling Club was a successful and engaging activity that allowed participants to showcase their travel knowledge and planning abilities while fostering teamwork and learning experiences.

Workplace Wonders

The Creative Club organized an event called "Workspace Wonders" in celebration of World Art Day. The event aimed to provide participants, particularly those in their Summer Internship Program, an opportunity to showcase their creativity by designing and beautifying their workspaces. Participants were encouraged to personalize their workspaces using the available resources and unleash their creative potential. A total of 26 participants joined the event, each demonstrating their unique artistic flair. Yathiraj Upadhyaya (Enroll. No. 22BSOCBL0315) emerged as the winner, while Rutvi Bhavsar (Enroll. No. 22BSOCBL0522) secured the first runner-up position. The event aimed to instill a sense of pride and identity in participants' workspaces, fostering motivation and enjoyment in their work. The response received indicated that the event was a resounding success, fulfilling its objectives.

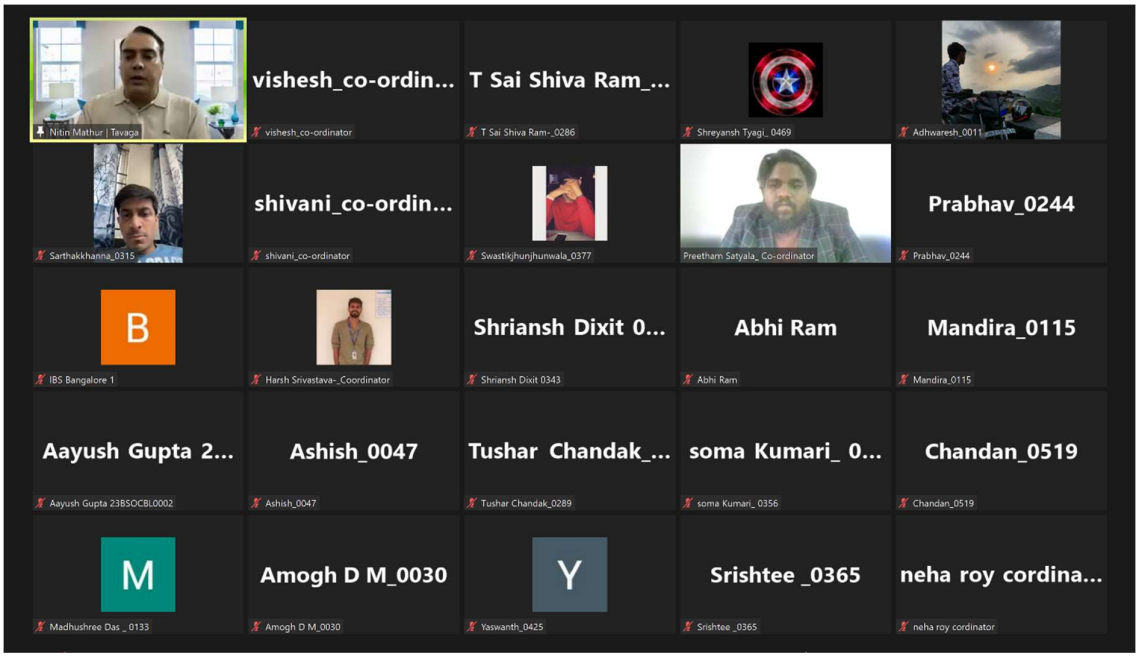
Break the Silence

The CSR Club organized an interactive event titled *"BREAK THE SILENCE"* focused on child sexual abuse. The event featured **Mr. Rahul Singla**, founder of **Bachpan - Save the Innocence**, as the speaker. Mr. Rahul discussed various aspects of child protection, addressing the prevalence of child sexual abuse, signs and symptoms of abuse, and legal actions against perpetrators. Students were provided with valuable resources, including hotlines and support groups for victims and survivors.

The event emphasized the importance of educating children on recognizing and reporting abuse, as well as strategies to stay safe. Participants gained increased awareness and understanding of the prevalence and impact of child sexual abuse. They learned about the signs and symptoms of abuse, legal and psychological consequences for victims, and available resources for support and prevention. The event highlighted the crucial role of parents, caregivers, and communities in creating safe environments for children.

Webinar on Personal Finance

The Alpha Finance Club organized a webinar on personal finance to provide students with essential knowledge and skills to manage their finances effectively. The guest speaker for the webinar was Nithin Mathur, CEO of Tavaga, a SEBI-registered investment advisory. Tavaga offers innovative solutions for retail investors, focusing on goal-oriented investing through low-cost instruments and smart asset allocation. The event aimed to address the complexity and lack of reliable information in personal finance, especially with the rise of misleading influencers and social media groups. The webinar was designed to be interactive, engaging, and informative, featuring real-life examples and practical tips. It was strictly educational, without any promotional pitches for products or services. The goal was to empower students with the confidence and understanding to make wise financial decisions. A total of 119 participants attended the webinar, recognizing the importance of managing personal finance, particularly for students living away from home. The event provided learning outcomes in areas such as personal finance management, teamwork, and organizational skills.



Shubharambh-Ugadi Festival

On 21st March 2023, the BBA students organized a cultural event called “SHUBHARAMBH” to celebrate the festival of Ugadi in the college. The event was conducted to commemorate the auspicious festival. The event included fun games and activities, ethnic competitions, and prize distribution for other events that happened earlier. The event started at 4:15 pm with address by Prof. GV. Muralidhara (Director and Campus Head), Dr. G.P. Girish (Dean of Academics), Prof. Sharon K Jose (Student Activities Coordinator), and other faculty members who attended the event. All the students were made to dress up ethnically as part of the event and were awarded the best ethnic avatar of the event. After this, all the participants and guests of the event were served the special dish of the Ugadi festival i.e., Ugadi Pacchadi. The event concluded with fun games like dumb charades, tug of war, and a ramp walk performance by the BBA 2nd Sem students. Four groups participated in the event. Students were served

refreshments during the event. The winners of each event received special prizes. The event concluded at 5:30 pm with a vote of thanks. And then, students enjoyed a musical evening for about half an hour till 6:15 pm.








Eco-Carnival

The Environment Club organized the Eco-Carnival Event in the atrium to raise awareness about sustainability and eco-friendly practices. The event featured two booths: one focused on gardening techniques, soil mixture, and campus sustainability, while the other promoted the RRR Formula (Reduce, Reuse, Recycle). The participants actively engaged in learning gardening techniques and had fun throughout the event. Additionally, there was a pottery-making activity to educate students on eco-friendly pottery The Glass Bottle Painting Competition had ten participants, and the winners were Atmeeya Shetty (Enroll No. 23BSOCBL0059) as the winner and Kasturi Pal (Enroll No. 23BSOCBL0161) as the 1st runner-up. In the Online Poster-Making Competition, Jayati Maji (Enroll No. 23BSOCBL0045) emerged as the winner, while Vrinda Mohta (Enroll No. 23BSOCBL0411)

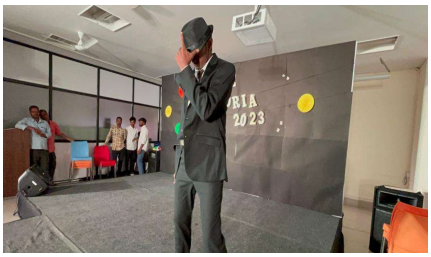
secured the 1st runner-up position. The learning outcomes for both students and coordinators included teamwork, coordination, event organization, and practical insights from the Garden Department on proper soil management.

Darshini

The Travelling Club organized the Darshini Event, which aimed to explore famous locations in Bengaluru using public transport on June 4th. The event included visits to Bangalore Fort, Lalbagh, Cubbon Park, and Bannerghatta National Park. The objective of the event was to provide participants with an opportunity to discover well-known places in Bengaluru and experience public transportation as a means of travel. A total of 92 participants, excluding 11 coordinators, took part in the event. The event fostered teamwork and enhanced skills in event management, people management, and time management among the participants and coordinators.

The Euphoria Meet 2023

The BBA Head Coordinators organized "The Euphoria Meet 2023," a Freshers' Party on April 27, 2023, at Dr. Radhakrishna Hall. The event aimed to provide a platform for freshmen to showcase their talents through activities such as singing, dancing, and video editing competitions. It also included a ramp walk, musical chair game, prize distributions, DJ night, and dinner. The event provided valuable learning outcomes for both the students and coordinators. The coordinators gained experience in time management, event organization, and budget management. They also learned how to attract a crowd and effectively manage people during the event.



ADZAP 2023

The Marketing Club organized an event called ADZAP on June 14th, 2023. The event aimed to educate students about various aspects of marketing, provide industrial exposure in the advertising domain, encourage networking opportunities, and attract new members to the marketing club. Thirteen teams, comprising a total of 65 participants, competed in the event. The event began with a keynote address by Prof. Sunil Pillai, the faculty coordinator, who shared his experiences in marketing and highlighted emerging trends and challenges. The participants were then briefed about the event and given a buffer task of poster making. The event flow was smooth, with each team given 10 minutes to perform an ad campaign while the other teams received random products to advertise. Networking sessions were held throughout the event to facilitate connections between students, speakers, and industry professionals. The winners of the competition were Team Think Tank (1st place) and Team Go and Go (2nd place). They shared their experiences, highlighting the challenges, team rapport, strengths, weaknesses, and the ability to deliver impromptu additions on stage. The event showcased the talent, creativity, and competitive spirit of the students, leaving a lasting impact and setting a high standard for future events.

V.S.T. Tillers Tractors Ltd

Sai Rohith Murarishetty
22 BSOCBL0569

The industry visit to V.S.T. Tillers Tractors Ltd. provided a comprehensive understanding of the company's operations, products, and manufacturing processes. The visit highlighted the company's commitment to innovation, quality, and customer satisfaction, reinforcing its position as a key player in the farm equipment industry. During the visit, I had the opportunity to witness the various stages involved in the manufacturing process. V.S.T. Tillers Tractors Ltd. maintains a well-organized assembly line, where components are meticulously assembled to create the final products. The process encompasses fabrication, painting, assembly, testing, quality control, packaging, and dispatch.

Karnataka Milk Federation

Savigya Bhadauria
22BSOCBL0235

Our college, IBS Bangalore, provided us with a valuable opportunity to visit the Karnataka Milk Federation (KMF), where the renowned Nandini Milk brand products are manufactured. The facility is situated on the outskirts of Bangalore. Upon arrival, we were warmly received by the supervisors, who graciously guided us on a comprehensive tour of the factory.

During the visit, we witnessed the meticulous process of milk procurement, purification, and packaging in various quantities. Additionally, we observed the production and packaging procedures for butter, sweets, and other dairy products. Moreover, we were taken to the cool warehouse, where the finished products are stored at low temperatures to prevent spoilage.

The entire experience was truly remarkable, offering us invaluable insights into the manufacturing practices of a renowned dairy brand. We thoroughly enjoyed our time at the KMF facility and are grateful for the opportunity to witness the intricate operations involved in producing the esteemed Nandini Milk products.

SPECIAL EVENTS

TCS WORLD 10K: A STRONG POSITIVE EMOTION

Every year on the second or third Sunday in May a great running event is flagged off by celebrities and fitness enthusiasts from the Sree Kanteerava Stadium in Bangalore. This year was the 15th edition of the TCS World 10 K on Sunday, 21st May. I have been participating in this event for the last 10 years and I have rarely missed it. In the last couple of years, the event did not happen because of the pandemic. There are about 27000 registrations every year and it's always oversubscribed; at least that's been my experience in the last 7-8 years. It's better to register online early in March as the registrations closes as soon as it touches 27000. A decade ago, it was a little less crowded. But over the years the numbers have only gone up. This is a timed event and each participant is given a RFID-enabled Bib. You have to collect your Bib one day in advance from the organizers. If a runner wants to get a timing certificate it is necessary to complete the course within one hour and 40 minutes and ensure that he or she crosses all the timing split points which are RFID enabled. Missing a split point may lead to missing the timing certificate. On average out of 27,000 runners only about 13,000 finish the race with a timing certificate. The kick-off happens every year at sharp 5:30 am. There are different holding areas depending on your running ability. The faster runners start the race first followed by others.

For someone like me who is not a very serious runner, this event is like a festival that I wait for every year. I cherish all the things associated with this run starting with the early morning drive at 4:00 am from my home to the venue. Car parking is a challenge and sometimes I end up parking 2-3 km away from the venue because it's just not possible to get a place. My running route on the race day is past Bangalore's iconic landmarks like MG Road, Vidhana Soudha,

Chinnaswamy Stadium, and Cubbon Park, and that's a special feeling for any true blue Bangalorean. The only challenge can be wet conditions. In some years because of heavy downpour on the previous day or the day of the race, there are puddles on the road which is a hindrance. If your shoes become wet and soggy, it's definitely not a good feeling. It is very uncomfortable to run with wet shoes. Every year I pray to God to bless us with good weather on the race day.

The first one or two km is especially tough and considering the crowd, it is mostly a walk or a very slow jog. But after a couple of km it kind of opens up and you get ahead, you get the much-needed space to run faster and you also warm up well for the rest of the course. Usually, the distance from the 2nd km to about the 7th km is comfortable, it's filled with the sight of hundreds of runners from every age group, men, women, youngsters, and senior citizens in all types of colorful running gear all around you ahead and behind cheering you, waving to the crowds, and taking selfies. It's a fantastic atmosphere. There are so many volunteers distributing water and energy drinks after every km. If you are serious about your timing you cannot afford to stop, but if you are just running for fun, you can stop and refuel yourself. My advice would be to listen to your body. Usually after the 7th km, I experience a sense of fatigue and my legs become tired but the chants like "C'mon you can do it", "Very good bro a few more to go", and the music of drums and music makes my pain temporary. I feel rejuvenated and somehow continue my run sometimes with even greater vigor. The best part is when you are again entering Kanteerava Stadium for the last lap. Your mind wants your body to accelerate and try and maximize pace to improve your timing. It's an absolute feeling of conquest when you cross the finish line with a clear view of the big timing clock indicating what your final timing will be in ballpark terms. This race has a special place in my heart and I look forward to this event every year.

Contributed by Prof. Sunil Pillai who runs for leisure and has participated in more than 35 marathons in the last decade.

STUDENTS ARTICLES

Decade of India

Rajeev Banthia
23 BSOCBL0270

The Bhagavad Gita teaches us that "change is the only constant thing in the world." On the momentous occasion of India's 75th year of independence, the country has unequivocally demonstrated its remarkable technological advancements across various sectors. Whether in space exploration, agriculture, pharmaceuticals, or information technology, India's exponential growth is vividly evident. Technology has permeated every aspect of Indian society, from multinational corporations to local vendors, reshaping the landscape. This transformative influence has played a significant role in propelling India to the status of the world's 5th largest economy.

For the fiscal year 2023-24, India has allocated an impressive amount of Rs. 3482 crores as its gross expenditure on Research and Development. This substantial investment has led to significant growth opportunities in various sectors, including telecommunications, hardware and software technologies, biotechnology, and beyond.

The industries across India give validation of how tech has given them a pathway of immense opportunities.

The Indian biotechnology and pharmaceutical industries have developed two significant vaccines, Covishield (manufactured by Serum Institute of India) and Covaxin (manufactured by Bharat Biotech). These vaccines have earned India the title of the "Pharma Factory of the World" and have also been likened to the mythological "Sanjeevani" in the battle against the Covid-19 pandemic during the present age of Kaliyuga.

India’s space program run by ISRO has garnered significant accolades for the country. Its remarkable achievements include reaching Mars on its maiden attempt in 2013 and developing "EOS-03", a satellite capable of greatly enhancing predictions of natural calamities like earthquakes and cyclones.

India's Deep Ocean Mission initiatives have greatly benefited from technological advancements. The country is gearing up to launch a comprehensive program to study the depths of the sea up to 6000 meters, focusing on mineral exploration and the discovery of rare earth elements. To support this endeavour, the government has allocated a substantial budget of approximately US$ 548 million.

India's Information Technology (IT) and software industry have already established their prominence on the global stage, thanks to their remarkable contributions in software development, maintenance, and support for numerous multinational organizations worldwide. The exceptional quality of work delivered by Indian companies in this sector is widely recognized. Notably, four Indian companies, namely Tata Consultancy Services (ranked 2nd), Infosys (ranked 3rd), Wipro (ranked 7th), and HCL (ranked 8th), have secured positions among the top 10 IT companies in the world.

Aadhaar Card, the world's largest biometric identification program, has played a pivotal role in providing every Indian with a universal identification card. This card has become widely accepted across various services, including passport applications, vehicle registration, income tax filing, digital signatures, e-KYC, and many others. As a result, it has significantly

streamlined and simplified numerous official processes, benefiting individuals in a multitude of ways.

BHIM UPI, the payment interface, has brought about a revolution in the way Indians conduct transactions. It has paved the way for cashless transactions that are not only risk-free but also much smoother to execute. This transformation has played a significant role in formalizing the economy while simultaneously eliminating the need for convenience fees that were previously imposed on digital transactions. Consequently, BHIM UPI has not only streamlined financial operations but also resulted in cost savings for individuals and businesses alike.

India's Global Positions on various indexes are evidence to all claims:

- India is the biggest exporter of IT products.
- India has the third largest in the number of peer-reviewed Science and Engineering Publications.
- India has climbed up to the 46th rank on the global innovation index through its initiatives and perseverance.

The Indian government's strategic initiatives to propel the country's growth trajectory are evident from the allocation of 0.66% of the total budget towards research and development of technology. Furthermore, the government has implemented significant changes to patent rules in 2021, resulting in an 80% reduction in fees for educational institutions. To foster technological advancements, the Indian government facilitates the import of advanced products and services through programs such as the Technology Transfer Cell (TTC) and the Technology Transfer Advisory Committee (TTAC). Additionally, the government has established numerous organizations dedicated to various fields of development. The widespread availability of technology has empowered every Indian to realize their immense potential for growth. Individuals can now access knowledge-rich content through their smartphones, enabling them to enhance their skill sets and experience personal growth. Moreover, platforms for creators of videos, podcasts, and reels have opened up, providing opportunities for talent to shine and thrive in spaces previously limited to a select few.

Until 2016, the cost of internet connectivity was steep, with tariffs of Rs. 300 for 1 GB, placing a burden on our pockets. However, with the entry of Jio into the telecom industry, the landscape drastically changed, and the rates plummeted to just Rs. 8 for 1 GB. This disruptive shift in internet connectivity and usage sparked a significant surge in India's technological growth. The transformation of the internet from a luxury to an ultra-essential need provided Indians with an opportunity to unlock their hidden potential through technological advancements. It would not be an overstatement to say that the gap between the digital world and the real world has been significantly bridged. Services like 'Inshorts' for concise news, 'Blink It' for grocery shopping, 'Zomato' or 'Swiggy' for food delivery, 'Ola' or 'Uber' or 'Rapido' for finding transportation, 'Kindle' for virtual libraries, and 'Amazon' or 'Flipkart' for online shopping have revolutionized the way we live. The reach of both customers and suppliers now knows no boundaries, creating a seamless connection in the digital realm.

In the future, Indian technology is poised to experience a significant boost through the following initiatives:

- **ONDC (Open Network for Digital Commerce):** This government initiative aims to create an inclusive ecosystem that offers equal opportunities to all Small and Medium Enterprises (SMEs). By providing a level playing field, ONDC seeks to foster tremendous growth in the Indian economy, propelling it to new heights.
- **OCEN (Open Credit Enablement Network):** Another government-led initiative, OCEN establishes a standardized platform for lenders, intermediaries, and borrowers.

This platform streamlines processes, reduces paperwork, and enhances reliability, enabling individuals and businesses to grow their wealth and expand their ventures in a systematic and hassle-free manner.

It is not an exaggeration to claim that with such technological developments, India will not only establish itself as a strong and progressive nation but also, it will prove that, ‘’This is the DECADE OF INDIA”

India from Motherland to Global Powerhouse

Athmeeya Shetty M
23BSOCBL0059

“Janani janma bhoomischa swargadapi gariyasi”- Mother and motherland are beyond heaven. Once the revered land of Vedas and Upanishads, India was looted by the mighty British, revamping the effects of which took much time. We are steadily growing into a world superpower from a nation without three weeks’ forex to meet imports in 1991. If you wonder how? The answer is simple. Staying in tandem with the much-needed requirement of the hour; Technology. That is what has sailed us through. We have come a long way.

It is rightly said that- “Education is the manifestation of perfection that’s already in a man.” When the moment of perfection is here, the power of manifestation has arrived. The former president of India, the missile man, had called 2020 India’s year to shine. We might not have achieved that target. Nevertheless, the day isn’t far!

Whether it be information technology, communications, hospitality, telecommunications, medicine, agriculture, operations, or manufacturing, every sector is getting digital and tech-savvy. Transactions worth Rs. 260 million are handled every day. Toll collections are made easy with Fastags. Mygate enables keeping a check on the movement of people. Digital India, Digi Locker, Mars Orbiter Mission (MOM), PSLV, and Gaganyaan are testimonies of our efficiency and a mélange of what we can achieve as an emerging superpower.

Today connectivity is an issue of the past. Technology has meticulously met this challenge. A journey that once took months of planning and days to execute is reduced to minutes or seconds. From bookings through Make My Trip to instant service providers like Ola or Rapido to the advent of our very own metro. Advancement has no limits. New development on the horizon are bullet trains and water metros. The sky is the limit. You name it, and you have it.

World powers have come to our doorsteps to seek pharma aid. We provided vaccines to 96 countries through Vaccine Maitri. Today the world needs our highly efficient workforce; our military aid is used; we are one of the few countries with space launchers, and major MNCs are setting up their production and assembling units in India. All these are testimonies to our well-equipped technological advancements.

The primary sector that accommodates 49.8% of the population needs special attention due to its impact on a significant number of people. Incubation of technologies like weather forecasting, digital soil testing, advanced sowing and harvesting machines, moisture sensors, automated irrigation, direct farmer-to-consumer sales networks, and apps have made agriculture a career to look forward to. This will also help in evading the problem of disguised employment. A perfect modern-day solution to an age-old problem.

During the National Technology Day celebration commemorating the historic feat achieved in the Pokhran Nuclear test, the foundation stone for projects worth 5,800 crores was laid. Thus,

leading to socio-economic upliftment. Like our honorable prime minister rightly said," We have to make the nation viksit and Aatmanirbhar." The country with 1.4 billion population should keep the saga going.

Significant milestones have been achieved with the establishment of various pioneering facilities in India. Notably, the Laser Interferometer Gravitational-Wave Observatory-India (LIGO-India) has been set up in Hingoli, along with the Fission Molybdenum-99 production facility in Mumbai. Additionally, a Rare Earth Permanent Magnet Plant has been established in Vishakapatnam. The Homi Bhabha Cancer Research Centre is operational in Odisha, and the National Hadron Beam Therapy Facility and Radiological Research Unit are located in Navi Mumbai.

To our credit in the Global Innovation Index rankings, India has moved up from 81st place to 40th place. Atal Tinkering Labs, which envisages "cultivating one million children in India as Neoteric Innovators," has been established in schools across India. Today there are 10,000 plus ATLs nationwide nurturing and paving the way for upcoming innovators and researchers. The Startup India scheme uplifts the Indian startup ecosystem and has seed funded approximately 30,000 startups, thus giving wings to fly and shine. India, to its credit, has a mindboggling 107 unicorn startups. Optimum utilization of the resources in hand and an insightful purview of the nation's future are ahead of us.

Every coin has two sides. Talking of positives, we can't look the other way at its challenges. While AI is a breakthrough in science and technology development, the fear of joblessness cannot be ignored. According to a Goldman Sachs report, nearly 300 million jobs could be affected by Artificial Intelligence. This is an alarming fact, especially for Indians, who are now the torch-bearers of the most populated country in the world. Our demographic dividend is in danger. Technology is appreciated and looked upon only until it is a facilitator. The moment it turns confiscator, the world is in trouble. Act now or never.

To meet the market's rising demands, coal, oil, and petroleum are extensively extracted, thus turning mother earth barren. Too much of anything is a disaster sooner or later. Not surprisingly, we are already facing the consequences. What more is in store for us? We have yet to learn!

India is a nation with deep-rooted ideologies and principles. We are staunch believers of the mantra "Vasudhaiva Kutumbakam"; the world is one family. While we believe in harmony, our ultimate goal is to take our country's baton forward and face the world with pride. Our task is not to let technology overpower human contribution. Instead, to keep in tandem with the resources available.

Amrit Kaal is the moment to live and realize our potential. A year to cherish our countries' accomplishments. The year to look back and realize how far we have come. Technology is a boon in disguise that has contributed immensely to our country's growth. Learning its worth and making the best out of it is in the hands of the 'Amrit Peedi,' the youths of this nation. Let's realize our potential and strive to take this nation to another level.

India is Ahead in Technology

Pratik Mukherjee
23BSOCBL0249

Technology is the fuel to the economy, which boosts the economy by many folds. Countries like USA, Britain, Hungary, and France became developed countries by only using capital and labour as the production factors. They did not have the technology factor when they were a developing country. Thus, it took them more than 100 years to become a developed country. At the same time, a country like Japan became economically developed within 35 years because of the rapid development of robust technologies in various fields. Here we can see the relationship between technology and the economic growth of a country. China is also a perfect example, as it is one of the fastest-growing economies in the world.

India is no less as it had achieved a growth rate of 6 percent per annum till 2016. It is growing at a rate of 4.5 percent, as per the latest data. This slow growth is mainly because of global macro factors, not indigenous ones. Nevertheless, India has been focusing on developing technologies within the country since 2014. One perfect example is the Co-Win and the Arogya Setu app in the healthcare sector. These two apps were developed in India to vaccinate the entire population, and to monitor the spread of the virus as well as check for people who might be affected by the virus, respectively. The two vaccines developed in India were Covishield and Covaxin. These were better than those developed in other parts of the world as some international institutions have also acknowledged.

Shifting our focus to the automotive sector, notable companies such as Ola, Tata, Mahindra, Ather, Okinawa, Hero MotoCorp, and MG Motor are driving the economy forward with their electric four-wheelers and two-wheelers. Ola, in particular, is committed to manufacturing electric cars within India, using domestically produced components, and minimizing the reliance on imports for raw materials. The presence of Okinawa, Ola, and Ather's electric two-wheelers has become a common sight on the roads, embraced by the public. Furthermore, there is growing optimism among battery companies that India will establish its electric battery manufacturing capabilities with support from global partners. This significant development is set to revolutionize the automotive landscape in India over the next decade, paving the way for a sustainable and electric-powered future.

The drone is a buzzword nowadays. The government is encouraging start-ups in this area by giving multiple incentives. Drones have numerous functionalities like transferring goods, spraying water in the agriculture fields, attacking the enemy, sending quick parcels, and getting images of the remotest parts of any place. With approximately 36 drone companies operating in the country, there is a significant demand for expertise in drone technology. Drones have the potential to revolutionize various sectors in India. In agriculture, they can assist farmers in efficiently managing their lands and cultivating crops, eliminating the need for physical presence in the fields. The Indian army can benefit from drones as well, as they enhance enemy tracking capabilities, providing valuable intelligence. Similarly, the police can leverage drones to monitor criminal activities and enhance their surveillance efforts. It will be used in the supply chains for managing inventories, transferring goods, supervising shop floor workers, warehousing, etc. Thus, drone technology has become a vital part of the Indian economy.

India is also witnessing remarkable growth in the healthcare sector, with the emergence of groundbreaking apps such as Healthify Me, Practo, 1mg, PharmEasy, Medplus, and more. These apps are revolutionizing the healthcare industry and transforming the way people access

medical services. Practo, for instance, is an online platform that facilitates doctor consultations, boasting a network of over one lakh doctors and a presence in at least 20 countries. On the other hand, HealthifyMe serves as a health monitoring app, with an estimated user base of around 25 million and a team of 1,500 coaches to provide personalized guidance. These health tech start-ups have been attracting substantial investments from venture capitalists and investors, underscoring their potential for success. As a result, health technologies are driving significant changes in the healthcare sector, making healthcare services more accessible and affordable for individuals across India.

India is actively prioritizing advancements in space technology and fostering the establishment of new companies in this field. Notable recent additions to the space industry include NewSpace India Limited, AgniKul Cosmos, Bellatrix Aerospace, Pixxel, and Skyroot Aerospace. These companies are revolutionizing the space sector through their innovative contributions in areas such as satellite technology, propellants, earth imaging satellites, safety systems, launch vehicles, and more. The Indian government has taken the initiative to open up the space sector to private players, aiming to accelerate innovation and reduce dependence on foreign countries for technology. This move fosters a conducive environment for rapid advancements in the field. As of February 10, 2022, India had a total of 53 operational satellites in space, providing a range of vital services to the nation. Among these satellites, 21 were dedicated to communication, 8 served as navigation satellites, 21 focused on earth observation, and 3 were dedicated to scientific research. Furthermore, India is making significant progress towards sending astronauts to space soon, showcasing its commitment to furthering space exploration and establishing its presence in the realm of human spaceflight.

Over the past 2 to 3 years, the Indian defence sector has witnessed numerous innovations and advancements. Notably, India has started exporting grade 3 bulletproof jackets to various countries, established robust infrastructure for manufacturing its own defence requirements, and opened up the defence sector to private players. These significant developments underscore the government's continuous support, the inflow of foreign direct investment (FDI), and the increased availability of credit from banks. The government's initiatives, such as the Production Linked Incentive (PLI) scheme, Start-up India, Aatmanirbhar Bharat, Skill India, Venture Capital Assistance Scheme, Atal Innovation Mission, PM Mudra Yojana, Digital India GENESIS, and ASPIRE (A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship), play a crucial role in motivating entrepreneurs to leverage local materials and resources to develop cutting-edge technologies and products. These initiatives provide the necessary encouragement and support for technological advancements across various industries.

This ongoing technological boom is only the beginning, as India continues to strive towards achieving parity with other developed economies worldwide. With sustained government backing and a conducive environment for innovation, there is immense potential for further development and advancements in India's technological landscape.

India Pioneering the Future with Innovation and Growth

Harsh Rathi
22BSOCBL0094

India is a nation that is rapidly advancing in the field of technology. In recent years, India has emerged as a significant player in the global technology industry. The country has made significant strides in developing advanced technology solutions, and Indian companies are now among the most innovative in the world. Several factors, including government initiatives, the availability of a talented workforce, and the growth of a strong startup ecosystem, have driven the growth of India's technology sector.

One of the key drivers of India's technology growth has been the government's focus on technology and innovation. The Indian government has implemented several initiatives to promote the development of advanced technologies. These include initiatives such as the Digital India program, which seeks to provide every Indian citizen access to digital services, and the Make in India initiative, which aims to make India a hub for global manufacturing. In addition to government initiatives, India has also benefited from a large and highly skilled workforce. India has a large pool of engineers and other technology professionals who are highly skilled and well-trained. This has made India a popular destination for global technology companies looking to tap into the country's talent pool. Many Indian technology professionals have also started their own companies, contributing to the growth of India's startup ecosystem.

The growth of India's startup ecosystem has been another critical factor driving the country's technology growth. India has seen a significant increase in startups in recent years, particularly in the technology sector. These startups are developing innovative technologies in various areas, including e-commerce, fintech, and healthcare. Many of these startups have attracted significant investment, both from Indian investors and from global venture capital firms. India's technology sector is also benefiting from the growth of its domestic market. India has a large and rapidly growing middle class, increasingly adopting digital technologies. This has created significant opportunities for companies developing digital solutions in e-commerce and digital payments. The growth of India's domestic market is expected to continue, providing a solid foundation for the country's technology sector. One of the critical areas of focus for India's technology sector is artificial intelligence (AI). India has emerged as a significant player in the global AI industry, with several companies developing advanced AI solutions. The government has also identified AI as a critical area of focus and has launched initiatives to promote the development of AI technologies in the country.

Despite the significant progress made by India's technology sector, some challenges must be addressed. One of the critical challenges facing the industry is the need for continued investment in research and development. While India has made significant progress in developing advanced technologies, there is still a need for more investment in research and development to continue driving innovation. Another challenge facing India's technology sector is addressing the digital divide. While India has made significant progress in providing digital services to its citizens, large sections still need access to these services. Addressing this digital divide will ensure that all Indians benefit from the technology sector's growth.

In conclusion, India's technology sector has made significant progress in recent years, driven by government initiatives, a talented workforce, a robust startup ecosystem, and a growing domestic market. The sector is well-positioned to continue driving innovation and growth in

the future. However, some challenges must be addressed, particularly around investment in research and development and the digital divide. Addressing these challenges will be critical to ensuring that India's technology sector continues to thrive and contribute to the country's economic growth.

India's Technological Progress: Driving Innovation for a Promising Future

Abhishek Kale
23BSOCBL0007

India, a diverse and culturally rich nation, is making remarkable technological strides. With a growing economy, a talented workforce, and a government dedicated to digital transformation, India is on its way to becoming a global technology leader. We will explore India's incredible journey, highlighting critical technological advancements and its vast potential.

Harnessing the Power of Artificial Intelligence

Artificial Intelligence (AI) is transforming various sectors in India. The country is experiencing a surge in AI-driven innovations, from healthcare and agriculture to finance and transportation. Startups and established companies heavily invest in AI research and development, utilizing data analytics and machine learning algorithms. For example, AI enhances crop yield prediction, disease diagnosis, customer experiences, and supply chain management.

Digital Transformation for Inclusive Growth

The Indian government is undertaking a massive effort to transform the country digitally, focusing on inclusive growth and bridging the digital divide. The Digital India campaign aims to empower citizens through access to digital services, infrastructure development, and digital literacy programs. Initiatives like Aadhaar, India's biometric identification system, have made it easier for millions to access government services and participate in the financial system. The widespread use of mobile phones and affordable internet connectivity has accelerated this transformation, bringing digital services even to remote areas.

E-commerce Boom and Digital Payments

India's e-commerce sector has experienced tremendous growth. Online marketplaces have become popular, offering a wide range of products at competitive prices. Companies like Flipkart and Amazon have revolutionized shopping, providing convenience and accessibility. Digital payment platforms like Paytm, PhonePe, and Google Pay have transformed transactions. Mobile wallets and Unified Payments Interfaces (UPI) have made cashless payments standard in urban and rural areas, paving the way for a digital economy.

Fintech Revolutionizing Financial Services

The Fintech sector in India is thriving, bringing financial services to millions. Digital lending platforms, payment gateways, and investment apps empower individuals and small businesses with easy access to credit, secure transactions, and wealth management tools. Government initiatives like the Pradhan Mantri Jan Dhan Yojana aim to provide banking facilities to the unbanked, benefiting from fintech innovations. The integration of blockchain technology is also being explored to enhance transparency and security in financial transactions.

Revolutionizing Healthcare with Telemedicine

India's healthcare sector is leveraging technology to overcome its large population and limited infrastructure challenges. Telemedicine, providing remote medical consultations, gained

momentum during the COVID-19 pandemic. Virtual doctor visits, remote patient monitoring, and digitized health records make healthcare more accessible and efficient. Startups like Practo, Mfine, and Lybrate connect patients with doctors through mobile apps, ensuring quality healthcare reaches even remote areas.

India is witnessing rapid growth in tech hubs, fostering a thriving startup ecosystem. Cities like Bengaluru, Hyderabad, and Pune are hubs of innovation and entrepreneurship. They provide a supportive environment for startups, with access to talent, mentorship programs, and venture capital funding. India's young and dynamic workforce takes risks, exploring diverse fields such as AI, biotechnology, robotics, and clean energy. The government's Startup India initiative further fuels this entrepreneurial spirit, providing funding, regulatory reforms, and incubation centers.

Internet of Things (IoT) Transforming Industries

The Internet of Things (IoT) is revolutionizing industries in India. IoT is improving efficiency and productivity by connecting physical devices and enabling data exchange. In agriculture, IoT-based sensors monitor soil conditions, weather patterns, and water levels, allowing farmers to make informed decisions. Smart cities leverage IoT to enhance urban services like transportation, waste management, and energy consumption. IoT-enabled healthcare devices facilitate remote patient monitoring and early detection of health issues. Industries such as manufacturing and logistics benefit from IoT-powered supply chain optimization, predictive maintenance, and real-time tracking. With the government's focus on smart cities and digitization, the IoT market in India is poised for substantial growth.

Renewable Energy and Clean Technologies

India is committed to sustainable development and has made significant strides in renewable energy and clean technologies. The country is a global leader in solar energy production, with ambitious targets for increasing the share of renewable sources in the energy mix. Solar power projects, wind farms, and hydroelectric plants transform India's energy landscape. Additionally, research and development in clean technologies are driving innovations in areas such as electric vehicles, energy storage, and waste management. These advancements reduce reliance on fossil fuels, create new business opportunities, and contribute to a greener future.

Education and Skill Development

India recognizes the importance of education and skill development to fuel technological progress. The government has implemented various initiatives to promote digital literacy, vocational training, and entrepreneurship. Programs like Skill India and Atal Innovation Mission aim to equip individuals with the skills needed for a digital economy. Educational institutions are incorporating technology into their curriculum, teaching coding, robotics, and AI concepts. Online learning platforms and Massive Open Online Courses (MOOCs) provide accessible and affordable education to learners nationwide. India is nurturing a future-ready workforce capable of driving technological innovation by focusing on education and skill development.

Conclusion

India's technological progress is truly remarkable. With a diverse talent pool, government support, and a flourishing startup ecosystem, India is poised to lead the global technology revolution. As India continues to leverage technology for inclusive growth and societal transformation, the future holds immense promise. By harnessing AI’s power, driving digital transformation, fostering innovation in various sectors, and nurturing a skilled workforce, India is paving the way for a brighter future driven by technology.

Digitalisation

Amarjit
22BSOCBL0457

The process of converting analogue data or processes into digital ones through the use of technology is known as digitalization. This digital form is simple to process, save, and access. Businesses may now streamline operations, cut costs, and provide clients with better services thanks to the digitalization of many sectors, including banking, retail, and healthcare. People may now interact, work, and access information from any location because of the use of digital tools like computers, smartphones, and the Internet. To stay competitive and relevant, it is becoming increasingly important for people and organisations to use digital technology. We are unable to picture modern life without digitalization. Whether we're making a call, sending an email, or looking for information online, it affects everything we do in some manner. The way we live, work, and communicate has profoundly changed as a result of digitalization. The fact that communication is now more accessible than ever before is one of the key benefits of digitalization. Communication has become easier and quicker with the rise of social media and messaging apps. Within seconds, people from various parts of the globe can communicate with one another. Collaboration with others has also become simpler as a result of digital tools, whether it be on a personal or professional level. The way we operate has also changed as a result of digitization. Working remotely is now possible because of the usage of digital tools, which has enhanced productivity and efficiency. With real-time communication and collaboration capabilities, it has also made managing teams and projects simpler. Digital tools can be used by businesses to analyse data and learn more about client behaviour, which can then be used to improve decision-making.

The economy has been significantly impacted by digitalization as well. Companies that have embraced digitalization have opened up new markets and business prospects. E-commerce has completely changed how we shop by enabling us to order goods from anywhere in the world. Students now have access to knowledge globally thanks to digitalization in the education sector. Students can learn at their own speed and on their own time using online learning systems. Additionally, it has made it simpler for educators to evaluate student performance and offer comments. Digitalization has many benefits, but there are also some drawbacks. One of the biggest worries is that it can result in job losses, particularly in sectors that depend on manual labour. Due to the sharing and storing of personal information online, digitalization has also given rise to privacy and security concerns.

Blockchain technology is being used more and more in digitalization initiatives. Blockchain is a decentralised ledger technology that makes it possible to conduct secure and open transactions without the use of middlemen like banks or other financial institutions. Due to its incorruptibility and immutability, it is the perfect tool for digital processes that require a high degree of data integrity and security. Cryptocurrencies are one of the most well-known uses of blockchain in the digital age. Blockchain-based cryptocurrencies like Bitcoin and Ethereum are becoming more and more popular among consumers and organisations as a secure substitute for fiat money. Blockchain is also being utilised to automate legal contracts, expedite supply chain management procedures, and provide safe data sharing amongst multiple stakeholders. Blockchain is a distributed, decentralised digital record that makes transactions safe and transparent without the use of middlemen like banks or governments. It was initially presented in 2008 as a component of the Bitcoin cryptocurrency system, and since then, it has developed into a strong and adaptable platform for several applications. A blockchain is

essentially a digital ledger that records and authenticates transactions. As a result of each block in the chain being connected to the one before it, a continuous and immutable record of all transactions is created. As a result, it is practically difficult to add, modify, or remove any transaction without being noticed because doing so would entail changing every following block in the chain. Numerous distinctive characteristics of blockchain technology make it suited for a variety of applications. It runs on a peer-to-peer network where any user may view and validate every transaction because it is decentralised. This makes it extremely safe against cyberattacks by ensuring that there isn't a single point of failure or weakness. Furthermore, blockchain is perfect for applications that demand a high degree of accountability and trust due to its openness and traceability. For instance, it can be used in financial systems to simplify transactions and cut costs, in voting systems to assure accurate and transparent vote counting, and in supply chain management to track product movements and confirm their legitimacy.

The Indian banking industry's groundbreaking Unified Payments Interface (UPI) system has completely changed how we conduct business. UPI is a real-time payment system created by the National Payments Corporation of India (NPCI). Using a mobile application, users of the UPI quick payment system can send money instantly from one bank to another. Transactions are now simpler, quicker, and more secure thanks to it. The UPI system has gone digital, which has decreased the need for currency and greatly improved the convenience of transactions. Users of UPI can make payments straight from their bank accounts, doing away with the requirement for currency exchanges. Additionally, the technology has made other financial activities like fund transfers and bill payment simpler. It is now simpler for consumers to accept a cashless economy because UPI has established itself as the foundation of digital transactions in India. It makes interbank transactions easier by quickly moving money between two bank accounts via a mobile platform. It enables customers to transfer money, pay bills, and conduct transactions using a virtual payment address (VPA) or a mobile number directly from their bank accounts. Due to its simplicity, quickness, and ease of use, UPI has grown in popularity as a digital payment mechanism in India.

In conclusion, digitalization has changed the way we communicate, live, and work. It has increased global connectivity and allowed individuals to communicate with one another instantly from anywhere in the world. But it also presents some difficulties that must be resolved. Digitalization can continue to foster innovation and positive change with the correct policies and rules.

CREATIVE CORNER

An Ode to Entrepreneurs

Prof. Surjyabrat Buragohain
Associate Dean & Dy. PCO, IBS Bangalore

It never was meant to be
A bed of roses,
When you settled your dilemma,
'To be or not to be';
And chose to traverse
The long and lonely
'Road less traveled' -
Where more often than not,
Failure and despair are the only company.

Defying the crowd,
You drifted from the milky way -
Where stars glitter,
Cheer and celebrate success -
To revel somewhere afar
In the carnival that defies gravity
And climb the dizzy heights of insanity
Over a mountain of mistakes sans glory.

Riding the carousels,
You embraced an ocean of thorns
While playing hide and seek;
An existence filled with risks -
Psychological, social, and financial.
Striving to market your innovation
And make it commercial,
You hide and ignore your pain
To satisfy the masses in their bargain.
You are precious, unique and special!

Ideation, prototyping, and testing -
Your passion lies in problem-solving;
When ordinary mortals crib and complain
You spot an opportunity
And come out with a business plan,
Sacrifice cushy jobs and status symbols,
Recoup under a shed or a garage…
With only a business model to navigate,
Your journey commences with a leap of faith.
Toil and sweat make you hibernate -
Persevere, endure, and create,

To realize your dreams,
To pursue a vision!
A flight of fancy to launch creative disruptions -
Revolutions that change
The course of human evolution;
Solutions that spur the wheels of civilization!
Or, is it a disastrous recipe
Where debits and credits fail to tally?
And assets cease to service liabilities?

Notwithstanding the travesties,
In the balance sheet of life
You are a role-model and a true deity.
Creator of jobs and livelihoods,
Corner-stone of the economy.
But here lies the real irony –
While you immerse in a mission
To make others' lives better
With flashes of value addition,
And wipe off miseries of millions,
Would you find a lone shoulder -
To relate your insecurities,
And find some solace
In the moments of insanity
That struggle to carve your destiny;
End of this journey is not the remedy.
Be it a unicorn, a one-man army,
Or a failed entity,
You live in my heart for eternity…

Entrepreneurs, may your tribe increase.
Therein lies true happiness, prosperity,
And peace!

Life

Life is a journey of Miles,
It only takes seconds to Smile!
Life is full of Twists and Turns;
Better let your ego Burn!

Life teaches how to Repair;
Tighten your shoes and always be Prepared!
Strong relations, longer to Build;
Don't be in rage and break the Shield!

Life has both Brighter and Darker sides;
Just like God given us Sun and Moon Light!
Life is a game of Fate;
Make yourself your biggest Mate!

Life is a kind of Race;
There's many more things to Chase!
Life is Evolving till your Last Breathe;
Don't lose hope and have Faith!

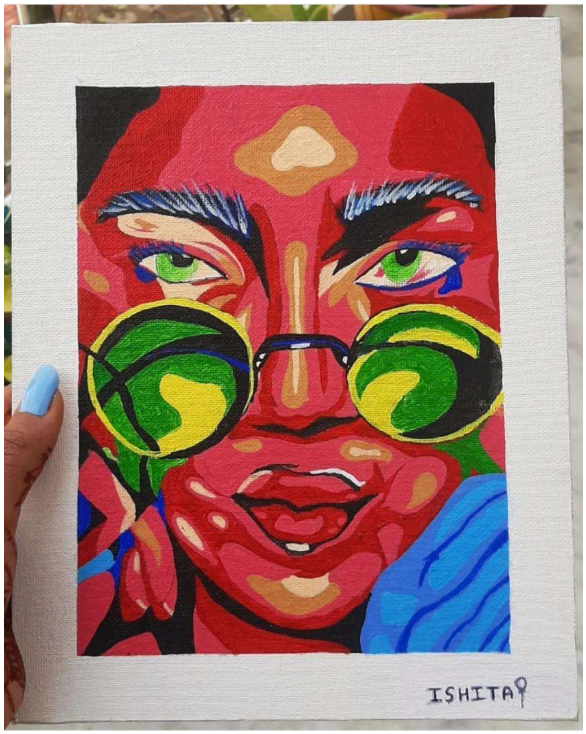
Rupal Jha
22BSOCBL0381

नया सफर

शुरू हुआ एक नया सफर,
मन मे है उलझन बहुत -सी मगर
कई वादे, कई सपने जो साथ लाए
कोशसिस है पुरी उन वादो को निभा पाए
घर से निकलना इतना आसान तो न था
फिर याद आया पापा के उन महँगे सपनों को भी तो पाना था
सपने वो जो हमें कभी पापा ने बताये नहीं थे
पर वो पापा है यार, शायद उन्होंने सारे सपने मन ही दबाये थे
मम्मी की सारी चाहतें सुन कर नहीं, उनकी कुर्बानी वाली मुस्कान में देखा हैं
ख्वाहिशें उनकी भी है ,
पर वो भी तो माँ है
जिन्होंने सारी खुशियाँ हमेशा हमारी ओर फेंका है
वक्त आया हैं अब जिसका इंतेजार हमेशा था
कुछ सालों में हम कह सकेंगे
मम्मी पापा एक तोहफा मैंने आपके लिए देखा था
हमारे लिए जिया है उन्होनें बहुत-से
दुख भरे किस्से काबिल होना है इतना
कि खुसियां हो जाए
सारी उनके हिस्से

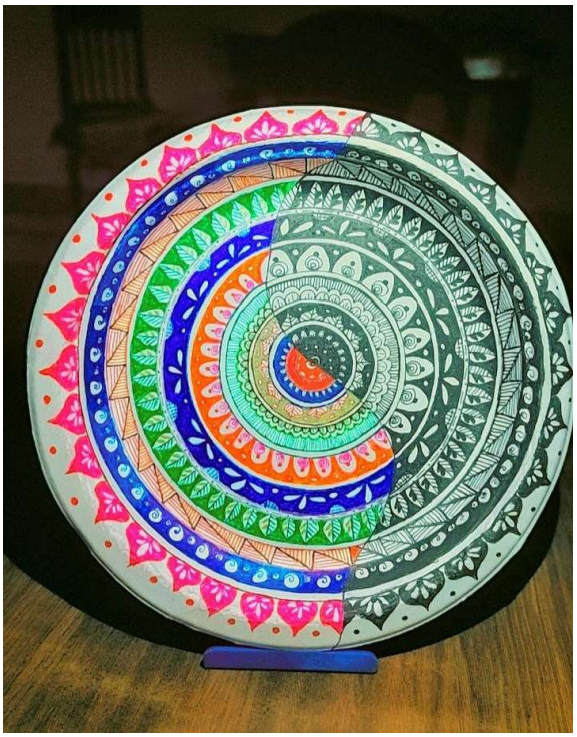
Shreya Gupta
23BSOCBL0340

Canvas Painting



Ishita Nehariya
22BSOCBL0139

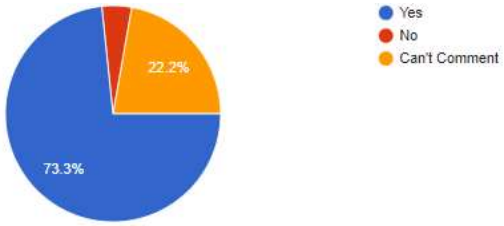
Mandala



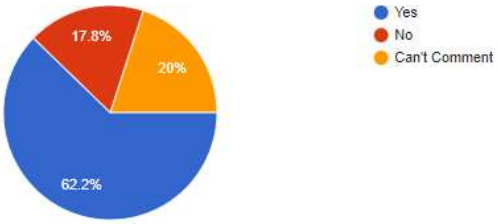
Samriddhi Agarwal
22BSOCBL0305

Results of the survey from a sample of BBA and MBA students of class 2023 and 2024 at IBS Bengaluru:

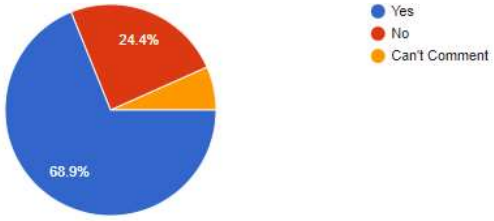
Q.1 Has India's Tech progress positively impacted society?



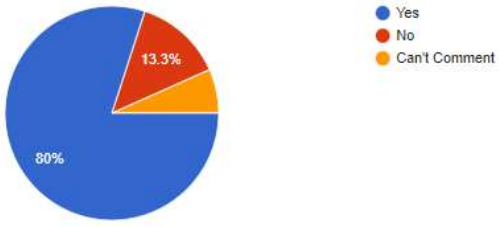
Q.2 Are you worried about tech advancement leaving certain groups behind in India?



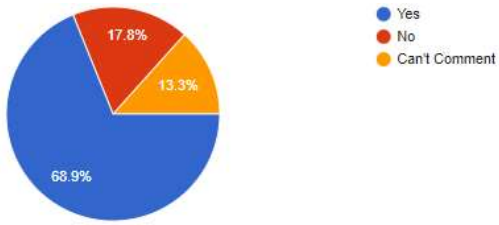
Q.3 Does India's tech focus create a digital divide between urban and rural areas?



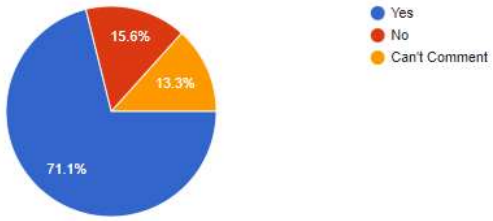
Q.4 Has India's tech progress improved education quality?



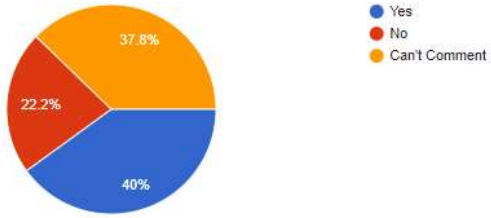
Q.5 Are you concerned about tech progress affecting traditional industries and jobs?



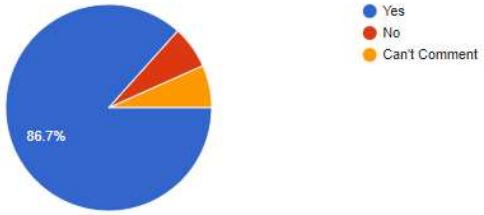
Q. 6 Has India's tech progress helped bridge the gender gap in education and employment?



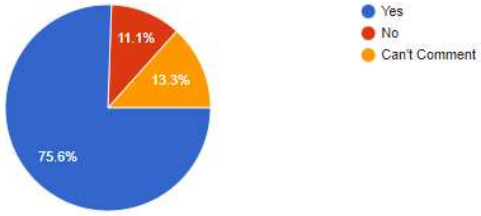
Q. 7 Does India's tech progress contribute to environmental degradation and emissions?



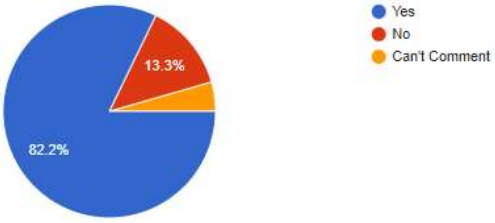
Q. 8 Are you optimistic about healthcare advancements due to India's tech progress?



Q.9 Has India's tech progress made government services more accessible and efficient?

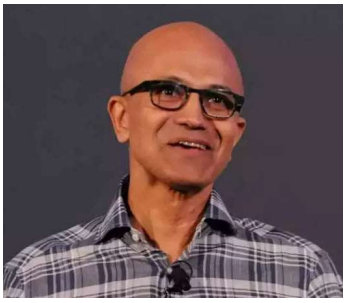


Q.10 Are you concerned about privacy and data security with India's tech progress?



TECH GIANTS FROM INDIA

Sundar Pichai, CEO, Alphabet



Satya Nadella, CEO, Microsoft

Shantanu Narayen, CEO, Adobe

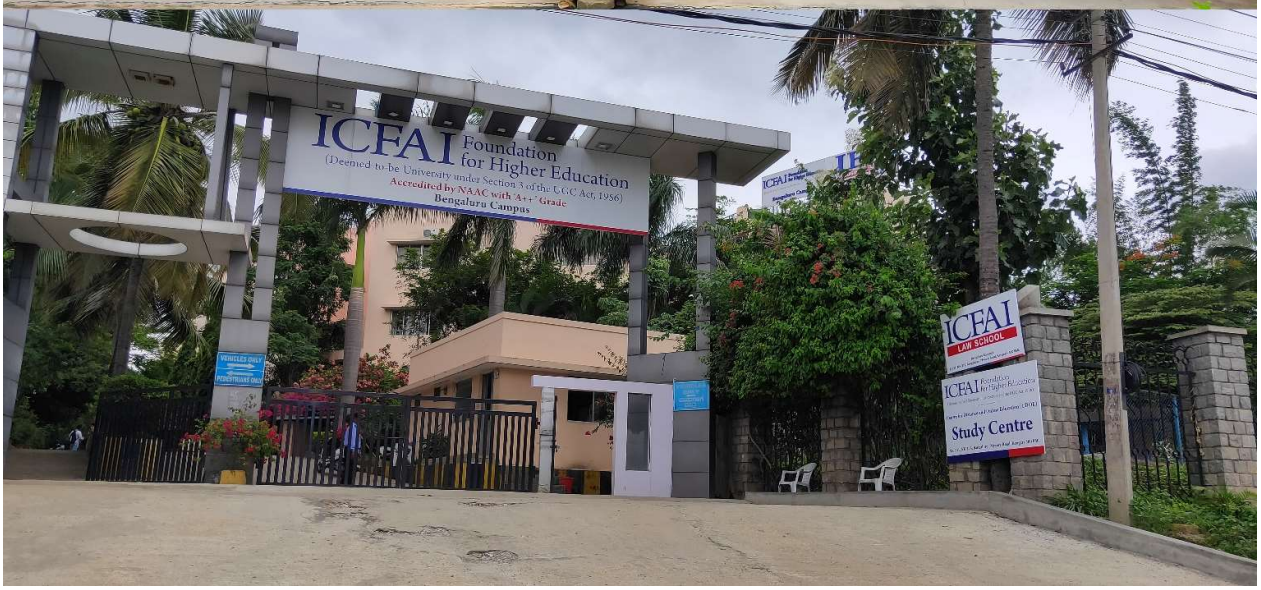
Arvind Krishna, CEO, IBM

Jayshree Ullal, CEO, Arista Networks

Revathi Advaithi, CEO, Flextronics

Raghu Raghuram, CEO, VMware

Siva Sivaram, President, Western Digital



ICFAI Foundation for Higher Education

(Deemed-to-be University under Section 3 of the UGC Act, 1956)

IBS®

ICFAI BUSINESS SCHOOL

BANGALORE