

# PROWESS

JULY  
ISSUE - 06

EMPOWERMENT. ENTRUSTMENT. ENABLEMENT.



**Expanding the Horizon**

LEADERSHIP AND BEYOND



# Expanding the Horizon

More often than not, the pomp and glory are at showcase when we discuss the 'Leaders'. Storied are their journeys, some turning to urban legends whilst others find their spots among best practice teachings.

Left behind in rubbles are the struggles, the endless nights, the feeling of being thrust into a limelight – a territory previously unclaimed by any.

As one moves up the ladder, the treatment somewhat shifts from an imbibing one to more of a 'sink or sail' approach.

The task of being accountable, not just for oneself but for those serving beneath you – although seemingly undemanding is anything but so; for one does not just manage the job, they manage people and the multitude of emotions that comes along with it. Parity is a justice that may or may not be served in all such cases – the call lies on the leader and so does the fall if any.

Bring in to the picture the four generations of workforce, you are tasked with managing – their differences, their cultures, their demands, their efficacies, how can one play down the role of the one who marshals the field!

The answer, seemingly assumed, lies in data – the new buzz?

But how do you calculate perceptions and emotions, can you, EVER?

'Expanding the Horizon' – these behemoths come up with solutions nevertheless.

This edition seeks to stand as a testament to this truth, a meagre effort to pick blocks from the minds of leaders spread across multiple domains and concoct a potion that may not be all-encompassing but a potion that is sure to sooth your palette, invoking buds that were previously unknown. Well, if you know us, you know we like our taste of zest into things. To add a bit of that magic, we'll also showcase a bit of how the future leaders at campus hone their skills in this temple of learning.

Presenting the summer issue of the bi-annual magazine of ICFAI Business School, Jaipur – PROWESS – EXPANDING THE HORIZON.

*Happy Reading!*

# TABLE OF CONTENTS

- 01 | **President's Address**
- 02 | **From the Dean's Desk**
- 03 | **Note - Faculty Editorial**
- 04 | **Alumni Editorial**
- 05-06 | **Changing of the Guard**
- 07-08 | **Team IBS**
- 09-26 | **Rendezvous with Corporate Experts**
- 27-31 | **Thoughts of the Academia**
- 32-33 | **Farewell - Class of 2023**
- 34-38 | **Student Activities**
- 39 | **Capacity Building Session**
- 40-42 | **Pixel's Corner**
- 43-52 | **Prowess in Placements and SIP**
- 53-55 | **Orientation Programme**
- 56-58 | **Corporate Talk Sessions**
- 59-60 | **Management Development Program**
- 61-62 | **International Conference**
- 63 | **12 Leadership Roles**
- 64 | **New Age Leaders**



# Prof (Dr) H P Singh, VSM

*Greetings!*

I am happy to learn that the sixth edition of "Prowess" is ready to be launched with a theme of "Leadership - Expanding The Horizons"

The IBS, as an integral school of the University, has been in the forefront of embracing the latest pedagogies & teacher-learner centred conceptual framework. It has commenced sourcing industry experts as faculty in the domains of Marketing, Finance & HR in order to include the industry perspective & integrate the industry inputs into the course curriculum so as to have the students industry ready with the right kind of skills.



I am very happy to note that the IBS is genuinely engaged in empowering its students by providing them the right kind of exposure & opportunities for developing leadership qualities. The establishment of Student Council and dynamic nature of various club activities through the right kind of mentorship are yielding desired dividends for the student fraternity. The conduct of various conferences, conclaves & workshops with suitable participation of the students has been a matter of great satisfaction and pride.

The theme chosen for the new edition of "Prowess" as Leadership- Expanding The Horizons is very apt, especially for the IBS as the School is engaged in and committed to churning out Corporate Leaders. In the 21st century, the leadership indeed has the power to expand horizons by fostering innovation, embracing diversity, encouraging learning, and building collaborations, empowering others, and embracing change. Through these actions, leaders can inspire individuals and organizations to reach new heights and explore uncharted territories. A key aspect of leadership is empowering others to reach their full potential. By delegating authority, providing guidance, and fostering a culture of trust, leaders enable their team members to take on new challenges and stretch their capabilities. This empowerment expands horizons by enabling individuals to explore new roles, take on greater responsibilities, and contribute in meaningful ways.

*I hope the readers will find the sixth edition of Prowess interesting and worth reading.*

Best Wishes, Jai Hind  
Prof (Dr) H P Singh, VSM  
President

# Dr Shweta Jain

*To all our peers and benefactors,*

There's nothing but a deep exuberent enthusiasm in bringing to you this latest edition of 'Prowess'.

Legacies are not meant to be imitated, they set the benchmark for those in line to surpass...and surpass they have!



'As we look at the dawn of a new editorial team, we are silently brimming with joy of what they have accomplished in their first go. Expanding the Horizons' - this new flock, brings to you their take on a blend that is perhaps experiencing a metamorphosis like no other - A blend of 'Leadership and beyond' that has taken the white-collared amalgamations by storm.

With the corporate environment bracing itself to deal with new seasons, this edition brings to you the nuances and those tiny nitty-gritty details that often fade away.

Here's bringing to you this more than humble venture from the academia to be the davit in pulling out the needle from the straw they call leadership.

*Best Wishes!*

# Dr Shivangani Rathore

*Namaskar to all Readers!*

Welcome to the latest edition of our Prowess, where we embark on a thought-provoking exploration of the theme "Leadership: Expanding the Horizon." We are thrilled to present a collection of inspiring stories, insightful articles, and captivating interviews that delve into the transformative power of leadership.

Nelson Mandela once said, "There is no passion to be found in settling for a life that is less than the one you are capable of living." This quote encapsulates the essence of our chosen theme. It encourages us to break away from the confines of comfort and mediocrity, and instead, strive for leadership that broadens our horizons, unleashes our potential, and creates a lasting impact.

Through in-depth interviews, we explore the importance of nurturing a growth mindset, celebrating diversity, and fostering collaboration in the realm of leadership. You will encounter tales of trailblazers who have pushed beyond traditional boundaries, shattered glass ceilings, and redefined what it means to be a leader. They have embraced these principles, creating inclusive environments that promote the flourishing of talent, the exchange of ideas, and the power of collective action.

I extend my deepest gratitude to the passionate team of content creators, designers, photographers and contributors who have poured their heart into making this magazine a reality. Their commitment to excellence and dedication in capturing the essence of our theme have resulted in a sprightly, inspiring publication.

Finally, I want to express my gratitude to you, our readers. Your curiosity, your creative insights are the fueling force behind this magazine. I hope while turning the pages you too will be inspired and ready to dive into leadership roles. Through The PROWESS we have made an attempt to bring the panoramic view of our new undertakings this year; to name a few, MDP, FDP, International conferences, etc.. are among them. You will also be introduced to our evolving craftsmen in the gallery.

As we explore the vast realm of leadership, I am reminded of a quote by John F. Kennedy: "Leadership and learning are indispensable to each other." Leadership is not static; it is dynamic. It not only discovers our new dimensions but also help others to motivate and achieve something new and better. Great leaders with their beam of vision can navigate through the fog of challenges self-reliantly. Let us embark this journey of leadership and learning together, expanding our horizons and shaping a brighter future.

"ज्ञानवान् जनः सुधीर्भूयात्, यः प्रवृत्तिं नाभिनन्दति।  
प्रजासुखे सुखं राज्ञः, प्रजानां च हिते हितम्॥"

Happy Reading!!!



# Alumni Editorial

Disclaimer: Nothing relevant to the theme of the issue to be found here on this page!

I write this with the understanding that you are aware of the theme for this edition. More learned people than myself must already have introduced you to it.

Honestly, being someone having just begun his journey up the corporate ladder, it would not be fair on my part to discuss the affair and get you upto speed with it. I wish to take my space to talk about something else.



Can passion, however bleak it may seem, ever die off?

Can standing backstage, letting the lead take the applause, ever be that disheartening?

Can love, for something that comes straight from the heart, ever erode?

I embark on this draft, perhaps for the first time not on behalf of someone else, as I now stand on the other side of the spectrum.

For an occupation that a few at campus believed I could pursue alternatively, Prowess has always been my getaway from the world. A dimension that never bound me, that never asked me to follow the conventional route, that always lived as the little child in me. I graciously thank that hand that led me here, and all those hands that I clapped tip-toing my way to where and what I am today.

Now, its their turn, the new team. The changing of our guard; those chosen few who dared to be the face of a campus in an herculean ecosystem. Prodigious? No doubt about that! - bringing their own management styles and personas into the fray and brewing this potion for all you readers to experience.

Dive into it, who says you need a VR headset to get immersed?

What's less than hundred pages for you to go through, have indeed been more than a thousand hours for the team that stands as this issue's backbone. Me? just that backbencher who miraculously happened to know the way of guiding them.

A piece of snow for you all from the dry arid pink city!

Happy Reading....

*Samrat*

# CHANGING O

The

. CONTENT EXTRACTION AND CURATION .



**AMAN JASWAL**

---

A fierce content curator at heart, the only thing that equivalently satiates him is one frame of snooker.



**NANDANI VERMA**

---

Shy but confident, one would often find her tip-toing her way around campus letting no-one know her immense back-end workload. For once, her limelight!

# F THE GUARD

## Team



**HIMANSHI GUPTA**

---

Don't let that smile fool you, get into a design one-o-one with her, you'll know what we mean. More bewitching, her silent observations of things.



**KRISHNA KARTHIK**

---

The one who has his hand in everything, you show him 'how-to' once, he'll do it better than you ever could all the while charming you with his wit.

# TEAM



**Dr Shweta Jain**



**Dr Archana Rathore**



**Mr Manish Saxena**



**Dr Brijesh Awasthi**



**Dr Priyanka Jain**



**Dr Vidhu K Mathur**



**Dr Shiv Kumar**



**Dr Avinash Gupta**



**Dr Ruchi Gupta**



**Dr Shivangani Rathore**



**Dr Prateek Khanna**



**Dr Vaibhav Kaushik**



**Dr Devika Agarwal**



**Dr Ritu Vashishtha**



**Dr Raushan Divesh**



**Ms Moon Moon Lahiri**



**CA Sukriti Khatri**



**Dr Kunal Vijay**



**Mr Mridul Trivedi**



**Dr Amita Chourasiya**



**Ms Priyanka Yadav**



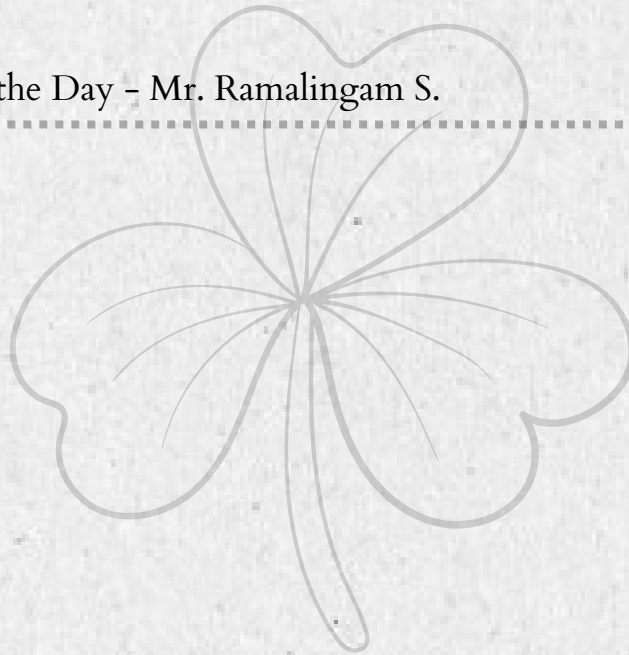
**Mr Deepak Gupta**



**Ms Sonam Sharma**

# Rendezvous with Corporate Experts

- ◆ Too much Analysis leads to Paralysis - Ms. Nidhi Banthia Mehta  
.....  
(Page 10 - 12)
- ◆ Defend the Hoops - Mr. Ranganatha GR  
.....  
(Page 13 - 14)
- ◆ Scrumming up Success - Ms. Sandhya Kushwaha  
.....  
(Page 15 - 17)
- ◆ Ready to Receive Luck - Mr. Ashwin Bhadri  
.....  
(Page 18 - 21)
- ◆ Artist of the Day - Mr. Ramalingam S.  
.....  
(Page 22 - 26)





# Too much Analysis leads to Paralysis

Ms. Nidhi Banthia Menhta

In today's fast-paced world, where information is readily available at our fingertips, it is easy to fall into the trap of overanalyzing every decision we make. While analysis is essential for making informed choices, excessive scrutiny can lead to a state of analysis paralysis. This phenomenon occurs when individuals become so overwhelmed by the abundance of information that they struggle to decide.

This article will explore the detrimental effects of too much analysis and provide strategies to overcome analysis paralysis. A million-dollar idea is not always a million-dollar business; devoid of intricacy, framework, and human capital management, the ship may not sink but surely only has smooth sailing if the captain at the bridge accounts for all allied nuances.

With leadership and all its associated perils that need to be conquered before aiming for the stars, the team at Prowess discussed such a similar advent with Ms. Nidhi Banthia Mehta - an expert entrepreneurship trainer with expertise in building an idea into a venture and its acceleration. The interview commenced with one of the critical topics, i.e., the existence of a glass door for women leadership in the corporate hierarchy. Annexing to this, Ms. Banthia explained the biases prevailing in the societal structure about the purview of women stepping into corporate and taking in the shoes of men with a perception of being already occupied and juggling their archaic tasks, which could allay their focus and productivity in this demanding environment.

Nevertheless, it was in her view to state that such shackles are breaking off in this post-modernism era. Adding to it, Ma'am noted that with the adaptation of the Western culture, men are pretty supportive and concerned about women's aspirations and growth as a leader. She envisions more women leaders stepping up for the big job in the foreseeable future.

Tackling what comes to the forefront of shattering this glass door of installing dynamism in leadership is the degree of resistance to change on display by Indian leaders; Ma'am went on to state that sustainability can never hinder innovation. Take the example of a river delta where multiple points culminate in the sea - never implying which way the correct route is. With inclusivity at an all-time high, master craftsmen of the business should always advocate - change, adaptability, and innovation.

*Expanding the quantum, the interaction turned towards the marketability of a business with one question at its hub - Is a product and an organization only as good as it markets itself? To this, Ma'am stressed the rapid integration of the digital world into all daily operational functions of a business. Extrinsic awareness is the outcome of intrinsic strategic marketing plans, with half of the milestones achieved once the target audience is aware of the product's existence.*

Next, it was time to address the elephant in the room, i.e., the sheer disruption in play owing to the ever-expanding startup ecosystem - recruitment, workplace, and retention strategies that must be transposed to sustain in the competitive environment. Ms. Banthia articulated that leaders of legacy organizations must take cognizance of the GenZ workforce mindset who seek personal growth in line with the organizational goals, thus bestowing efficient productivity. This, along with the trait to envisage people who are married to the vision and mission of the company, makes for best practices in the dimensions above.

With acquisition and retention being touched upon, the conversation went ahead to explore the role of HR consultancy services that specialize in structural analysis and suggest leadership cadres for prominent organizations in India. To this, albeit amused, Ma'am made a strong claim stating that consultancy aids in beating the clock by filtering and shortlisting the competent candidates, with the ultimate decisions made by those at the helm. This course, supplemented by AI (in recent times), often allows startups to overcome the initial hurdle in terms of finances. She stressed that the dependence on AI will always have a boundary as it can never take over but may function as a complementary tool to human decision-making skills.

The question was followed with a point of suspicion and deep analysis on whether the aspiring entrepreneurs shall facilitate their infant business with leaders right from the get-go or look for a strong leader when all business wings are operational in full flow. We were captivated by Ma'am's outlook as she rationally mentioned the domino effect caused by hiring a seasoned leader who would deliver adroit essence to the organization, demanding exorbitant emolument. Moving ahead in the streets of leadership, she quoted, "Too much analysis leads to paralysis," highlighting the fact that every idea has its own space; young entrepreneurs shall delve into their envisioned idea to find their differentiation point. A strong niche gives existence incorporates the ability to achieve the break- evens. Once the organization prospers, it may choose to alter its leadership structure.

Besides, she finely stated - "Every founder shall not be a great leader, and every leader shall not be a good founder," emphasizing that young business tycoons need to understand the ask of the situation and step aside for the business interest.

The conversation moved on to real-life illustrations to get Ms. Banthia's view on the significance of having one's identity and the marketed product. Keeping a check on it, she stated through the evolution of roles in the streets of the startup that product branding is essential in the initial stages of marketing as entrepreneurs and leaders represent their brand, but once the product is acknowledged, it starts representing its leaders. In the initial stages of marketing, leaders will need to go the extra mile to make their products recognized in the market.

With every facet covered, we had all but one point we wanted Ma'am to take up on the trade-off faced by first-generation entrepreneurs to re-invest profits in R&D or spend the sum on marketing the product. In this aspect, she stated that it could never be an either-or scenario with the basis for product design requiring consumer feedback. It prospects higher chances to succeed, thereby appealing much more to potential investors. A thorough R&D is half a milestone achieved, preventing leaders from starting back to the grindstone.

Another factor contributing to analysis paralysis is the fear of making mistakes. We live in a society that often places a high premium on perfection and success. The fear of failure can paralyze individuals, preventing them from making decisions. They become trapped in a never-ending cycle of analyzing and second-guessing themselves, leading to missed opportunities and regret. It is important to remember that making mistakes is a natural part of growth and learning. It is through failures that we gain valuable experience and wisdom.

Summing up her tenet towards leadership, we feel ecstatic about gaining a bit from the acumen of Ms. Nidhi Banthia Mehta. From setting up the meeting to penning this down, it has been a privilege for the team - sheer delight coupled with newer dimensions, all stimulating our gray matter as we share this with our readers.



# Defend The Hoops

- Mr Ranganatha  
GR



Keeping to the theme of leadership and its innate role in shaping workplace dynamics of the 21st century corporate powerhouses, this insight comes from a man who has plied his trade in one of the most competitive corporate market - FMCG.

If you know us, we love our pop culture references... with Netflix somewhat assisting us in re-living the Potter-verse, this perhaps maybe the best place for us refer to the keeper (umm.. Quidditch?).

## *Cultural Conscious Keeper*

A term coined by Mr. Ranganathan GR aims to elucidate the significance of keeping the culture forefront while leading a cohort and defending the business (hoops) from the adversities (goals). (Yes, we did it again!). He went on to explain how a leader without the mastery of understanding a diverse workforce is less likely to create a triumphant team; this attribute somewhere acting as a cornerstone for best practices in the modern business.

The interview took a quivering lead with pique curiosity to hear Sir's opinion on integrating diversity and inclusion initiatives to empower leadership and development strategies, ensuring that the HR policies go hand in hand with the organization's commitment to create an inclusive workplace.

A 16 year veteran currently associated with East-West Seed International as a Head HR, he was previously associated with Kellogg's, serving our favorite breakfast cereal company as its Associate Direction HR - Sales (South Asia). Catering to the HRBP and R&D verticals of the supply chain functions for India operations, Sir brings with him, insights into leadership - having parallely also served as the Leader of the people center of excellence for AMEA (Asia, Middle East, Africa).

Delightfully he responded stating “Diversity and Inclusion” is a seed sowed in the past with a visionary approach to foster the organization’s success in the future. However, with the course of dynamic economic and technological evolution “Equity” has also come into play to ensure a robust environment. Mr. Ranganatha’s opinion on “Diversity” being a virtue of a good leader to build effective business strategies gave us glimpses of “Gender Diversity” prevailing in Indian business scenarios. Adding to it Sir divulged about the cognitive content of “Tangible benefits”, an integrated business strategy that reflects long-term business success.

With the impending paradigm shift engulfing Human Resources; a function that actively seeks to explore new dimensions (not AI, that comes later), we moved on to discuss the emphasis of this change in HR verticals that will propel HR managers to become illustrious business leaders. Radiantly smiling, he kept his response brief by speculating on the composite function of HR (at least in the perspective of the Indian business bubble) being crucial but in the end not that substantial in terms of evolution thereby still being seen as business partners rather than transitional HR.

The conversation proceeded to get insights on succession planning that looks to initiate development of leadership cadre; internally or through talent acquisition strategies. Sir took no time to strike us with his amazing response stating that the leadership pipeline brings viable planning since the employees who have been through the thick and thin of an ecosystem allows for a better understanding of things right from planning to the review phase. However, to prevent a monotonous organizational structure and implement new business styles and strategies, Mr. Ranganatha’s ideology to hire new talent who is “*Fit for the future*” – *albeit cautiously, not at the cost of short term objectives.*

Our gamut of questions came to an end, but not before getting a deep dive addressing the elephant in the room - AI & the dependence on it. Although skeptical about the boundless opportunities served by this latest tech, Sir balanced his response perfectly by stressing on the need to inculcate adaptability and productivity with AI leading the transition with job displacement being the focal point rather than job losses.

*To sum this conversation up in one line - sync 'HR' onizing (pfft. of course, doing some marketing favour to our HR club) leadership with Human Resources.*

*The editorial has deeply been by the warmth and grandeur in display by Mr. Ranganatha G R and his entire team and wish them the best of health and luck for as long future can foresee.*

# Scrumming up Success - Captaining the pack to Victory.

- Ms. Sandhya Kushwaha

*"The mind that opens to a new idea never returns to its original size" - Albert Einstein*

Poised to explore fresher horizons, the editorial got in touch with a woman of impeccable pedigree to get her take on leadership. Honestly? Not just leadership, some advisory as well!

You name it, she has it -

Director's Merit List -

Lean Six Sigma -

Supply Chain Management Pro -  (CII)

Energy Auditor -  (BEE)

An astute learner, Ms. Sandhya Kushwaha has turned her well-established career in the natural energy sector into being a professional banker with a pedigree that has been able to assist global conglomerates such as HSBC, CITI conquer new feats.

She currently serves HSBC India as it's Vice President - managing key account portfolios for the bank's International and NRI segment.

An expert in Project Management, Operations Management, Process Improvement, Stakeholder management, and Business Excellence, the team at Prowess feels honored in having her onboard and also absorbing a chunk of her intellectual capital and showcasing it to the world.

We went five rounds with her trying to keep up to the pace and here is how it went.

Round 1 was straight-forward. A comment on the prevailing leadership style commonly observed in the BFSI sector. Her candid response....'There's no one formula!'. Through her lenses and from the point of view of the sector, regulation plays a key role since the guidelines (not as mundane as seen through the common man's eye) are common for all players to follow. The core of any business is profits - A well known management truth. The nail in the thorn?



Cater to all stakeholders vis-a-vis generating business for the bank. Given the parties involved, right from acquisitions to operations to marketing to communications, the customer life-cycle management for different banks catering to different target audiences makes it very difficult to single out one style of management.

The words to be highlighted throughout this line of discussion was Dynamism and Collaboration.

Ma'am went on to disregard the perpetuating negativity towards the word 'Authoritarian'. She took to explain with help of concepts of short-period time-bound projects that leave little space for creativity - thereby sticking to the well trodden path layed down before and steering the team to obtain outcomes effectively and efficiently.

Moving along the same lines, we sought her expertise on the ever-diversifying needs of the customer and requested her elaborate on the lines of a regular Indian customer v. that of an NRI. With these key difference indicators right up her alley, she began by stating that irrespective of any scenario, the customer is at the heart of any event. It is always the RRR approach (Yes! We cannot get enough from our movies, move on) -

Right Person - Right Solution - Right Time

She went on to state that while for an Indian customer, the key factor maybe accessibility, and for an NRI, his/her value would lie in the time taken.

There is a scathing need to benchmark these differentiated positions to carve out a niche among all the competition. To our disbelief, she stated bluntly how the concept and idea of banking services in India is still so untapped.

With time, the latest lunge has been made by the innate request for customized services that allows NRIs (by the way, this bracket includes all accounts that make foreign investments, those seeking education loans, expatriates and those having families in India) to be presented with add-on options such as factoring time-zone differences, advisory on regulatory restrictions in the host country and many more. With the increased complications at play, deviations are bound to be high, thereby giving bankers the scope to treat such business accounts with higher priority compared to that of accounts from the national pool.

Safe to say, Round 2 had our eyes dreamy and our minds thinking, probably in-sync if not faster than a million paces a second. Having calmed and composed ourselves we presented our round 3 challenge that sought to shed light on the development provided by B-Schools across the globe and its real life application in the corporate.

She revealed, gallantly might we add, that the schools are meant to acclimatize scholars to business environment through their collaborative and/or singular approach of book knowledge and case based method. Thus, the scholar imbibes those frameworks and approaches, learns the problems and analyses the same to come to an outcome. But in the field, these frameworks only work if one is flexible. Factors in the corporate cannot be mimicked in a b-school environment. To sum her entire conversation in this regard, one might say,

Your skeleton would be these frameworks, your mass would be your RTA of scenarios, your exo-skeleton would be your incorporation of street-skills to standardized frameworks.

Staying on the track of leadership, the discussion moved to talk about the importance of Emotional Quotient in a business leader. Miss Kushwaha, with heightened concern, stated that the sector, organization, level none of it matters when it comes to EQ.

In personal settings EQ is a huge determinant when it comes to family management and peer-to-peer treatments.

Safe to say (in boxing terms atleast), we were cornered. It only made sense for us to affirm a bit of our ground by using another sport reference here. eh?

The sport of our choosing in this round?  
Rugby!

The focus word? Scrum!

The target? Project Management!

Yes, she stated that EQ in a person grows along as the person himself/herself grows. If the work in question requires cross-border and/or cross-state relations, the growth may exponentiate owing to the diverse inputs coming in.

According to her, a leader would always do well when having an open-door policy while also holding the reigns of the business with a pseudo iron fist. In the mix of all this, EQ would probably be one of the top factors in play.

Just as a team gets into a huddle before breaking up and opening the play, tech frameworks of scrum and agile brings forward a similar picture. In this round, our focus was to discover insights into project management and deployment taking into account the workforce variability. IS IT ONLY ABOUT THE END RESULT OR THE OATH TAKEN TO REACH THERE.

With this one, Ma'am decided to put it out of the park (yes... baseball, yes... we did that again). She stated that somehow in human mindsets ideation and execution are silos that are unevenly stitched - whether that be a new business, or a team decision from a well-positioned market player. With core process ownership taken but not aligned, priority mismanagement takes place. This brings in pitfalls, that if threaded through thoroughly would cease to exist. The goal - business excellence should always stay the same for that is the ethos on which corporations stand. The innovator - process improvement must always excel to prevent stagnation. The project - must always be deputed to such teams that understand the goals and key factors for innovation. This overall huddle could then scrum out to win the play!

That's that then!

Five rounds over, time for results. You, the reader would be the judge for that. Although, willingly, we knew we stood no match but we held on to our ground.

Happy Reading!!

PS - All the references aside, the team at Prowess takes huge pride in associating ourselves with a refined persona such as Ms. Sandhya Kushwaha and thanks her for doing this or perhaps better put letting us do this session with her. Here's to her good health and a long successful career.



# READY TO RECEIVE LUCK

- ASHWIN BHADRI



The person we chose to interact with is someone whose intellectual capital has already enticed everyone in the campus on more than one occasion. He comes to us as a blessing not in disguise, as a hero not only during the hour of need - Most of the scholars at ICFAI Business School, Jaipur are well familiar with Mr. Ashwin Bhadri, Prowess is just taking a slice of that pie and putting it out there in our ecosystem for everyone to take cognizance of and maybe a bit of envy? (Don't bother, we are on top with our evil eye game....)

When we discuss leadership, there can be no better than a leader himself to discuss it with. A serial entrepreneur based out of Mumbai oozing that 'SO-BO' charm, Mr. Bhadri hones his craft by empowering new business minds, elevating them to a much larger scale using his network and advice as propellers.

CEO at India's leading Food, Water & Air Testing Lab & Auditing Company, Sir also takes time out to follow his passion for mentorship through social media podcasts and allied tools to raise awareness about not-so-well-detailed issues in today's corporate.

Right out of the bat, the team would like to place on record an apology.

## **WE STALK PEOPLE OUT ON LINKEDIN LIKE TEENAGERS DO WHEN ADOLESCENCE HITS!**

And that is how we chose to set the ball rolling this time!

In his latest post, Mr. Bhadri spoke about the need for discipline and wisdom to come after manifestation. With heightened inquisitiveness, we sought the insight behind the thought. Examples (relatable ones) galore, he spoke about his wish to meet three individuals - Mr. Ratan Tata, Mr. Mukesh Ambani & Mr. Elon Musk. Oh! and at the time this interview was conducted, he had already ticked off the first two names on the list. After all, Mumbai is really the city of dreams.

Getting back on track with the story, he put his wish out there in front of the world, albeit not randomly but very systematically, and came across a man whose brother is a professional at a University in Washington where Elon Musk comes as a guest lecturer every year (without any PR or media coverage) and that person obliged Mr. Bhadri by putting him on as a guest professor during the same time frame. Alas that COVID halted said proceedings but it is again on the cards.

So, for him to share this story, the crux is that manifestation can be harboured by being ready to receive luck. This works on multiple facets but there is no science behind this. Through his lenses, one can be ready to receive luck by putting in the hard work and positioning themselves in places where it can work. Thereby, comes the need to put in the discipline and be wise enough to be able to manifest an illusion into reality.

## Hooked-in yet?

We promise that this gets better with every passing line!

The conversation moved on to discuss if intent ever comes as a hindrance to innovation. To this, boldly we might add, Sir opened up a totally new dimension. The purpose needs to be at the sown into the heart of the business. Step two in this aspect would be aligning the person's purpose to the business's purpose. Then comes the stakeholder ownership quantum which includes the customers, the company, and the teammates - exclusively in that order. Enveloping this entire virtual plan-o-gram is the impact on the ecosystem - at its core, the question is 'Can short-term gain be sustainable in the long run when there is a need to pivot and at what point do you pivot?'. To add some extra condiments into this come money-based decisions and future-based decisions.

Once all this is mapped out, one is ready to marry innovation and bring it into the fray.

In his eyes, the one sole thing that leadership lacks in its current form is transparency.

With such intricacy in his way of describing things (how we wish we could show y'all the substantiating hand gestures... but we'll keep to ourselves. We don't mind being biased that way), we knew we had a step up our game, and so we did (or we thought so...sigh!). We moved the conversation towards a different angle - the importance of community forums and gatherings for aspiring first-generation business leaders.

With such intricacy in his way of describing things (how we wish we could show y'all the substantiating hand gestures... but we'll keep to ourselves. We don't mind being biased that way), we knew we had a step up our game, and so we did (or we thought so...sigh!). We moved the conversation towards a different angle - the importance of community forums and gatherings for aspiring first-generation business leaders.

He spoke about how people take notes but rarely revisit them. Filling up that pad on that given day with fifty things makes no sense. Rather focus on two to three that you one has really learned and single out that one thing that can be applied to the business. If actionability is high, the value out of such sessions can multi-fold exponentially.

*Oh! Did we mention about his podcasts yet?*

Man, he is big in that space and we have never come across a man so so so engaged in knowledge-sharing - not just focusing on businesses but also mental and emotional quotients in life.

Y'all seen a racehorse with side folds on, unwilling to look any other way than what lies ahead? That is a focus that when exercised too exhaustingly may lead to bygone opportunities and not encompassing new perspectives. Took us some time to get this straight... but that is the charisma of the man and his way of answering.

He spoke about how people take notes but rarely revisit them. Filling up that pad on that given day with fifty things makes no sense. Rather focus on two to three that you one has really learned and single out that one thing that can be applied to the business. If actionability is high, the value out of such sessions can multi-fold exponentially.

Further on in this intense session, we spoke about a key HR fundamental function - organization fit v. job fit and the impact on this due to GenZ workforce mindset. The target was to unravel his consent owing to his hands-on approach during recruitment and/or retention, wanting to know how to gauge or maybe in some cases mentor that alignment between an individual and your organization. He scathed directly to the question responding that everyone out there is aware of the need to create an environment where a person growing and a company growing are not different but nobody discusses how! Obviously, parameters and datasets would be different with each case but the feat of doing the aforementioned is really rare and a cumbersome one. Focusing his rendition on start-ups he stated that in the initial year(s), the goal is to survive.

*For the right cue, you may scroll up to where we tried to hook you in with the 'hook you' line!*

So once survival is ensured the key step in talent recognition is to find out the value addition brought in by a fresh candidate without expecting immediate fruits. Enticing with higher packages is a low-hanging fruit that is ignored by this generation of the workforce as they seek to be of value themselves. Thereby, according to Sir comes mapping out the growth trajectory of the organization vis-a-vis the individual. There can be zero trade-offs in this and cultural fit has to be a mainstay irrespective of all deviations.

*Get for the climax?*

The last topic in hand was talking about growth hacking, something that Mr. Ashwin Bhadri actively uses and promotes. His eyes lit up when he was talking to us about the impact it has had on his prospects once he discovered the power of growth hacking and taught himself to use it.

Our next question to him was a one-liner. We wanted his take on the word 'BALANCE' and whether it is the one absolute word to define leadership. What echoed throughout his response was how 'balance' stays absolute but needs to be implemented with utmost flexibility - when to be aggressive, when to show empathy - this will never go hand in hand. He outrightly stated that balance will even change over a period of time. The term is absolute - the application is relative. He shared how over his numerous past experiences how he met no single leader with an ego bigger than theirs. He spoke of how organizations go too quickly promoting juniors to seniors and then to leaders - many a time not assessing if he can be a good leader or not but rather choosing to focus on the mastery of craft. He stated a very interesting question that a fresher joining an organization should ask; they need to ask who is going to be leading them. In more cases than not, the first manager has the most impact and that ice-breaker is important before deciding on job acceptance.



He brushed upon one of the aspects (perhaps the most important one) - personal branding. He spoke up about how LinkedIn data reflects that people prefer to follow other people, rarely touching bases on the organizations they work for. He took reference of how in a recent podcast of his (highly highly recommended by us by the way) focusing on the mental health of leaders helped him generate a huge deal with business nowhere in discussion all throughout. We closed the session with his final input on the power of content and how when you keep re-establishing yourself in people's minds, how frequently it turns into visions, and when those people are ready, they choose you!

Usually, we end our articles with an honest and humble acknowledgment of the person taking his/her time out to do this with us, but given how damn cool he is, we'll just close it here within two simple lines.

*Mr. Ashwin Ghadri*

Thank you, Boss!



**“Kind over nice.  
Outcome over ego.  
Velocity over speed.  
Quality over quantity.  
Effective over efficient.”**

— SHANE PARRISH

# ARTIST OF THE DAY



In the dynamic realm of marketing, a new breed of marketing geniuses leads the way, navigating the ever-changing landscape with a keen understanding of real-time dynamics and the art of the day. This article takes a deep dive into the realm of one such leadership, offering invaluable insights into marketing and leadership within the fintech world. Our expert, Mr. Ramalingam Subramanian (aka Ram), boasts a wealth of experience across diverse industries including healthcare, FMCG, IT consultancy, and Web 3. Throughout the interaction, he generously shares his wisdom on steering multiple ships and navigating through challenging waters.

Mr Ram has been involved in the FinTech industry for several years, and he is currently serving as the Chief Marketing Officer at Leaf Round, where he is driving growth. His expertise lies in a perfect blend of leadership, marketing, and finance. With a strong background in platform businesses, he possesses a deep understanding of innovative technologies such as Cryptocurrency and Web 3. In his previous role as the Head of Branding, Marketing, and Communications at CoinDCX, he had the opportunity to engage closely with these groundbreaking technologies.

The convergence of finance and technology is a critical phenomenon, breaking down the barriers that were in place when Warren Buffet was just 11 years old. It's clear that abundant opportunities are unfolding before our eyes. Recognizing this, The Prowess Team initiated the conversation by posing a question to our esteemed guest, seeking his perspective on striking a balance between innovation and risk management in the fintech space.

With great insight, he guided us through the industry's evolution and emphasized the need of the moment. It is evident that the fintech industry has progressed from offering generic services to catering to highly specific customer needs. These advancements underscore the urgent realization that risk is an integral part of driving industry innovation. Rather than attempting to eliminate risk altogether, our guest affirmed that success lies in navigating through the risks, ultimately generating alpha returns.



Our next inquiry aimed to gain insights into the art of crafting strategies that yield results while navigating the complexities of the modern business landscape. Given his expertise in platform businesses, Ram eloquently responded by drawing an analogy from our immediate surroundings - A local grocery shop. Although seemingly basic, this analogy effectively illustrates the essence of practical leadership.

These shops have been operating for decades, albeit without the electronic advancements we have today. The shop owner's remarkable ability to identify key stakeholders, efficiently manage vendors and customers, and ensure smooth operations is commendable. By highlighting this example, Mr. Ram effectively conveyed that many of the complexities inherent in business can find solutions through simple yet impactful ideologies

Addressing a question that has long intrigued sales and marketing enthusiasts, we eagerly sought insights into the secrets of effectively managing the marketing workforce.

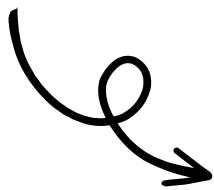
*Leveraging his extensive experience in Brand Management and Marketing, Ram astutely categorised the various approaches in which people in Marketing are perceived: the Subjective and Objective Folks dyads.*

Objective folks are individuals who thrive on tangible results, seeking measurable actions on a day-to-day basis. They are exemplified by roles such as growth marketers and digital marketers, whose deliverables can be precisely quantified. On the other hand, subjective folks are focused on structuring processes and envisioning the organisation's future, often serving as the narrators of The Tale of Conquest. Managing the performance of marketing teams involves recognising and balancing these two dyads. However, the true essence of success lies in channeling their energy in the right direction and making critical decisions at opportune moments.

Exploring the intricacies of leadership in the realm of brand-building, we ventured into a hypothetical scenario that shed light on the challenges faced by fintech organisations in maintaining their brand image when third-party assets default, resulting in significant financial losses for customers. Once again, we turned to the analogy of a local grocery shop, where a customer purchases a bag of chips only to discover that it has gone stale. Ignoring such matters is not bliss; it's a disaster. It is crucial to prioritise consumer concerns with a compassionate approach, allowing for a reimagining of their perception of the brand. To mitigate such occurrences, listing third-party assets should undergo rigorous scrutiny right from the outset, effectively addressing the problem before it arises.



**Mark Zuckerberg**



The Meta guy's observation that "People are more productive working at home than people would have expected" sparks a conversation on the multitude of perspectives surrounding remote work and workforce management. Ram skillfully unravels the three work models: remote, non-remote, and hybrid. While advancements in technology have allowed us to maximise the potential of remote work, deep down, we all acknowledge that there is a loss inherent in this process.

“

*A brief conversation with colleagues at the coffee vending machine can open up new dimensions, extending beyond work itself. Remote working dilutes the joy of human interaction and learning, but this doesn't mean we should reject innovation. Instead, we must strive for a system that strikes a balance between these work models.*

It is evident that there is no one-size-fits-all solution available in the market, and therefore, we must explore and understand the emerging dynamics of business to adapt and thrive

As our exploration of leadership, marketing, and the business world neared its end, we faced the constraint of time but pressed on to pose our final question.

*Does leadership vary significantly across different industries, or is there a fundamental similarity? In response, Ram likened leadership to pouring water into a vessel—the core concepts remain constant, but they adapt to the unique needs of each industry. For example, healthcare and FMCG industries have a long history as established business domains, while industries like Web3 are still evolving. Yet, the approaches employed in all these industries are derived from the principles of management.*

With this, we conclude our journey through intriguing thoughts on leadership within diverse industry settings. The team thoroughly enjoyed capturing Mr. Ram's comprehensive approach to people management. And let's conclude by drawing an analogy from archery, shall we?

*“An archer (leader) has a quiver full of arrows (leadership & management principles), the nocking point (strategy) is deployed to make sure it is propelled from a consistent position and with consistent force in a multitude of playing environments (different business settings). The art and science for an archer is conquering wind and hitting the bull’s eye”*

*Mr. Ramalingam S.*



# Student Write Ups

As the lines suggests of memo,  
we take fortuity in considering this as a memoir,  
place of a memorandum.

Here's presenting a glimpse of the magic  
the boys and girls in blue and navy  
can express with the pen.



## *Controversial or Powerful*

- Gaurav Poddar  
(Page 28)



## *The Long Journey*

- Lakita Rohilla  
Page 29



## *Leading with Emotional Intelligence*

- Mansha Khandelwal  
(Page 30 - 31)

---



# CONTROVERSIAL OR POWERFUL

ChatGPT stands out as a powerful embodiment of technological advancement in the ever-changing landscape of artificial intelligence. This cutting-edge AI model has transformed human-computer interactions, allowing for seamless conversations with machines. However, beneath its impressive capabilities is a concept that is frequently overlooked – “leadership”. In this article, we'll look at the leadership aspects of ChatGPT, looking at how it empowers conversational AI and changes our perspective of interaction with machines.

Leadership when considered through its pious form, involves inspiring and directing others towards a shared objective. ChatGPT exemplifies leadership by being a trustworthy and knowledgeable conversational partner.

ChatGPT illustrates data analysis, comprehending user inputs, and providing quick responses to the context. Through training on distinctive datasets and appropriate decision-making skills, ChatGPT leaves no stone unturned in handling challenging conversations and providing insightful commentary.

As effective leaders foster collaboration and encourage participation, ChatGPT empowers users by actively engaging them in conversations and soliciting their input. Through its conversational nature, it encourages users to put their heads together and collaborate with AI to find fruitful solutions. These collaborative dynamics create an environment where the user feels heard and valued, enhancing the overall user experience.

Leadership entails continuous learning and growth, adapting to new challenges and improving over time. ChatGPT epitomizes this characteristic by leveraging state-of-the-art machine learning techniques. It learns from each interaction, incorporates user feedback, and refines responses, making it an ever-evolving conversational partner. This commitment to growth enables ChatGPT to stay at the forefront of conversational AI capabilities.

Leadership carries the responsibility of ethical decision-making and ensuring the well-being of those being led. Similarly, ChatGPT acknowledges the importance of ethical considerations. It follows guidelines and principles that prioritize user safety and security, assured privacy and avoidance of biased or harmful behaviour. This commitment to ethical leadership ensures that ChatGPT keeps the trust of its users and promotes responsible AI usage.

What was supposed to be just somewhat of a helping hand may have propelled an unparalleled upshoot in the core roles such as leadership. If there is a successful elimination of freehanded will and a thoughtful mind- only times stand as its absolute judge.



# THE LONG JOURNEY

Very well said, if you are not updated, you are outdated. To reach great heights, you need to identify and wake up the leader within you before the world takes up your throne.

One needs to track their pace on the way of life to walk along, talk along and stay along with your mates. After all, it's a long journey, my friend. One cannot rest his head on the shoulders of others for he might miss on the shooting star, passing car, or who knows maybe a winning war. Every moment of life is not just a mere moment, every morning brings a lot of surprises, well it depends on the individual how many out of these he wishes to grab. Ideally, everything is served on the plate, it's dependent on one's appetite as to how much he can eat. If you wish to eat all, then get ready my friend, you go a long way. But for that, you need to buckle up, for the king never settles for less. Show the world your way, show them your power, and show them the best they have ever seen. The world is ready to appreciate, celebrate and even recreate your success, you only need to show them the path, the trajectory of your success.

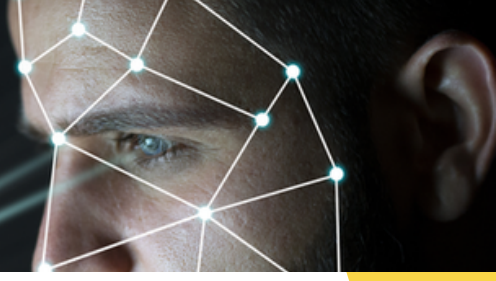
It is rightly said that you need to believe that you can do it, you are halfway there. Trust the process and you are almost done. They said it right, action speaks louder than words. No one is going to trust you until you prove it to them. The world seeks proof for every minute change that you propose to them. Only you can help yourself in achieving the success you are desirous of. Only you know how to reach the top. Trust me, buddy, only you can do it. While the process can be boosted with others' guidance and support but you are the one who is going to initiate things and you are going to be the one who is to take charge of your team's every little success. Celebrate the leader in you, celebrate the mentor in you, and recognize the power that you have within you, for criticism from your peers would come in a platter, only you need to figure out what should be taken as constructive criticism and what should be placed as feedback, you should be wise enough to make firm decisions.

So, without thinking too much about a narrow path, get on the runway man, you got to fly high. The sky is yours. You choose your rainbow and show the world your colours through it. Trust the process and you are all set. It's that easy my friend, you only need to have faith in yourself, and the rest is all done. But towards the end one should never forget the helping hands and the rugged shoulders who went through thick and thin with you, who were there with you day and night, having faith in you and trusting the process along with you. After all, a good leader knows the way, goes the way and shows the way.



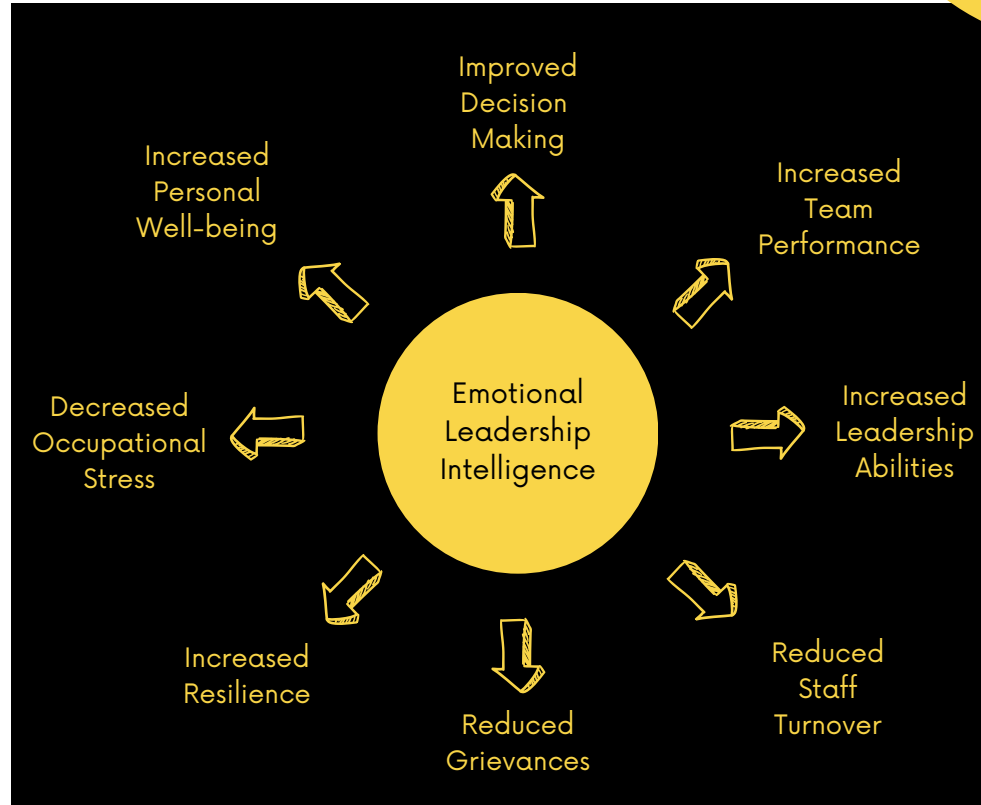
**LAKITA ROHILLA**  
MBA - Class of 2024

# LEADING WITH EMOTIONAL INTELLIGENCE



Time for an honest tone - appraisal. Would most people whom you've worked with you say that you brought out the best or the worst in them?

For most of us, it's easy to name the individual personalities who have brought out the best in us — and perhaps easier to still name people who have brought out the worst. These recollections are significant because of the way these directors made us feel.



"I've learned that people will forget what you said, people will forget what you did, but people will no way forget how you made them feel."

- Maya Angelou

Whether we're at home or work, our feelings are woven into our every commerce. They impact how we respond to challenges and opportunities. They determine the prominence of resolving the conflicts. They unleash our capabilities to forgive ourselves and others. Delving through a practical approach, since every action is liable for a reaction, Human emotions play a pivotal role in the way we react to things.





That's why emotional intelligence and leadership effectiveness are so nearly linked. This makes us brainstorm on the subject of what Emotional Intelligence is and how does it act as an essential imbibing attribute of an effective leader?

"Emotional Intelligence is defined as our capacity to be aware of, to control and to express emotions".

- Daniel Goleman

Emotional intelligence is the helping hand for leaders to handle interpersonal connections judiciously and empathetically.

The capability to connect emotionally with workers and lead with emotional intelligence is essential for leadership effectiveness. A good leader leads the show to bring productivity and engagement to light. Humane expression creates a viable workforce. A higher Emotional Intelligence Quotient is linked to Greater Employee Engagement. When associations go through grueling times, employers seek dedicated employees who can help them to overcome these challenges. The key factors that shall stimulate the productivity of the personnel workforce include.

-  **Self-Awareness** Ability to know emotions, as well as one's strengths and weaknesses and recognize their impact on performance and relationships.
-  **Self-Management** Ability to control both positive and negative emotions and impulses and be flexible and adaptive as the situation warrants.
-  **Social Awareness** Ability to have empathy for others, navigate politically and network proactively.
-  **Relationship Management** Ability to inspire through persuasive communication, motivation, building bonds and disarming conflict among individuals.

It's essential to understand that emotions are functional. One needs to analyse the emotions since positive emotions strengthen resiliency, improve critical thinking and pave the way for creativity whereas negative emotions are a clear indicator of potential threats, lack of attentiveness and defying learning approaches. Often negative emotions run high by ill-suited scenarios, nevertheless, Emotional Intelligence helps in keeping things at pace. Here are some tips for the budding leaders.

"Hearing is passive. Listening is active. The best listeners focus their attention and recruit other senses to the effort"

- Kate Murphy

Interacting with employees one to one, and being a sympathetic ear who shows genuine concern with a problem-solving outlook is a rare yet essential traits of the leader. Leaders shall imbibe the art of effective listening and better communication.

Since compensation and benefits are part of a larger provocation equation yet they are not the rudiments of a robust workforce. Leaders shall constantly thrive for the ways that aid in motivating their believers and thus bringing out the best in them.

Leading with emotional intelligence requires an empathetic approach toward others. It entails understanding, embracing and celebrating the ideas of others as well. Indeed, if you have high emotional intelligence and leadership effectiveness, it's not easy to get to know every hand below the face. It's grueling to see the world as others see it and to accept a variety of perspectives in a non-judgmental way. Leader effectiveness relies on their mindfulness of how they perceive the world and navigate through performing relations.



**MANSHA KHANDELWAL**  
MBA - Class of 2024

Since emotional Intelligence plays a role of prominence in today's fast-paced world, leaders shall refine their leadership skills and act as a catalyst to their subjects such that they feel heard and valued.

# Aarohan'23

Moments to be cherished





“Life is an intricate collage of onsets and conclusions, bidding a farewell being one of the most burdensome occasions. The bittersweet weight - we are not going to cross our paths in the campus, a fact that makes us feel dejected. On the other hand, a rush of happiness kicks in knowing that they are about to do wonders in the Industry.”

MBA Batch of 2023, a batch that will be remembered by IBS for the years to come. Sincere, diligent, brainy, proactive, creative... an unexhaustive list of adjectives that somehow fails to describe the potential that each of the candidates of this batch holds. The academic session of 2021-2023 remarkably sets apart as IBS Jaipur again delivers a bunch of talented professionals to the industry.

They say farewells are all teary and emotional, well.. indeed it was. 'Every ending embarks a new journey'. ICFAI Business School, Jaipur wishes that the budding corporate leaders unlock new routes and touch the pinnacles of success. We wish that you unfold wonderful opportunities en-routing numerous endeavours. Cheerio!!



# MOCK PARLIAMENT



## → Permission to Speak ....

With the vision to enhance the oratory, research, and convincing skills of the students, EcoBiz - The Economics Club of IBS Jaipur was all set with the best possible simulation of Sansad Bhavan.

It was difficult to gauge the side on which the intensity of tapping the benches was high. Yes, the fire was warm and huge at both ends, The Government and Opposition parties did the best of their homework. Remote Voting- A topic that has picked up pace in recent times was discussed on different grounds of exploration.

Facts? Good Orations? Comebacks? A twist of poetry?... This event had it all. The unavoidable closure of the debate resulted in a close touch on the winning point.



## An Opposition Win

Doesn't matter how good both the parties are, the **triumph stays with the BEST.**

The notepads of the participants and audience leaving the parliament hall (yeah right...the session hall) were filled with a lot of takeaways. **This will help them develop their Prowess together in multiple areas.**

PRANAB MUKHERJEE -

*The young people of India will build a strong and powerful nation, a nation that is politically mature and economically strong, a nation whose people enjoy both a high quality of life as well as justice."*

The Parliamentary Sessions with such statements and debates are always a treat to watch. And guess what? A management scholar always pulls out such righteous skills and knowledge even from the deepest of wells.

# Winter Wonderland

ORGANIZED BY

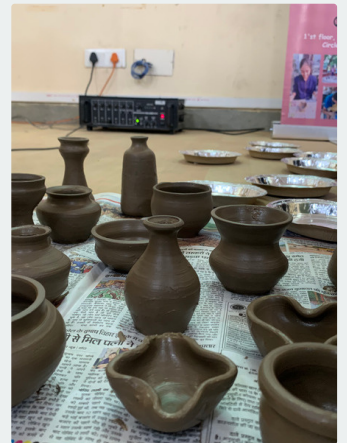
NAVRANG- THE CULTURAL CLUB

Twinkling lights, glistening snow,  
Enchanting carols casts a mesmerizing glow.  
Chiming church bells, hippie souls  
Secret Santa steals the show.



A DECEMBER  
TO REMEMBER





# POTTERY MAKING WORKSHOP

*Organized by Graffiti -  
The Fine Arts Club*

# Heading HR Opportunities

organized by  
syncHRonize



Invent-o-pia  
organized by  
Business Squad



EVENTS

# Connect-a-thon organized by Communica Club



# Nukkad Natak organized by Prayaas Club

EVENTS

LIFE SKILLS TRAINING

APTITUDE TRAINING

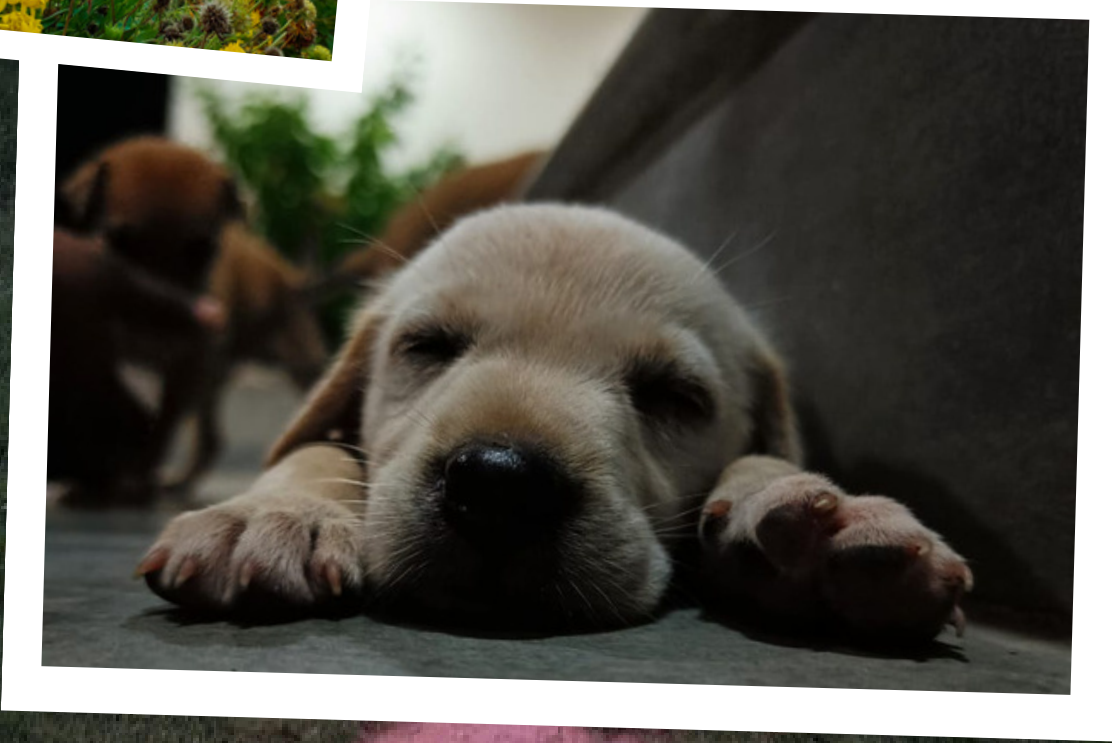


# Capacity Building Sessions



## SELLING SKILLS WORKSHOP

# Pixel's Corner





*Pixels*







**IBS** | ICFAI Business School  
Jaipur

ICFAI BUSINESS SCHOOL

PLACEMENTS

CLASS OF 2023

SUMMER INTERNSHIP PROGRAM

CLASS OF 2024

The Academic Curriculum required the scholars to complete a fourteen week internship in the domain of their choosing. The following section gives a bird's eye view of their time away from campus.

Also showcasing our "PROWESS" in placements

# PLACEMENTS 2023

## MBA BATCH OF 2023

Placements

100%

Average CTC

8.53 LPA

Average CTC (Top 10%)

16.16 LPA

Average CTC (Top 25%)

11.64 LPA

Maximum CTC (Domestic)

9 LPA

Maximum CTC (International)

23.31 LPA

# PLACEMENTS 2023

## PARTIAL LIST OF RECRUITERS



# Summer Internship

A PARTIAL LIST OF SIP COMPANIES

NUVAMA WEALTH AND INVESTMENT LTD

VERIFIED MARKET RESEARCH

POWER GRID CORPORATION OF INDIA

LARSEN & TOUBRO ENERGY POWER

MARKETING AND DEVELOPMENT RESEARCH ASSOCIATES (MDRA)

SMARTSENSE CONSULTING SOLUTIONS PVT LTD

CELICA GROUP

360TF

SBI MUTUAL FUNDS

UAS INTERNATIONAL GROUP OF COMPANIES

MAX LIFE INSURANCE

MODANI FINANCIAL SERVICES

INDWELL HOTELS PVT LTD

CHOLAMANDALAM INVESTMENT & FINANCE COMPANY LTD

INDIA POST PAYMENT BANK

HDFC LIFE

PRAEDICO GLOBAL RESEARCH PVT LTD

EQUINOX LABS

GROW4SURE

# SUMMER INTERNSHIP EXPERIENCES

"People are capable, at any time in their lives, of doing what they dream of."

Keeping a note of one of my favourite lines from Alchemist, with quiver of enthusiasm, countless thoughts and a zeal to exhibit my best, I did my internship at Praedico Global Research Pvt Ltd and accepted every opportunity and challenge that came through my way. My internship paved a way for me to learn, grow and evolve into a better version of myself.

I extend my heartfelt gratitude to ICFAI Business School for providing me with such a wonderful opportunity.



Mahek Goyal  
RBDA Intern  
Praedico Global Research Pvt Ltd

"Dedication, Initiative, Humbleness, Learning Attitude and the sense of ownership towards your Work and Workspace." was my only motto.

My 14-week internship at L&T Constructions, Kolkata, opened me up as an individual who could conquer any task at hand.

A fruitful, and productive internship in terms of learning and gaining professional experience and clarity to move on to further goals in life.

I will be forever grateful to ICFAI Business School, Jaipur.



Rajshree Chauhan  
HR Intern  
L&T Constructions, Kolkata

Working at HDFC Life not only helped me in **gaining more domain knowledge through technical and fundamental analysis but also gave me an opportunity to develop my interpersonal skills.**

The team assignments played a vital role in this as it opened a door for me to exhibit my skills and acquire the benefits of peer learning. I am grateful for this internship opportunity that has helped me being a better management student.



Himanshi Deshwal  
Equity Research Analyst Intern  
HDFC Life

# SUMMER INTERNSHIP EXPERIENCES



**Yash Walawalkar**  
Business Development Intern  
Equinox Labs

From "staying away from calls" to "70-100 calls per day".

The credit of this boost in my confidence is majorly contributed by IBS Jaipur. Documentation, Presentation and Research are my strong points after the extensive learning over the period of 14 week program

The experience was enriching and it has opened new doors of learning.

An exposure to the corporate is what every management candidate craves for. My SIP experience at Nuvama gave me an exposure of marketing the financial products. This experience made me learn and understand the imperatives of the business world. IBS Jaipur provided me with a platform to broaden my horizons in the Marketing and Financial world.



**Anshika Pandey**  
Relationship Intern  
Nuvama Wealth Management

Being a fresher it was not easy to adapt the corporate culture, but I think the best part of my internship is the culture in UASI, people work hard but don't forget to enjoy.

My learnings are how to stay focused, adaptive and always remember, your focus determines your reality.



**Esha Rajoria**  
Marketing and sales intern  
UAS International Group of  
companies

# Summer Internship FEEDBACK

We welcomed our first interns from IBS Jaipur in Feb 2023, Aarti and Nitesh joined us in our newly opened admin block, they assimilated with us seamlessly and contributed to our organization which was undergoing a lot of change in terms of process and culture. The tasks that were assigned to them were mostly non-precedent in the organization which they achieved with moderate supervision and guidance.

I would like to make special commendation to both the interns for their sincere efforts towards completing tasks and following instructions and asking relevant questions.

What is not to be missed here is the support from the faculty at IBS in coordinating the Internship with seamless execution and always supportive towards the company objectives.

The students were trusted with independent tasks and I have no hesitation in recognising their ability to rise to the occasion and deliver within timelines.

I have a very positive experience with IBS students and would look forward to be associated with them for any future collaborations.



**SYED FAIZAN ALI**  
Human Resources Manager,  
Indwell Hotels Pvt. Ltd.

I wanted to take a moment to express my sincere gratitude for the partnership we have had with IBS Jaipur for the past 2 years. It has been a wonderful experience collaborating with your esteemed Institute. We have always been impressed by the caliber of students that come from your institution. They are hardworking, dedicated, and possess an impressive skill set that is rare to find in today's competitive market. We appreciate your efforts in preparing them for their careers and making them industry-ready. The guidance and mentorship provided by their college have played a crucial role in their professional development. Additionally, monthly reviews have helped us to maintain a strong grip on the progress and performance of our interns. This feedback mechanism has enabled us to identify areas of improvement and provide necessary guidance and training when needed. The interns have consistently demonstrated their commitment to learning and growing in their roles, and we are grateful for their positive impact on our team.



**PURNIMA GUPTA**  
Human Resources Manager,  
Praedico Global Research  
Pvt. Ltd.

# Summer Internship FEEDBACK

"Working with Krishna Karthik has been an absolute pleasure. His dedication, punctuality, and self-motivation have exceeded all expectations. The commitment to learning and contributing has made a significant impact on our team. Krishna Karthik is an outstanding asset, and I highly recommend him for all future endeavors."



**LALIT PRASAD**  
Business Development  
Manager,  
Phoenix Group, Hyderabad

It has always been a much-cherished experience to be a guide for students of the IBS campus of Jaipur. It is already 6 years over since the first intern joined L&T Construction, Kolkata. Every year, one new talent is inducted for a summer internship under our guidance. However, it is worth mentioning that each talent is unique in its own way.

This year one such talent Ms. Rajshree Chauhan joined us as an intern and demonstrated her skill during International Women's Day by creating fascinating flyers for the Quiz Competition which was well appreciated and simultaneously left a far-reaching impression of thinking out of the box. We have found her ability to learn and at the same sharing her learning with her colleagues is worth commendable. Also, the capacity to multi-tasking was phenomenal and as a mentor, it is making me feel proud to share my knowledge with Rajshree during the little stint of three-month association with L&T.

Last but not least, learning is never mundane, if it is collaborative as well as fun-filled which I do believe we had a lot, and one final thought that Rajshree showed us the path to treat life simpler by leaving an everlasting impact on the mentor.



**DHRUBAJYOTI  
MAJUMDAR**  
Regional HR Head - East  
B&F IC, Kolkata Cluster

# Summer Internship FEEDBACK

It gives me immense pleasure to extend my heartfelt appreciation to IBS Jaipur for providing smartSense Solutions, an exceptional intern. The dedication, skills, and enthusiasm displayed by Aman Jaswal has made a significant impact on our operations and culture.

Aman has been truly outstanding in his caliber. His academic knowledge, coupled with the eagerness to learn and contribute, has impressed us beyond measure. From the moment he stepped through our doors, it was evident that he possessed a strong foundation and a genuine passion for his respective field.

Throughout the internship period, Aman has consistently demonstrated remarkable professionalism, adaptability, and strong work ethics. He seamlessly integrated into our teams, quickly grasping the responsibilities assigned and actively seeking opportunities to contribute. His fresh perspectives and innovative ideas have injected new life into our projects and sparked creativity among our teammates.

What truly sets Aman apart from others is his unwavering commitment to excellence. He has consistently gone above and beyond expectations, showing a willingness to take on challenging tasks and contributing meaningfully to our organization's success. His contributions have not only positively impacted our day-to-day operations but have also inspired our full-time employees with their dedication and enthusiasm.

Additionally, I must commend IBS Jaipur's internship program for the comprehensive preparation and support provided to the interns. It is evident that the institution places a strong emphasis on developing well-rounded professionals. Aman possesses a solid foundation of knowledge, effective communication skills, and a remarkable ability to adapt to new environments swiftly. He undoubtedly has made a lasting impression, and we wish him all the success in his future endeavors.



**MANISH KUMAR  
GOND**

Senior Manager - Operations  
smartSense Consulting Solutions  
Pvt. Ltd.

# Summer Internship FEEDBACK

Dear Student Interns from MBA – Class of 2023 and 2024,  
ICFAI, Jaipur

I wanted to take a moment to express my gratitude and admiration for the incredible work you all have done during your time as HR interns at our organization. As a group, you have demonstrated exceptional professionalism, enthusiasm, and dedication.

From the very beginning, it was evident that your university has provided you with a strong foundation in HR knowledge and skills. Your understanding of HR principles and practices has greatly contributed to the success of our projects and initiatives. Your university has truly prepared you well for the challenges of the HR field.

What truly sets you apart is your collective work ethic and willingness to go above and beyond. Each one of you has consistently demonstrated a strong drive for excellence and a commitment to delivering high-quality work. You have exceeded our expectations in your attention to detail, your ability to meet deadlines, and your proactive approach to problem-solving.

Furthermore, your ability to collaborate effectively and work as a cohesive team has been remarkable. Your mutual support, respect, and willingness to listen to one another have not gone unnoticed. By working collaboratively, you have been able to tackle complex projects and achieve outstanding results.

On behalf of our organization, I want to express my sincere appreciation for your contributions. Your passion, energy, and dedication have made a significant impact on our HR team and the success of our organization. I have no doubt that each one of you has a bright future in the HR field, and I look forward to watching your continued growth and success.

Thank you again for your hard work and commitment. Your university should be incredibly proud of the exceptional HR talent it has nurtured. I wish you all the best in your future endeavors, and I am confident that you will achieve great things.



**ASHOK KATARIA**

Manager (Operations)

Grow4sure

# Orientation Programme MBA batch of 2025



AMER FORT - TREKKING

The Orientation Programme for M.B.A batch- 2025 was not just about a usual interaction at the campus, instead the agenda was to make them mesmerize with this majestic landscape and what's better than scenic vistas of the Amer Fort. Our enthusiastic trekkers were all set to make their way through the adventurous trail. The azure sky, captivating sunrise, golden landscape and of course the historic Amer Fort was an absolute feast to the eyes.

The world is your oyster where you need to be the rarest of pearl. The talent hunt was a platform to bring out the best of the hidden talents of the students. Music, dance, artistry or comedy, it was not just about talent but a resemblance of self expression to showcase their extraordinary abilities.



TALENT HUNT

# Orientation Programme MBA batch of 2025

The soothing panoramic view at Garh Ganesh exemplifies the beauty of the rich culture and heritage prevailing in the lands of pink city. The thrilling trekking was a wonderful experience to be relished.



GARH GANESH



INDUSTRIAL VISIT

The visit to the industries was to foster the knowledge and skills from the industrial experts and get a practical exposure of the industrial environment. Students got a blend of experiential insights and the close-up look of the process prevailing in the industry.

# Orientation Experience

- Batch of 2025

"The ice breaking session organized during the Orientation Programme helped me in collaborating with my class mates at the initial stage, which made me realize how important team work is in life; which I consider as one of the most important lessons of my life. "

*Karthik Singh*

"A lot of Corporate Sessions were lined up in our Orientation Programme, through these corporate talks we came to know that there are solutions to almost every problem, we just need to think differently to find innovative solutions. The incorporation of real life talks and case studies have been very beneficial. These talks emphasized the importance of effective communication, leadership and other skills which we need to develop for personal and professional growth."

*Shivangi Pandey*

"I am whole heartedly grateful for the positive energy that I witnessed at IBS Jaipur. Everyone in the campus was really welcoming. The sessions organized were extremely useful, and acted as a great sources of information for us. We are ready to step into our B-school journey."

*Lovesh Mehta*

"The trekking activities and industry visits during the Orientation was a whole lot of new experience for us. The faculty members of IBS Jaipur helped us understand the dynamics of B-school."

*Reshav Dutta*

# Corporate Talk Sessions

A Corporate Readiness Program



## MR HITESH GULATI

Founder- DiversityAce Business Consulting  
Human Capital Transformation & Change Management Consultant  
Chandigarh, India



## MR. SANDEEP MENGHANI

Founder & Director at Yeshaswi Bhav  
& Director at Ybiance -Training and Management Solutions



## MR. SUDHAKAR RAO

Director - Branding  
ICFAI Group  
Brand Strategist, Startup Mentor,  
Social Media Advisor & Author



# Corporate Talk Sessions

A Corporate Readiness Program



**MR SANDEEP DAYAL**

Managing Director and Executive Vice  
President  
Cerenti Marketing Group, LLC  
Chicago, Illinois, USA



**DR. PRIYA AGARWAL**

Education Program Partner  
Bombay Stock Exchange Limited  
Mumbai, Maharashtra, India



**MS. KRITI RANA**

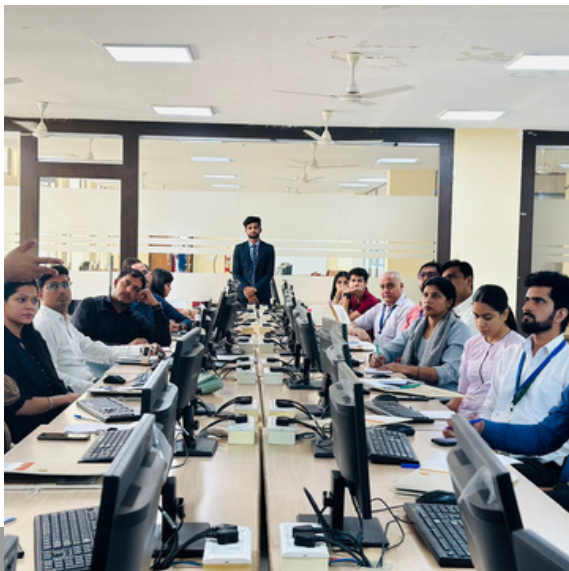
Soft Skills, Communication Coach,  
Personality Grooming Trainer  
Gurgaon, Haryana, India







# Management Development Program



A two-day management development program on **Empowering Decision Making with Business Analytics** was conducted at the campus. The participants learned practical skills that they can apply in their daily work to make data-driven decisions.

Participants were provided with a comprehensive understanding of the various tools and techniques available for data visualization, predictive analytics, and machine learning. The program also emphasized on the importance of creating a data-driven decision-making culture in organizations with the practical implementation of data-driven decision-making processes.



# Empowering Decision Making with Business Analytics



The program aimed at fostering comprehensive solution for the complex business problems. The program provided vital information on the basics of business analytics, data collection and data quality management. Besides, it bestowed valuable acumen on data visualization, decision making using statistical data. Business transformation, leadership, ethical considerations and challenges encountered while using business analytics were some of the prominent topics that were discussed.



# International Conference



The business landscape is on the cusp of tumultuous tectonic shifts in terms of processes, work-flows, transactions, people management and in many cases, the business models themselves. These changes are being precipitated by technologies like AI, cloud computing, IOT and machine learning; shifts in the world order from the west to the east; entry of the Gen Z in the work-force; looming fears of global recession; economic strife among others.

IBS, Jaipur conceived and conceptualized a Two-Day International Conference on March 23 and 24, 2023, to discuss and deliberate on these disruptions and the likely impact on business, management, employment, policy, and organization. The objective of the conference was to bring together leading practitioners, researchers, and academicians to hear their stories, experiences, visions, and prescriptions to turn the challenge of change into windows of opportunity.

Over multiple rounds of detailed discussions, the expert committee drawn from leading corporates and academic institutions, finalized the format of the conference. The conference was planned along distinct tracks representing major domains of business enterprise encompassing Finance, Marketing, Human Resource Management, Entrepreneurial and startup ecosystems, Operations and IT.

# International Conference

The call for papers drew an overwhelming response from thought leaders representing various spheres of influence and impact contributed in sharing their research, experience, thumb rules, go-to strategies and the latest buzz in their industry.

Prominent were the Central University of Karnataka, Gurukula Kangri (deemed to be a university), Mody University of Science and Technology, The NorthCap University, Gurugram, BML Munjal University Gurgaon, Mohanlal Sukhadia University, Banasthali Vidyapeeth, Rajasthan, G. D. Goenka University, University of Hyderabad and Maharashtra National Law University, Aurangabad.

Over the two days of the conference, the IBS, Jaipur hosted several rounds of intense but profoundly enriching plenaries and technical sessions, which not only informed but also shaped opinions and sparked multiple thoughts for all the participant to mull over. The key themes that emerged as distillates of the conference were increasing prominence leaner and meaner organization structures powered by advanced technology, virtual and networked workspaces and processes, gig economy based business models and reliance on fundamental values of ethical and fair business practices.



# 12 Leadership Roles

of an effective leader

1

THE DELEGATING LEADER

2

THE COMMUNICATING LEADER

3

THE COACHING LEADER

4

THE LISTENING LEADER

5

THE RESILIENT LEADER

6

THE STRATEGIC LEADER

7

THE EMPOWERING LEADER

8

THE CHANGE-MAKING LEADER

9

THE INSPIRING LEADER

10

THE COLLABORATING LEADER

11

THE NEGOTIATING LEADER

12

THE CONFLICT-RESOLVING LEADER



# NEW AGE LEADERS

“

When selecting the top management for your startup, remember that while experience is important- it needs to be balanced with reflection to be truly valuable. Pick leaders that don't resist learning along the way.

”

**Ritesh Agarwal**  
Founder of OYO Rooms

“

The best leaders create a culture of trust, transparency, and open communication within their organizations

”

**Daniel Zhang**  
CEO of Alibaba Group.

“

Leadership is about fostering a culture of innovation, encouraging creativity, and embracing failure as a stepping stone to success.

”

**Reed Hastings**  
Co-founder and CEO of Netflix

“

True leaders create a culture of continuous growth and learning, where failure is seen as an opportunity for improvement

”

**Alexis Ohanian**  
Co-founder of Reddit

“

Leadership is not about micromanaging; it's about trusting your team, delegating effectively, and empowering them to make decisions

”

**Drew Houston**  
Co-founder and CEO of Dropbox



Fin





ICFAI Business School

The ICF AI University - Jaipur, Near Cambay Golf Resort,  
Agra Road, Jamdoli, Jaipur - 302031, Rajasthan

<https://iujaipur.edu.in/> | Email: [ibsjaipur@ibsindia.org](mailto:ibsjaipur@ibsindia.org)

For any suggestions - [prolessibsjaipur@gmail.com](mailto:prolessibsjaipur@gmail.com)



**#NewAgeLeadership**

**MBA**  
2024-26

**SCHOLARSHIPS WORTH ₹10 CRORES**

**SCHOLARSHIPS FROM IBSAT 2023 TEST**

For toppers in IBSAT\*

For Wards of IBS Alumni

For Physically Challenged Candidates

Wards of Defence Personnel (in-service/retired) from Army, Airforce, Navy and Paramilitary Forces

**HIGHLIGHTS**



3000+ offers  
Highest CTC of ₹ 58 L



100% case-based learning



66,000+ alumni pursuing careers in India & abroad



Networking with 1000+ companies



IBS App



National Mock Test



IBS Mock Test



IBSAT 2023 Vouchers available at:  
All IBS Information Offices across India

For more info SMS:  
<IBSAT2023> to 7039670396

Call toll free:  
1 800 425 556677

Apply Online  
www.ibsindia.org