



LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION

In pursuit of Excellence and Ethics

BEYOND MANAGEMENT

NEWSLETTER

June 2017 - March 2018

BEYOND MANAGEMENT INITIATIVE

Newsletter : June 2017 - March 2018

This Newsletter from the Beyond Management Team presents the thoughts shared by the Speakers in a nutshell.

The Beyond Management Initiative (BMI) is a student resource aimed at providing a path of knowledge beyond academics and classroom. Speakers with special expertise in various domains are invited throughout the academic year to share their knowledge and experience with the students. In an environment set for lateral thinking, future leaders flourish on the insights given by eminent personalities from various fields. The Beyond Management Initiative is a symbiosis between the speakers and the students in form of flow of information and manifestation of broader thoughts and ensuing actions. The list of distinguished speakers include officers of the Indian Administrative Service, Indian Revenue Service, Indian Police Service, Cine artists, Consultants, Entrepreneurs, Faculty from International Business Schools and Corporate Executives. Adding myriad hues to the knowledge spectra of the students, eminent speakers share their rich experience which ignites in the students' minds innovative and fresh ideas.

In all, the Beyond Management Initiative provides a holistic development to the students and motivates them to walk the extra mile and strive to become high performers and exceptional leaders in organizations.

BMI also features the EKALAVYA, an initiative of the Beyond Management team. It is a knowledge sharing platform that aims at capitalizing on the powerhouse of talent within LIBA. Students are given the opportunity to share their knowledge in their areas of expertise thus encouraging learning from one another.

The list of distinguished speakers

BEYOND MANAGEMENT GUEST LECTURE SERIES

June 2017-March 2018

No.	Date	Speaker	Topic
1	02.06.2017	Ms.Vidya Pradeep Vice President, HDFC Bank 	Emotional Quotient and its relevance in today's world
2	26.07.2017	Sakshi Gupta, Abinaya T, Rithika Sahay, Prasanth G, Ramprakash R and Sree Kshetraja M LIBA Students 	Is GST a game spoiler or game changer?
3	02.08.2017	Mr.Venkatesh Rajagopal Chairman and Managing Director Indian Terrain Fashions Ltd 	Building a brand, the Indian Terrain way
4	08.08.2017	Mr. Ramesh Shankar Executive Vice President (South Asia Cluster & Country HR Head) Siemens India, Mumbai 	Campus to Corporate: An holistic approach!
5	16.08.2017	Dr.Santhosh Babu, IAS Government of Tamil Nadu Chairman & Managing Director of Tamil Nadu Handicrafts Development Corporation & Officer on Special Duty Chief Ministers Special Cell in charge of the "Amma Call Centre". 	Be a Leader
6	16.08.2017	Mr.Suresh Ramanathan Professor of Marketing David R. Norcom '73 Endowed Professor Texas A&M University, USA 	Consumer Behaviour
7	23.08.2017	Praveen Vijayarangan LIBA Student 	Bamhum - My musical journey this summer

No.	Date	Speaker	Topic
8	30.08.2017	Mr.George Kohlrieser Professor of Leadership and Organisational Behaviour, International Institute for Management Development (IMD), Switzerland	 Dialogue is the key to Negotiations
9	13.09.2017	Mr Vijay Kapoor Founder & MD, Derby Clothing	 Life Leadership - How to bring out the best in you?
10	20.09.2017	Mr Kumar Vembu Founder and CEO Gofrugal & Zoho Corporation	 Make a difference
11	11.10.2017	Mr. Srinivasan H R Vice Chairman & Managing Director, Take Solutions Ltd Mr.R.Bupathy Past President, ICAI and Mr.M.Sivakumar CEO, ICT Academy	 Creating value through Societal Impact and a book launch "The Incredible Champions" Volume II written by Prof. N Chandrasekaran
12	25.10.2017	Akshay Krishnan, Anurag Gabriel Shah and Samuel Seshanth Srivatsan LIBA Students	 My experiments with Six pack How Football changed me? Learning from Basketball
13	08.11.2017	Ms.Aarati Krishnan Editorial & Financial Consultant	 State of Indian Economy
14	15.11.2017	CA R. Bupathy, CA T. Sangeeth, CA Smartin Simon and CA Sherif Chartered Accountants	 GST and its impact on Trade, Industry and Economy
15	08.01.2018	Mr.George Abraham - SHRM SCP Senior Manager- Human Resources - Deloitte Middle East - Risk Advisory HR Leader Deloitte & Touche (M.E.)	 My journey through the exciting world of modern day HR
16	17.01.2018	Mr. K.Gaurav Kumar Head, Gaurav Kumar & Associates, a firm of Company Secretaries	 Importance of acquiring additional skillsets in business or corporate field

No.	Date	Speaker	Topic
17	24.01.2018	Mr.Swaroop Mohanty CEO, Mirae Asset Global Investments Pvt Ltd 	Wealth Creation
18	31.01.2018	Mrs Isabella Managing Director (i/c) & Executive Director, Repco Bank 	Banking to Unbanked Population
19	07.02.2018	Dr. Sudio Sudarsan Professor, Marketing HULT International Business School, USA 	The Strategy of Brand Perception
20	10.02.2018	Shri. P. Chidambaram, Former Finance Minister, Government of India 	Budget 2018 - An Analysis
21	14.02.2018	Mr.Varun Indra Gajra Managing Director Gajra Pai and Zhu Limited 	Entrepreneurship and How to Start Your Own Venture
22	21.02.2018	Samuel Seshanth Krithika Sreedhar Antonet Fehmi LIBA Students 	-Doodling Metamorphosis -Doodling techniques, tips and patterns -Thinking the doodle way
23	07.03.2018	Ms.Uppma Viridi CEO of Chai Wali 	Don't be afraid of making errors
24	14.03.2018	Anupam Panigrahi and Jeevanandam.K LIBA Students 	Path to Discovering their Passion - Marathon Runner - Choreographer

Inaugural Session of Beyond Management Initiative

Emotional Quotient and its relevance in today's world

Ms. Vidya Pradeep

Senior Vice President, HDFC Bank

The Beyond Management Initiative session conducted on June 28th, 2017 in LIBA Auditorium was happy to have Ms. Vidya Pradeep, Senior Vice President, HDFC Bank and Alumni of LIBA. Ms. Vidya commenced the session with the most important word circulating around the Emotional Quotient and its relevance in today's world. She explained how the evaluation of employees at senior level is being done based on not just their achievements and successful completion of their allocated targets but also the way in which they relate to their employees and ensure their happiness. Satisfaction in the workplace is given high priority in today's world. This has become a crucial aspect of the appraisal process. She also emphasised on the importance of Reengineering and Rebuilding oneself to match up to the expectations of the tough demands of the ever-changing world.



Her words on leadership “Either follow or Be a Leader” made the budding managers at LIBA realise the need for inculcating the attitude of leadership at every level to create a pathway for becoming great managers in future. She explained the 80/20 tool to the students which highlighted how 20% of the work will create 80% impact. This is a tip that every student will carry forward into their corporate life going ahead. Ms. Vidya also touched upon the most iconic scenario happening in today's world Disruption. She explained how the responsibility of managers is shifting from just maintaining the existing job to creating disruptions and providing innovative solutions. These transformational leaders are the need of the hour. Her narration of looking at the job as a white canvas to be painted by our own

work and not blindly following the given work instructions truly kindled in the students the need to be proactive and come up with innovative ideas and think out of the box. She also expounded upon how common sense is extremely important to take the ultimate decisions as managers - backed by absorbing and assimilating facts and experiences from a lot of things happening around us as well as with lot of learning and processing. Many people have been unsuccessful not due to lack of talent, but not being able to take decisions at the right time.

As future managers, the students would need to take decisions often and this was elucidated by her through the ownership process where the managers need to take full ownership of their work though it might be ringed with failures too. Ms. Vidya concluded by emphasising on the importance of not just being individually positive, happy and satisfied but also making the environment a lively and happy place for the employees to work. It was an insightful session as she gave a holistic view of the expectations from a management graduate in the current world as well as guidance from her vast experience on how to sail, though not smoothly, but efficiently through the sea of corporate world waiting ahead for the students.



Is GST a game spoiler or a game changer?

Sakshi Gupta, Abinaya T, Rithika Sahay, Prasanth G, Ramprakash R
and Sree Kshetraja M.

LIBA Students

The BMI Session conducted on 26th July 2017, was a debate for LIBA students on the topic “Is GST a game spoiler or a game changer?”. The debate was held with various arguments on the new 'unified' tax called Goods and Services Tax (GST). Each participant was given a turn to speak on the pros and cons of the Goods and Services Tax. Dr. N.Chandrasekran concluded the debate by sharing his views on the tax.

The points discussed by the student speakers were:

Taxation in India will never be the same after July 1, 2017. The Goods and Services Tax has replaced multiple cascading taxes levied by the central and state governments with a single tax. This is an unprecedented exercise that aims at breaking barriers between the states. There are 3 kinds of applicable Goods and Services Taxes namely: CGST (revenue is collected by the central government), SGST (revenue is collected by the state government) and IGST (revenue is collected by the central government for inter-state sales). Thus taxation is simplified and administration is made easier. The other benefit of GST is the concept of input tax credit where there is a way to claim credit for tax paid in acquiring input. The individual who has paid a tax already can claim credit for this tax when he submits his taxes.

1211 goods and services have been classified into four tax slabs namely 0%, 5%, 12%, 18% and 28%.

Electricity, Petroleum and Alcohol have been exempted from GST. Any revenue loss for the states because of GST will be compensated for the next 5 years by the Union Government. This is termed as Compensation Fund. The Compensation Fund is set up by levying a cess on demerit and luxury goods. Reverse charge mechanism is a new concept introduced under GST. This charge is to increase tax compliance and tax revenues. Earlier, the government was unable to collect service tax from unregistered dealers. The compliance burden of the registered dealers is thus reduced and the tax burden of informal economy is increased. Anti-profiteering rules have also been introduced to make sure the tax is not misused. Due to the tax benefit, there should be a decrease in the price of the goods and services. In Countries like Singapore, the consumers

were charged exorbitantly after the introduction of the unified tax leading to inflation. The cost of logistics would come down as the border checkpoints have been removed and electronic way bills will make movement of the trucks easier.

Though GST is a single tax for all, one cannot discount the income inequality that exists in our country. It would be unfair to make everyone pay the same taxes. This will widen the income gap and the poor will be hit hardest. There is also a confusion that looms over this tax. While Jaggery is not taxed, the sweets made with Jaggery are taxed at 18%. The revenue generating petroleum products and alcohol should also be brought under GST. India's GDP is 3 trillion USD of which the average indirect tax accounts for 22 to 23%.

There will be a 14% increase in tax due to GST. The second leg transportation expenses will prove costly for the Logistics industry. Larger players will be benefitted from the tax while the smaller ones will take a hit in FMCG's. Pharmaceuticals will lose as they cannot increase the prices of the medicines with the increased taxation. That being said, GST will bring more employment opportunities with the supply chain sector and the IT sector. It is still a work in progress; it should perfect itself with time to ensure growth in GDP, improved employability and quality of life without any compromise.



Building a Brand, the Indian Terrain way

Mr. Venkatesh Rajagopal

Chairman and Managing Director, Indian Terrain Fashions Ltd

LIBA was happy to host Mr. Venkatesh Rajagopal, Chairman & MD, The Indian Terrain Ltd at the Beyond Management Initiative Session held on 2nd August 2017.

Born in a family of Civil Servants, Mr. Venkatesh Rajagopal did his post-graduation in Economics and joined the civil services as an IPS Officer. He served for 10 years and then began his second innings as an entrepreneur. In the year 2000, Mr. Rajgopal launched 'Indian Terrain' to cater to the needs of domestic markets. It was listed in the year 2011. Indian Terrain has today grown to be a truly national brand with its presence firmly established across the entire country. The brand is today one of the three top casual wear brands in the country and has currently recorded retail revenue of Rs. 500 crores.

He says that building a clothing brand from the scratch is painstaking, emotional, something that cannot be scaled up and does not count on overnight success. He fondly recalls how his brand that manufactures both style and design, started 17 years ago. Like most brands, Indian Terrain too went through the rough terrains of any product life cycle, facing problems related to the setup of the manufacturing plant, sourcing of raw materials, establishing the distribution channels and most importantly, competing with international brands like U.S Polo. The first outlet that was opened at TTK

Road, Chennai is till today the best retail and flagship store. Slowly the brand started occupying space in the retail environment of Multi Brand Outlets, where the Indian consumer redeems an international sense of being. The aesthetics and emotions laid out well in the stores, the way the clothes were displayed, drew the attention of customers and convinced them to try the brand. He partly owes the success of this venture to the strong retail distribution network it has built over the years.

The fashion genre that Mr. Rajgopal ventured into was the 'American Sportswear'. This genre gave him the opportunity to target the masculine face of the country who were gradually evolving their styles to fit both arenas of play and work. The brand itself is known for the ensemble of many individual pieces that are put together, to match the expectation and emotionally connect with the customer. When asked about women's apparel, he recalls that they had earlier committed the mistake of entering that segment. As far as he knows, the Indian women were spoilt for choice and it's never easy to target that segment with the genre he was specialising in.

He admits that the story of the Indian Terrain has begun only now with a proper launch platform in place. Building resilience and delivering the promise of his brand will always remain the biggest challenges the brand faces.



Campus to Corporate: An holistic approach!

Mr. Ramesh Shankar

Executive Vice President, (South Asia Cluster & Country HR Head), Siemens India, Mumbai

The Beyond Management Initiative of Loyola Institute of Business Administration, Chennai was proud to host Mr. S. Ramesh Shankar, Executive Vice President, South Asia Cluster and Country HR Head, Siemens India, on 8th August 2017 for an interactive session with the students on the topic “Campus to Corporate: An holistic approach.”

Mr. Shankar spoke on the changes one is likely to encounter while making the transition from a campus culture to a corporate world. He mentioned the fact that while some of the students may have already gone through this, as they possess some amount of work experience, others would find themselves entering a whole new world.

Mr. Shankar highlighted some of the key factors that one must take note of, factors that are typical of a corporate world, those that propel an individual towards achieving excellence. He mentioned how ambition and



commitment drives people to scale the pinnacle of success while also throwing light on the importance of fostering both an individualistic as well as collectivist attitude while within an organization. Another very important point touched upon was the importance of staying in touch with our inner conscience, something many often fail to do in their professional lives.

Individuals making the switch from campus to corporate would also experience a gamut of emotions, Mr. Shankar

Question & Answer Session:

Q: You talk about the sound of silence. When looked at from a different perspective, it could be interpreted as loneliness. Have you ever felt such a silence in your life?

A: Silence can teach you a lot and this is something I have learned from my father who, though a very silent person, has imbibed in me the virtue of patience. Silence can actually help you get through many tricky situations in life. Yes, it will make you feel lonely but it is during this lonely period that you will get some valuable insight into how certain situations can be handled better. I often have a conversation with God during my silent hours where I ask him, “Why me?” and then I realize that I am not the only one in the world in such a situation. Silence is what helps build up such an environment. That is why every religion preaches the value of meditation.

Q: How can we club individualistic and collectivist culture together to help us grow without really affecting the feelings of those around us?

A: Sports is a good example of this scenario with the recent achievements of the Indian Women's cricket team being a case in point. There were some wonderful individual performances where the ladies played not for themselves but for the collective good of the team. It was not their individual targets and achievements that they had in mind but the common goal of the team that they were working towards. When you start to think that your individual excellence is of greater importance than the excellence of the team then no person or leader would want to make you a part of their setup. You need to find the right balance between personal excellence as well as the achievement of the team. This is something that can only be born out of experience.

Q: How do we appreciate our job even in the toughest of situations?

A: You need to have a passion for whatever you do in life. When you love something and are passionate about it then you will always find the time to do it. Admire all that

pointed out, emotions that were not meant to be feared but enjoyed completely. There is a lot to look forward to in the corporate world and people need to make the most of these enriching experiences during the period of their association with any organization.

The session was followed by a Q&A session where Mr. Shankar answered queries put forward by members of the audience.

you see around you, admire the beauties of Nature and you will soon find yourself appreciating all that you are involved in.

Q: Unlike such specializations like sales and finance, HR often feels disconnect between what we learn in theory and what we apply in real life. How do you help address this?

A: I would like to disagree to this observation. A job is something that exists within an organization but what you make of it is characterized by what you bring to the table. We often tend to shy away from making any kind of innovation because we are afraid that it will lead to severe negative consequences. At Siemens, we recently came up with an innovation. It was observed that the employees do not give too much attention to their health. So we introduced something called a “healthy break” where employees do specific exercises at their desk twice in a day. These exercises are prescribed by professionals over the PA system. Innovation is the most important ingredient that helps in keeping everyone motivated. If you are ready to take the risk, you significantly increase your chances of getting recognized.

Q: What are some of the key success factors that help achieve high employee retention?

A: There is a simple solution to this. When the personal value of an individual matches the values that are central to the organization, it gives rise to a healthy relationship and the employees tend to stay behind. At Siemens, we believe in three core values – excellence, responsibility, and fairness. If an employee believes in most of these values and considers them to be integral to his own self, he is more likely to remain with Siemens. Employees usually leave when there is a clash of values because money cannot retain a person beyond a certain point.

Be a Leader

Dr. Santhosh Babu, IAS

Chairman & MD, Tamilnadu Handicrafts Development Corporation and Officer on Special Duty, Chief Ministers Special Cell in charge of “Amma Call Centre”

The Beyond Management Initiative session held on 16th August 2017 with “Leadership” as its theme was privileged to host Dr.Santhosh Babu, IAS. Dr.Santhosh Babu shared his insights on Leadership and how it is exercised in the government. Government offices are often ridden with red tape, meetings and telephone calls. However, panacea cannot be obtained from computerization. What we really need is transformative leadership. Transformative leadership is attained through communicating with people, understanding their grievances and providing solutions for them. A transformative leader is one who is a leader by design. He doesn't limit himself within his sphere of influence and he has a vision for what the future holds in store for his people. He identifies such a leader in the Captain of the Titanic, Captain Edward J. Smith who helped his passengers get to safety at the risk of his own life.

The word Leadership can be abbreviated as follows , L for Listening, E for Empathy, A for Agenda, D for Direction, E for Ethics, R for Responsibility, S for Stupendous Hard work, H for Happiness, I for Inspiration and P for Passion all qualities that make up a transformative leader.

Dr.Santhosh Babu went on to talk about the Tamil Nadu Handicrafts Development Corporation, Government of Tamil Nadu commonly referred to as 'Poompuhar', where he now serves as the Chairman & Managing Director. Poompuhar sells ethnic artifacts made by artisans. Poompuhar has completely digitalised itself from its daily attendance sheet to its repository to its billing system. It has also started selling its items at e-commerce sites such as Amazon, Flipkart and Snapdeal. Poompuhar plans on reducing time by making 3D printing of select items on a larger scale. It made its highest ever profit of Rs.1.5 crores last year. It also bagged the National e-Governance Silver award for the year 2016-2017. Poompuhar is now planning on having its first virtual reality (VR) showroom. Chennai Airport, Ennore Port, Southern Railway, Urban Haat and Craft Cafe to name a few are some of the places that have been redesigned by Poompuhar. These places look beautiful and also depict the rich and vibrant cultural heritage of Tamil Nadu. He attributes this success to



innovation and digitalisation for which he brings out the example of Estonia. Being a very small country, Estonia has grown to be one of the world's digitally advanced societies. He deliberated on the point that urban opportunities should be made accessible in rural areas and more than people being able to see the government they should be able to feel it.

A satisfied customer makes a happy administrator. We should remember never to have a personal agenda in the workplace. It is best to think about now and not dwell too much into the past or worry too much about the future. Always place India first before anything else. He ended his speech on a very meaningful note by saying that the most important thing for a transformative leader is to love your people 24 x 7, irrespective of any barriers.

Consumer Behaviour

Dr. Suresh Ramanathan

Professor of Marketing, David R. Norcom'73 Endowed Professorship in the Mays Business School at Texas A&M University.

The energy levels in the room were rising high the minute Dr. Suresh Ramanathan started his talk on Consumer Behaviour at LIBA during the BMI session on 16th August 2017.

Dr. Suresh Ramanathan who holds his PhD in Marketing from Stern School of Business at New York is also a graduate from Indian Institute of Technology, Delhi and Indian Institute of Management, Calcutta. He with his rich experience in both academia and industry kept the students engrossed throughout. “The 'notion' of customer experience is vital in any business but a company focusing on giving a good price, isn't just enough in this hyper competitive world,” mentioned Dr. Suresh who gave Reliance Jio as a reference.

He says no advantage will last a company for more than three months and efficiency isn't a strategic differentiator. “Are we truly differentiated in the value given to the customer?,” questions the Professor who says strategic herding is the major problem we face and the whole industry faces it like the Telecom industry currently is. 'Should the company focus on customer satisfaction?' and the responses from the audience were varying from a big yes to maybe.

He says the term customer satisfaction is the most inane term used widely. The state of satisfaction doesn't push the customer to excitement but rather a sense of calm, he explains. “It is a cognitive construct and it cannot be measured in these after-service surveys that many companies do. It should be on understanding of what the customer exactly wants,” says Dr.Suresh who stresses that the conventional Customer Relations Management (CRM) in companies shouldn't just be treated as a software in the company.

He mentioned that company loyalty doesn't exist entirely and it's becoming a myth because nowadays the customers don't just strive to meet expectations but exceeds it. He went on to talk about how to keep customers eudaimonically happy (focusing on happiness



and defining well-being in terms of pleasure attainment and pain avoidance). “The three things we need to focus is relatedness, autonomy and mastery. Also, we should justify why the consumer should buy the brand,” explains the Professor.

He also answered few questions from the audience which was on how companies are handling CRM these days for which he mentioned, the loyal customers of the company are now being moved towards CEM which is Customer Experience Management. He also explained how Apple retains its customer base as the company products come along with a sense of pride.

The Land of Innovation

Praveen Vijayarangan

LIBA Student

“The best things happen when you least expect it”, I have never had a chance to experience this quote, that is until April'17. So here I am to share my internship adventures with you. It all began with a mail from the Placement team of LIBA stating that NIF, the National Innovation Foundation was willing to recruit interns. What was NIF? I had never heard of such an organization until I received that e-mail. The interview process was just a phone call from one Mr. Tushar Garg (a senior executive at NIF), although, it wasn't much of an interview, rather a discussion with him. I found myself to be extremely lucky and happy when, a few days later, I heard that I was selected to be a part of a Business Development team of 42 interns who were short-listed from 720 candidates from business schools all over India.

National Innovation Foundation (NIF) India, was founded in March 2000 based on the Honey Bee Network (HBN) philosophy with the assistance of Department of Science and Technology. The main purpose of creating NIF, has been to work intensively to improve grassroots innovations and innovators by diffusing them widely through commercial and/or non-commercial channels, generating material or non-material incentives for them and others involved in the value chain. The Land of Innovation would be a perfect title for NIF since one can discover innovations in a wide variety of areas starting from farming, medicine and even music. By doing so, NIF strives to make India top the ranks in the Global Innovation Index.

The best part of my Internship was the project and the location, not to forget the amazing people there. My project was the Business Development process of the Bamhum, a musical instrument invented by Mr. Moa Subong which



can be played just by humming and my project location was Nagaland. For an individual who had never participated in musical activities, except for listening to songs, all of this was new to me. Another interesting fact is that, one of the reasons for me being posted in Nagaland was because of me not knowing Hindi, and that Nagaland's official language is English. Regarding the actual project, my objectives covered almost all specializations. I was exposed to the real market which included company incorporation, market research, feasibility analysis of the Bamhum, gathering requirements for setting up a factory, marketing and advertisement strategy, finding potential markets and dealing with financials. I stayed in Nagaland for 45 days and worked along with Mr. Moa Subong for the project. Mr. Moa Subong also owns a band called 'Abiogenesis' with his wife Mrs. Arnela Subong.

How cool was it to Intern with musicians?? My project was not constrained to just Nagaland. I travelled to Shillong, Meghalaya and Diphu. Assam, two cities (that I never dreamt of visiting), in order to research how customers really felt about the Bamhum and to gather feedback. The taste of experiencing music as one among them was so rich and I was amazed - being exposed to the talents of the inhabitants. The Internship was an amazing experience and here are few of the things that surprised

me. Firstly, the people in Nagaland ate only twice a day. Secondly, lunch was served at 8am and dinner at 5pm. Being a foodie myself, these revelations dumbfounded me. Finally, absolutely no night life existed in Nagaland as the majority of outlets and eateries would close by 6.00pm but this did not make me bored of the city. Every time I stepped out I was treated like a prince. Nagaland is usually referred to as the Land of festivals but for me it was more of a Land of good food and good people.

I was lucky enough to get a chance to explore Delhi and Ahmedabad as well as part of my project. I have made a good set of friends at every city I visited, and everlasting memories that I will cherish forever. Above all, I was exposed to a wide variety of food and exquisite delicacies that I absolutely enjoyed and made this experience even more memorable. My Internship with NIF has been one of the best experiences in my life, I was exposed to the practical understanding of the business and more importantly the struggles and challenges in starting a new business. Overall, I felt that it was a Domestic Exchange program rather than an Internship.



Dialogue is the key to Negotiations

Prof. George Kohlrieser

Organizational and Clinical Psychologist & Professor Organizational Behaviour
International Institute of Management Development (IMD), Switzerland

“Learn to accept another person's perspective”, said Prof. George Kohlrieser, while addressing LIBA students.

It was an illuminating and engaging experience for the students of Loyola Institute of Business Administration (LIBA), when Prof. George Kohlrieser, an America-born clinical and organizational psychologist, author, speaker, consultant and a professor of Leadership and Organizational Behavior at the International Institute for Management Development (IMD) based in Lausanne, Switzerland addressed the students on the topic 'High Performance Leadership' at the Beyond Management Initiative session held on 30 August 2017.

Prof. Kohlrieser brought to light the importance of youth leadership and stressed on a leadership based on dialogue and bonding.

Leadership starts with leading one's self. A true leader must have control on his or her emotions and thoughts. Having been a part of over 100 hostage negotiations, Prof. Kohlrieser mentioned that “leadership's key challenge lies in bonding with the people you don't like”. This challenge can only be met by getting rid of a tribal mindset which keeps categorizing people as 'them' or 'us'.

Human brain is fundamentally negative. It is at peace only when it is sure that there is no fear or pain. Keeping the brain vibrant and positive is a tough task. One way of

doing so is by finding a secure base. A secure base can be a person, place, goal or object that provides a sense of comfort.

“Leaders need to let go off their ego. Leading is about serving, it is a human process,” says Prof. Kohlrieser. Today's business leaders need to become secure bases for their employees. There is a need to lead from the mind's eye, interweaving dialogue and bonding in the leadership fabric.

In his special message for India, Prof. Kohlrieser said, “Indian leaders need to be inspirational drivers of change. While there is a need for the women in India to fight for their rights and stand their ground, the men also need to learn to bond and show emotions.”



Life Leadership - How to bring out the best in you

Mr Vijay Kapoor

Founder & Managing Director, DERBY Clothing

“I live to create 1000 first-generation entrepreneurs by 2025,” says the Founder of Derby Clothing

The energy levels in the room rose to a new high at the LIBA auditorium as Mr. Vijay Kapoor, Founder and Managing Director of Derby Clothing walked in. He addressed the crowd on 'Life Leadership' more specifically on how to bring out the best in you. He says, “If you want the world around you right, get the man right and everything else will follow. All you have to do is tap the five parts of the personality - Physical, Mental, Intellectual, Emotional and Spiritual.” He stated few pointers on how to train these personalities within us that will help us live a life on our own terms for example, every deep emotion you experience will recur again so if you express anger deeply you are bound to experience it more often, so it makes sense to keep your emotions in check and celebrate happy emotions. He also spoke on the importance of the spiritual personality that gives the energy everyone needs to take responsibility for our lives without blaming anyone every time something goes wrong.

He went on to share his own experiences from his childhood when he was bullied for his height which he says is completely not right and we need to respect our fellow human beings. “Why do you want to look tall cutting someone's legs?,” he asks before adding, “My father was a journalist and we ran on a tight budget but I got all the love and affection a child should get.”

Mr. Kapoor a first-generation entrepreneur says right from a young age he knew he would get into running a business. “Anyone who knew me knows I wanted to be a businessman,” he says with a smile.

After his graduation, he worked as a salesperson which made him realise his strong communication skills along with his 'never-take-no-for-an-answer' attitude, that he's got everything it takes to make it big in life. Even though he was successful at his job when an opportunity threw itself at him to start a food joint along with a friend, he knew it was the right thing to do. “People questioned my decision but I knew it made sense. I started small but before I could start I faced issues and my friend backed out of the food venture,” says the Loyola alumnus.

His inspiring story how he started Derby Clothing from a small 200 sq-ft space with one tailor to an international brand community left the audience awestruck. “I brought in new concepts that people weren't used to in the 90's like 'Dial-a-outfit' where people need to call the public call office (PCO) shop next to my store and I would personally go pick up the material from them,” smiles Mr. Kapoor. He says if we have the right attitude to face challenges head-on, we have all it takes to be an entrepreneur. It definitely needs to be applauded that Derby Clothing's vision is to create thousand successful first-generation entrepreneurs by 2025 and thus creating ample employment in the country.



Make a difference

Mr. Kumar Vembu

Founder and CEO, GoFrugal Technologies & Zoho Corporation

“I do not hold a management degree,” says Mr. Kumar Vembu, Founder of GoFrugal Technologies and former President and COO of Zoho at the BMI session held at LIBA on 20th September 2017. He says everything he learnt was from experience. While he worked after his undergraduate degree, he learnt two things which was product development and the power of teaching which he feels only when you teach people, you end up learning more. Mr. Kumar Vembu who did a teaching stint at IIT, Madras says his work experience felt like he was pushed into water before he could tell if he knows to swim or not, all these ups and downs is what shaped him to what he is today.

“I went to the US for sometime to work with Intel as a consultant and that's where I realized I have sufficient English knowledge and that I could do products,” says Mr. Vembu who started his own company in the year 1995 and later joined Zoho in 1997. “I did not have a very affluent family to invest in my company and so I had no choice but to earn my own morsel. Zoho is the largest product company in India and it has a turnover of over \$4 million. Today there are hundred other SaaS (Software as a Service) companies started by ex-employees of Zoho,” explains Mr. Vembu who says he's always worked with

fresh engineers and the trick of being in business is to be jack of all trades.

During the Q&A session, a student from LIBA asked him how he handles competition in business and he explained it's healthy and he goes by Jeff Bezos, Founder of Amazon, who says 'Don't focus on your competition, focus on your customers'. “If you keep your USP intact and differentiating your product, no matter what the competition, the business will take care of itself,” smiles Mr. Vembu.

Many students had questions on why Zoho is still a sought after workplace by fresh graduates, how to convert an idea into a product and how an engineer can be in the sales vertical. He explained that it all comes down to the work environment in keeping the employees happy. He says to survive in today's world, we have to go through a crash course on being agile because the rate of change is unprecedented. “If you want to see an idea into a product, all it takes is determination and your confidence. If you don't want to invest in your idea, no one will! The more you talk about your idea to people who can be your potential customer or even a competitor, the more you validate it.” signs off Mr. Vembu.



Creating value through societal impact

Prof. N. Chandrasekaran

Professor, Supply Chain Management and Business Analytics, LIBA



A student body that is well known around the campus for planning and organizing guest lecture sessions across different industry domains, the BMI Team of Loyola Institute of Business Administration (LIBA), Chennai, recently came together for something that was beyond what they typically do. The event in question was a book launch for one of LIBA's very own, Prof. N. Chandrasekaran, Professor, Supply Chain Management and Business Analytics at LIBA. His work "Incredible Champions Volume II" was being launched and introduced to the readers. This was a part of the session on the topic "Creating value through societal impact".

A social entrepreneur may be defined as an ordinary person who is capable of making an extraordinary impact on the world. This session saw numerous eminent social entrepreneurs coming together on the same platform to share their experiences of how they contributed towards the betterment of society and how their actions helped in

adding value to the current social standards in the country.

The event commenced with an address by Fr. Christie SJ, Director of LIBA, who gave a brief insight on social entrepreneurship and how it is of great value in shaping the society. This was followed by a talk by the first speaker of the day, **Mr. H. R. Srinivasan** who is the Vice-Chairman and Managing Director of Take Solutions Ltd. During his speech, Mr. Srinivasan spoke about the importance of people getting together and doing something constructive rather than simply speaking at length about doing things. This book by Prof. Chandrasekaran stands as a tribute to all those who are on the practical path towards doing something and working for the development of society. Humane touch is something that has lost its glory in this world of political, social, and commercial interest and these social entrepreneurs are on a mission to bring back this much needed touch to the lives of those around them.

Mr. Srinivasan highlighted how electronic media in India always seems to show a lot of breaking news but none of this news is ever positive. This media never speaks about the good things happening in society but only chooses to focus on promoting negativity. It is important to know that there is 99% good happening in society, thus keeping the world together. This is where “Incredible Champions II” comes into the picture as it tells the society more about these do-gooders. They may not be forthcoming about their works but it is important that society recognizes and gets to know more about them. Their actions and the way they have helped to bring success to society are highlighted in this book which salutes these champions.

At the end of his speech, Mr. Srinivasan went on to release the book and the first copies were handed out to all the dignitaries present. The next person to address the gathering was **Mr. Ramanathan Bupathy**, former President of ICAI. Mr. Bupathy began his speech on the topic of creating value with societal impact by citing the example of a teacher whose job it is to create and nurture. A teacher should not be focused on only his own achievement but rather try and fulfill the potential he has in terms of shaping the lives of his students. We should all contribute in our own ways to help in the growth of society. Working hard and achieving success should be the mantra in life and success should not be measured in terms of only monetary value. Rather, our measure of success should be built around the number of lives that we manage to touch and the positive impact we manage to bring forth on each one of them.

This was followed by **Mr. M Sivakumar**, CEO of ICT Academy addressing the session. His take on the subject was that all of us should have the aim of earning money but it should not be the sole driver of our purpose in life. We should also focus on making some form of contribution towards society. Our aim in life should be to try and create a synergy between our passion and profession so that society is benefited by these actions.

At this point a question was put forth on the subject of expanding the outreach of a socially beneficial project. It was highlighted how people always seem to appreciate those who start something for a social cause but are never willing to make a monetary contribution to fund expansion plans. Mr. Sivakumar's answer to this was that a social entrepreneur should have a proper alignment of his mission and vision. He should start by earning enough money and taking care of himself before deciding to take on the challenge of caring for others.

Various others Champions who were featured in the book and present for the event were also asked to share their experiences of how they had added value to society. Some of these narratives were truly heart-warming. This session motivated and inspired the students of LIBA to become leaders of social change in the foreseeable future.

Fitness and Sports

Akshay Krishnan, Samuel Seshanth Srivatsan and Anurag Gabriel Shah

LIBA Students

A healthy lifestyle is what sets apart the outstanding from the ordinary. Sports and a fitness regimen can help one keep their mind and body in perfect health! We had three students from the batch of F16 speak to us about how following these two aspects have helped them not only in keeping their physical state at optimum, but has kept their mind at ease.

Akshay Krishnan spoke to us about how achieving fitness goals is an individualistic goal that needs consistency, perseverance and a thorough understanding of one's self. He shared his experiments with six pack and how it had helped him understand management principles and businesses.

Anurag Gabriel Shah shared his experiences on how football changed his life. It had helped him to prepare himself for further studies and reaching higher.

The third and final speaker for the session Samuel Seshanth Srivatsan showed us how basketball transcended from being just a sport he followed to being an essential pillar of his life, helping him through hardships and teaching him the life-lessons he follows today.



State of Indian Economy

Ms. Aarati Krishnan

Editorial & Financial Consultant, Editorial & Financial Consultant, The Hindu Business Line.



In the BMI Session conducted on 8th November 2017, “The State of Indian Economy” was discussed by our speaker Ms. Aarati Krishnan, Editor and Financial Consultant of The Hindu Business Line.

There has been a debate on our GDP for quite some time now. Blindfolded, people are now feeling their way through our economy. It is common knowledge that demonetization and GST has slowed down our economy. The GDP Growth has fallen from 9.1% in Q4 FY15 to 5.7 % in Q1 FY18. We should not read too much into our quarterly numbers. In sectors such as agriculture, manufacturing and services only a few listed companies provide their numbers, the rest are estimated. Therefore there is no need to go for an extreme alarm in this case.

The two sides to this debate are the Pro-Modi and the Anti-Modi side. The argument of the Modi critics has been quite public with Yashwant Sinha going on record to even say that the economy has been decimated. The

private investments are growing at a rate less than 2%. The GDP comprises of three different components household spending, government spending and investments. From 2015, the investment component has been steadily falling. The Bank credit to the industries also shrank in 2017. Farmers have also been protesting across states. Exports fell with India accounting to 2% of world trade. The informal sector is struggling and there has been no job creation. Supporters of Modi argue that private spending and the government spending grew in Q1 which proves that the consumers are not in a slump. Credit to services grew by 19.5%. Personal loans have grown by 16.7 % in FY17. The growth in the agriculture sector was at 4.9% in FY17 against 0.7 % in FY16.

There is truth in both the sides of this debate. It should be noted that the Indian economy is so vast, that there are always those that are growing and those slowing in parts. Air passenger traffic is growing by 15% but rail traffic is

growing at just 1-2%. Coal output is up 15 % in August but cement output is down 1.3 %. Electricity output is up 10% in August but crude oil output is down 1.6 %. SUV sales grew by 30 % in FY17, but two wheeler sales grew only 7%. Smartphone shipments in India grew 23% in Q3, but consumer durables grew only 5%. Bank credit to industry shrank by 2% in FY17, but credit to agriculture expanded 12%, services 20% and retail 17%. Exports grew by 25.7% in September, while IIP grew by 4.3%.

Hence a lot of contrasting things have been happening in our economy. The Government has done a lot of heavy lifting this time to make the economy grow. It has been spending on public administration a lot to stimulate the economy. The fall in the global oil process also indirectly helped us. The excise on petrol went up and this excess revenue was well used by the government but if oil climbs back up, taxes may have to be cut and the government's revenue will shrink. The IMF forecast for the GDP next year is 7.4% while the RBI places it at 6.7%.

The challenges to a greater GDP growth are many. The agriculture sector is suffering because India is no longer an agricultural country. As services contribute to about 67% of our GDP while agriculture contributes to about 15%. The farmers have no access to free markets and still depend on middlemen. The government also has trouble procuring all the produce. The government has hence launched eNam, an initiative to electronically link markets and Fasal Bima Yojana, Crop Insurance against yield loss.

The industrial sector is struggling from excess capacity. The demand has been less than the supply because of companies investing too much during Boom. Therefore more investments cannot be expected now as the demand has to catch up with the capacity. The government initiatives to counter these include - Pay Commission to boost spending, the Make in India campaign and making sure that the price of steel doesn't fall too much.

The services are struggling due to the Real estate/construction facing multiple headwinds such as Demonetization, RERA, Black Money crackdown. More efforts are now being made to regulate the real estate sector. The financial sector is faring well with NBFCs/bond markets stepping in for banks. The telecom sector has a price struggle now but the demand is booming. The New-age services such as Food delivery/Cab aggregators/ E tailing are doing well.

The other major challenge that the economy is facing now are the Bank NPAs. Loans to power, mining, steel, commodities from 2003-2007 have turned into NPAs. This has happened due to promoters siphoning money

for their pet projects and wrong managerial decisions. These NPAs have now begun to show up in the books of banks as they were not recognised earlier. The banks are now forced to write off these NPAs thus draining their capital. The government has come up with a recapitalisation plan for Rs.2.11 lakh crore to combat this issue.

The private sector is stuck with excess capacity/debt and is wary of new projects. The government is spending Rs 3.09 lakh cr on infra projects- Rs 1 lakh cr railways, 84,000 km of roads, 35,000 km of highways, 1 lakh km rural roads and last-mile electricity connections. Unemployment has been on the rise as well but it's not the jobs but underemployment and skilling which are the problems.

The informal sector has been hit by both GST and Demonetisation. GST has lowered the exemption threshold for excise from Rs 1.5 crore to Rs 20 lakh a year, bringing most of the informal sector into the tax bracket. The sector finds the online book keeping, monthly return filings and the input credit system too onerous.

To conclude the argument, it can be said that the revival to the economy is expected. Private investments are needed as the government investments cannot sustain the economy for long. In the long run, GST will make way for more taxes and better GDP. It is always important to not get carried away by the narrative, keep our political inclinations aside and look at the data.



GST and its impact on Trade, Industry and Economy

Mr. R. Bupathy, Mr.T. Sangeeth, Mr. Sherif and Mr. Smartin Simon

Chartered Accountants

The Beyond Management Initiative session organised on November 15th, 2017 in LIBA Auditorium was happy to have Mr. R. Bupathy address the session on “GST and its impact on Trade, Industry and Economy”.

“Is the one tax for all simple as it looks?” questioned CA R. Bhupathy

“I’ve so many memories associated with LIBA. It’s more of a homecoming for me,” says Mr. Bhupathy who was a founding faculty at LIBA. Mr. Bhupathy is the founding partner of R Bhupathy & Co., Chartered Accountants which is an accounting firm that is into audit, taxation and consulting. He’s the Director of the Geojit group of companies. He’s won many accolades throughout his career including the Paramacharya award and the certification award which is given by Confederation of Asia Pacific Accountants. He shared his thoughts on one of the most iconic legislations in the country, Goods and Services Taxes (GST) and its impact on the economy. “The most frequently asked interview question during your placements would be on GST,” says the Chartered Accountant stressing the importance of it. He admits there are few industries that are upset with the new GST regulations but he says many are excited about the implementation of this one tax for all. “GST isn’t

location-based and that is a huge change to our existing tax norms. It looks simple but is it really simple? GST dilutes the cascading effect of tax on tax but in India it is difficult as our states are not uniformly developed,” explains Mr. Bhupathy on why it is complex.

He says revenue sharing between the state government and the central government is the reason why it took so long to be implemented. Another huge drawback of GST implementation in India is that the tax norm is completely technology driven which is what makes it complicated. He says it is relatively simple for the organized sector to adapt and the SMEs can opt for the composition scheme which makes it simple for them but he raises the question of entrepreneurs who procure many services but aren’t registered who will be affected with GST. “There’s a new mechanism called Reverse Charge Mechanism which is on hold till March 31, 2018 due to certain implementation issues,” explains Mr. Bhupathy who was the President of ICAI for the year 2003-04.

The other speakers, Mr T.Sangeeth, Mr. Smartin Simon and Mr. Sherif also shared important insights on the impact of GST on the basics of GST, GST effect on the automobile industry and the issues faced due to GST.



My journey through the exciting world of modern day HR

Mr. George Abraham

SHRM SCP, Senior Manager - Human Resources Deloitte, Middle East -
Risk Advisory HR Leader, Deloitte & Touche (M.E.)

“Be curious, collaborate and co-create” and 'Continuously Challenge Orthodoxies' said Mr. George Abraham, while addressing LIBA students.

It was an illuminating and engaging experience for the students of LIBA when Mr. George Abraham, SHRM, Deloitte (Middle East), also an alumnus of the 2005 batch of LIBA, addressed the students on 8th January 2018 at the Beyond Management Initiative session, where he talked about his journey into the corporate world.

Mr. Abraham brought to light the importance of creative collaborations and knowledge sharing.

Talking about his LIBA days, Mr. Abraham said, “Your score is not always a true reflection of your talent. Smooth transition from the campus to the corporate depends not on your scores but on the learning that you carry as your takeaway.”

“HR is going through a sea of changes on account of path breaking technological advancements. The key to standing one's ground in these winds of changes lies in focusing on better communication, team dynamics and alignment with organizational goals. Organizations too need to brace for a digital future in order to be future-ready”, said Mr. Abraham.

Talking about how people's career preferences have changed, he said, “People these days are not just looking for careers, they are looking for experiences. The corporate workforce is changing. The use of contingent workforce and freelancers is on the rise. This will further evolve with the transition to robotic workforce, smart machines and other intelligent technologies guided by artificial intelligence.”

Mr. Abraham's advice to the students was to grab every single opportunity to learn, be open to criticism, share knowledge, collaborate and look beyond. “Epitomize LUCEAT LUX VESTRA and let your light shine,” were Mr. George Abraham's concluding words.

This was followed by a Q & A session, where Mr. George Abraham answered the queries put forth by the audience.

Q1. Do you suggest switching domains after working for a few years?

It depends on your choices and situation but it is not advisable to do so after having worked for some years in one particular field. Do not go for a stop gap arrangement. Find your passion and pursue it. Don't make a career decision based on just the pay packets.

Q2. Is HR losing its importance with the advent of Robotics, AI and Machine learning?

Former US president John F. Kennedy said once, 'The Human mind is our fundamental resource'. Humans are the creators and the masters of the machines and the technologies that are being touted as their replacements. The fact is that HR will always remain a key aspect of businesses, but its role will certainly evolve with the dawn of these path breaking advancements.



Importance of acquiring additional skillsets in business or corporate field

Mr. K.Gaurav Kumar

Head, Gaurav Kumar & Associates, a firm of company secretaries



In the BMI session held on 17th January 2018 we were delighted to have with us our very own alumni Mr.K.Gaurav Kumar, Head of Gaurav Kumar & Associates who spoke about the importance of acquiring additional skill sets in business or corporate field. Gaurav was part of our F11 Batch. He was one of the '5 pointers' and didn't have great grades. He however pursued a Computer Secretary course along with his PGDM. The Computer Secretary course had a 3 tier structure in which he had already cleared the second stage before he appeared for CAT and XAT.

He had always been a quick learner and was good at arguments. Reading balance sheets came easy to him. This helped him complete his Company Secretary (CS) in August of 2010 but to achieve this he had to properly plan his time while pursuing his course at LIBA. He picked classes after 6.00 pm in the evenings as well as weekends so that he could get enough time to work elsewhere. In this competitive environment, it becomes imperative that people pick up additional skills. He had a passion for accounting and decided to pursue it.

He wondered about happenings in the board meetings of companies. He wanted to be his own master and didn't take the offer of placement from the campus. He decided to take the risk and it worked for him. Passion should always guide us. He was good at marketing but never pursued it. This was because he didn't have the

flair for it. Spending more than five lakhs and not learning something extra felt very useless to him. Out of the 60 plus subjects we study he appeals to the audience to find the one that excites them.

Being a litigator, today he has offices in Mumbai, Bangalore and Chennai. His job requires him to be good at debating and arguing. He was better than most at this. He asked us to find out in what terms they are better than others. This will equip us to adapt to all that is to come in the future. His life principles came from things that he was good at. He was good at playing chess and this helped him to keep his priorities straight. Sometimes one needs to sacrifice the Queen to save the King. Second was Typewriting. Always grab opportunities. Can you remember the last time you had the chance to redo something you had done? Lastly, it was his Creativity. He requested us to search for our passion in the most mundane things. He found that he had a talent in Mimicry and now he is also an RJ at 94.3 FM Mumbai.

He remembers the first time he started his practice in his house and within 5 months, he had built up an organization. After 18 months, he ran into a rough patch. He started doubting himself but data helped him. He and his friend analyzed data about cases pending and the number of people available. This helped him majorly. Startups need to differentiate themselves from others. LIBA made him understand the market. If he didn't start his practice then, he would have definitely regretted it. He suggested the students not to get bogged down by placements. Whether it's fundamental or technical knowledge; remember that if you have the required skill set, you can earn your own bread. Never compare yourself to others. This will only demotivate you; always remember that opportunities come at every point in time. Stay grounded. Acquire a skillset and make it a hobby.

Wealth Creation through Investment

Mr.Swaroop Mohanty

CEO, Mirae Asset Global Investments P Ltd

The BMI session on 24th January 2018 was happy to host Mr.Swarup Mohanty for a Session organized in association with Business Standard.

When thinking about richness, wealth, and wealth creation, probably the first person who comes to every human mind is Warren Buffet. Among the wealthiest individuals in the world, he is regarded as one of the gurus to listen to when it comes to wealth creation. To quote him from one among his many great sayings, “If you don't find a way to make money while you sleep you will work until you die!”

For bright young minds aspiring to become the leaders of tomorrow, MBA students require a good deal of knowledge on the various aspects of wealth creation and management not only for themselves but also for those who can potentially trust them with their money. In an effort to educate them better, the students of Loyola Institute of Business Administration (LIBA), Chennai, was privileged to have Mr. Swarup Mohanty to talk about the creation of wealth through investment.

Mr. Mohanty mentioned how the concept of creating and maximizing wealth has not changed over the years. Till date, people look to invest their hard-earned money in various instruments to generate and increase wealth, sort of making the money do all the work for itself while improving their riches! As a subject, wealth is something very important and can be found in every walk of life. To define this term in the words of Robert

Kiyosaki, “Wealth is a person's ability to survive so many days moving forward. If you stopped working today, how many days will you survive?” Wealth is subjective when looked at from the point of view of time and does not always involve money, per se.

Understanding wealth is not an easy job and in order to do so, one needs to start by understanding the wealthy and how they amassed all that wealth. Long back, land happened to be the first real asset that was identified by man with gold and jewelry following suit. Kings would have zamindars or landlords in their kingdoms to manage these assets and help them in becoming wealthier, similar to the asset managers we see in the modern day. The munshi in the King's court was the earliest person to ever resemble the modern day banker. Even today, land is looked upon as a valuable asset to invest in along with gold, and people expect to get good returns on such premium investments.

For those not willing to go big with land investments, there are many other options that have opened up to help them in improving their wealth. One of these is SIPs or a Systematic Investment Plan where an individual needs to invest a certain amount over a predefined time period and earn a certain return on their investment. Their investment is taken up by fund managers who put the money into equities and assure them of returns after a number of years. Companies today are no different from the kingdoms of yester years. An owner's valuation is reflected by the valuation of the company. In other words, it is the value of



the number of stocks they own in the company that determines how wealthy they truly are, similar to the older times when kings and kingdoms would be judged by the wealth contained in their treasury. The kings of today are those who own equity!

Mr. Mohanty had a simple piece of advice for the students anyone who feels he/she has the aptitude and capability to own stocks directly should do so. If they feel they do not have the capability and aptitude but want to gain the skill, there are many forums and sites where knowledge about investing in the equity market can be gained. Technology has also made virtual trading possible where people get to invest in the live stock market with virtual money. Those who are not willing to gain that capability should look to invest through mutual funds.

Mutual funds are the only financial instruments where the risk of investment is rightfully shifted back to the investor. So if a person is losing money by investing through a mutual fund, the latter is not liable to compensate him for the losses just as they won't be demanding a share of the profits.

However, society should be careful about the whole idea of amassing wealth. Money and wealth should not take control of an individual and make him shun his morals, values, and principles. It is worth noting that Indian

society seems to be slowly slipping towards that stage where materialistic desires are driving everything else. One needs to look only at Brazil to understand what the greed for wealth can do to a nation. Once regarded as the next superpower, concentration of wealth in the hands of a few in the country led to its downfall and the country is now struggling to rediscover its economic growth and development.

When it comes to investing, an individual needs to have the right advice at the right time. It could come from peers, parents or relatives for these are the people who have the appropriate idea of investment. This guidance is what will be of help in driving the person forward towards building on their wealth.

Mr. Swarup Mohanty is the CEO of Mirae Asset Global Investments (India) Pvt. Ltd. He has over 21 years of experience in the industry, having worked with the likes of Kotak Mahindra Asset Management Company Ltd, Birla Sun Life Asset Management Company Limited, and Religare Asset Management Company Public Limited.



Banking to Unbanked Population

Ms.R.S. Isabella

Executive Director & Managing Director In-charge, Repco Bank

“Financial literacy and inclusion is the challenge today, we have lots of opportunities in regard to financial inclusion and that's exactly what the government is trying to do with its schemes,” says Ms. R.S. Isabella, Managing Director, REPCO Bank. She addressed the students of Loyola Institute of Business Administration on the topic 'Banking to Unbanked Population' at the BMI session held on 31st January 2018.

She says financial inclusion aims at delivery of banking services to the common man including the underprivileged, migrant workers, senior citizens and farmers. This will extend the access of a bank to every single citizen of the country at an affordable cost. In a recent study, it was evident that the unbanked population stands at 233 million from around 557 million and she says we still have a long way to include them too. “The main reason why people do not wish to open a bank account is because of low financial literacy, remoteness of the place and cultural barriers mainly. We form 21% of the world unbanked population which is a

sad state that needs immediate attention,” explains Ms. Isabella who has a dual Masters' degree in Bank Management and Business Administration.

There are two approaches of the RBI to inculcate financial literacy among people Minimalized approach which is making basic financial product and services available and Expanded approach which is making ancillary services like insurance available easily. “Some of the main initiatives by the Government has been Nationalisation of banks, forming self-help groups, easy loan scheme, micro-financing etc. which has made it easy to implement these approaches,” says Ms. Isabella. She believes the promotion of digital villages play a key role as it enhances access to seamless and digital banking and thus enabling direct transfer of government benefits without middlemen. She explained the importance of cooperative banks and the crucial role they play which is almost like a lifeline in the rural parts of the country. It is one of the largest structure in India with more than 200 million members.



The Strategy of Brand Perception

Dr. Sudio Sudarsan

Professor, Marketing, HULT International Business School, USA



LIBA on 7th February 2018 conducted a BMI session on “The Strategy of Brand Perception” by Dr. Sudio Sudarsan, Professor, Marketing, HULT International Business School, USA. The session elaborated on strategy, brand and perception by quoting instances of his research and examples of famous brands like Nike and Harley Davidson. The session concluded with Dr. Sudio Sudarsan interacting with the students.

Explaining about brand perception, Dr. Sudio Sudarsan said, “Perception is not what one sees but what one looks at. Marketing is actually perception and perception is content of the total sensory experience that we have. The price of the product doesn't depend on the product but the story one creates about the product. We are into a highly socially engineered world and creating perception is what we do as marketers. Some sort of perception belongs to culture because we all are born into a culture which is a thought experiment. Culture plays a vital role in building perception as it takes deep roots in our mind. Marketers need to discover this footmark which is already there in the brain. One needs to find the footmark and position the brand accordingly.”

Listening to Dr. Sudio, you realise that marketing is very closely associated with (surprise!) consumer behaviour, and that cracking this behavioural code is

possible through the understanding of psychology, anthropology and even neurobiology. It is this interesting approach, of combining liberal arts with marketing, that Sudio tries to convey through his lectures. He himself has done anthropology-based marketing. Dr. Sudio says he doesn't hand out surveys. He watches people and learns the meaning from being a part of them.

“Today, anthropology or psychology isn't taught (in the MBA). Statistics and scientific marketing is taught, but these are all methods from 1960s, I think. This is not the way we do things any more,” he adds. If you're doing quantitative marketing, there is no theory, no philosophy, he says. “Give me the scanner, give me panel data and I will model consumer behaviour for you. We have a lot of advanced statistics today that we are able to predict human behaviour with.”

His advice for MBA students is, “It really depends on what their definition of success is. If, like everyone else, it is to make money, well, then they won't get very far, and won't achieve great things in life. “But if their purpose is to create value to society, or another person, then the money will come on its own, and that will make them do great things. When students are immature, they think money and fancy cars are everything. But after life rubs off on them and they navigate the politics of business, they learn there are higher things in life,” he concludes.

Budget 2018 - An Analysis

Shri. P. Chidambaram M.P.

Former Finance Minister, Government of India



LIBA organised a critical analysis of the Union Budget 2018 on Saturday, 10th February 2018, at LIBA campus. The Union Budget 2018 was analysed by Shri. P. Chidambaram M.P., Former Finance Minister, Government of India in the presence of students, faculty members of LIBA and other institutions in the campus and the public. There was a question and answer session in which the students and audience interacted with Mr. Chidambaram regarding the Union Budget.

The Union Government may have presented the budget

for 2018-19 with an eye on elections, felt Shri. P Chidambaram. He said the nation can see a grim picture for the immediate future of the Indian economy. "Inflation will rise and fiscal deficit will widen. Macroeconomic stability has been compromised, distress in farm sector continues, young men and women will be left unemployed and exports are way below. Every which way you look at it, this Budget has failed this country. In conclusion, all I can say after seeing this government's fifth Budget is that thank god this government will not present a sixth Budget," he asserted.

Entrepreneurship and How to Start Your Own Venture

Mr. Varun Indra Gajra

Managing Director, Gajra Pai and Zhu Limited

At the BMI Session held on 14th February 2018 we had with us Mr. Varun Indra Gajra and Ms. Celeste Zhu who are the Managing Directors of Gajra Pai and Zhu Limited. Mr. Varun spoke on entrepreneurship and how to start our own venture.

Gajra Pai & Zhu Ltd. (GPZ) specializes in taking businesses into new markets. They focus on providing market access consulting and make compliance easy (business support services) for businesses coming into India. Ms. Celeste came to Chennai in 2012, with very little knowledge of English, she managed to get admission with the Madras University. Mr. Varun moved on to say that as Celeste moved away from her comfort zone, she started becoming more confident and independent. This motivated her to start her own business. Varun himself wanted to start a software business in 1998. Today both of them have brought around 65 companies to India through their company Gajra Pai & Zhu Ltd.

Why become an entrepreneur anyway? Varun gives us the answer. Twelve million people in India are in dire need of jobs and people with MBA's are trusted with

the responsibility of bringing jobs to them. However job creation is not an easy thing and starting a business is a Himalayan task. You need to give up most part of your normal life at least for the first five years. Meaning and not money should drive you. You need to set a benchmark for your success and you'll slowly realize what winning actually is. To succeed in business one needs to always have a positive spirit. Find strength through diversity. Speak to people who come from various geographical locations, this adds more creativity and strength to the organization. Diversity is what makes the intellectual elite to come together. He appeals to the students to take decisions for themselves and take ownership of their own actions. He asks us not to get too comfortable as comfort makes individuals lazy.

He further speaks about failures and the kind of failures that successful individuals face which are often forgotten. He says not to see these failures as an obstruction but to wear proudly the same way a soldier would wear his scars. This mantra has made their company grow to \$1 million in revenue this year.



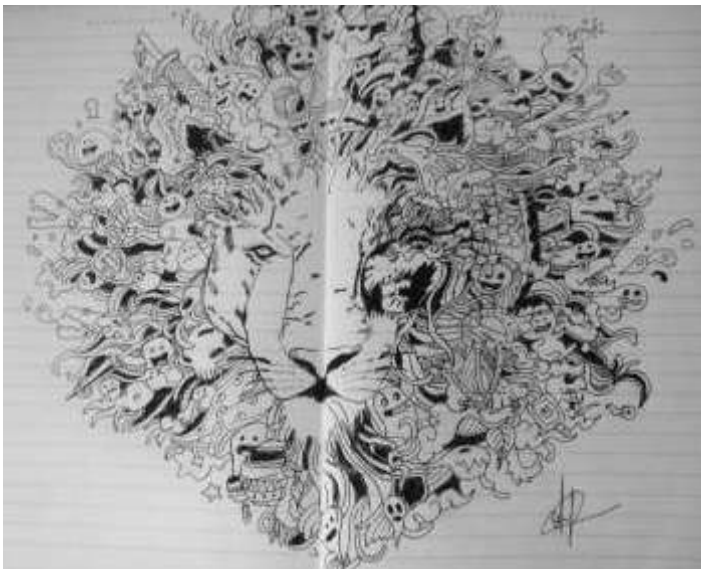
Doodling

Antonet Fehmi, Krithika Sreedhar and Samuel Seshanth

LIBA Students

The Ekalavya session held on 21st February 2018 was on a topic that sparked curiosity and amazement from students- Doodling! We had three speakers for the session- Antonet Fehmi, Krithika Sridhar and Samuel Seshanth Srivatsan.

Each of them brought out significant aspects of the hobby that kept them engaged through their everyday activities. Fehmi shared her thoughts on how it all began and how she works her magic on the canvas, Krithika showed us technicalities of symmetry and design in her work while also throwing light on her inspiration behind every doodle artwork and Samuel gave us a heads-up on what runs through his mind when he picks up a pen and also gave us some tips on how doodling can be something that everybody can pick up as an interest, hobby or a passion for the future.



Don't be afraid of making errors

Ms. Uppma Virdi

Founder & CEO of Chai Walli

It was an illuminating and engaging experience for the students when Ms. Uppma Virdi, Founder & CEO of Chai Walli and the winner of the Australian Business Woman of the Year 2016 Award, addressed them on March 7, 2018. The Beyond Management Initiative team of LIBA hosted the session in association with the **Australian Consulate - General, Chennai** as a part of the International Women's Day Celebration. The session was also attended by Ms. P V Chenju Lakshmi, Public Diplomacy Officer, Australian Consulate-General, Chennai.

Chai Walli is a startup in Australia which was conceived and realized by Indian-Australian Ms. Virdi, who is originally from Chandigarh. It has a dedicated online store along with a wholesale division as 'Chai Walli' for retail purchase worldwide, which supplies the Indian tea blend to gourmet supermarkets, food stores, cafes, restaurants and yoga centers. The special ingredients of her herbal and ayurvedic tea come with a dash of spices like ginger, jaggery (gur), cardamom (elaichi), dalchini (cinnamon), saunf (fennel), etc.

Reflecting on her journey, Ms. Virdi said, "To start a business as "chai walla" or a "chai walli" in Melbourne, Australia was not at all easy as the country has taken to coffee more than tea. Added to that there was stiff resistance from her family who didn't want her to leave her well-paying job as a lawyer in Australia".

Ms. Virdi's advice to the students was to have an entrepreneurial bent of mind and not just be job seekers. "Once you have an idea, start working on it in small steps. Who knows if the sum total of these baby steps will one day lead to a giant creation?", said Ms. Virdi.

She mentioned that being authentic is important; people want to know who you are and what you stand for. Start with an idea now, step into social media and in few months you will see improvement. It is significant to know about social media marketing as it is a large platform and having interactive sessions are important. It is essential to be satisfied in what you do and remember people who matter don't mind and people who mind don't matter. Be passionate, be the best version of yourself and always remember hard work

has no substitute.

This was followed by a Q & A session, where Ms. Uppma Virdi answered the queries put forth by the audience.

Q1. Where did you get the inspiration to start Chai Walli from?

In the Indian culture people come together through tea. Whether it's a happy occasion or a difficult moment, tea is all pervasive. I tried, but couldn't find many good tea places in Australia. That's when the business idea was born. I decided to take it into my own hands and start my own tea business to share the Indian culture of tea. I started going to markets to share our family tea there. We always sold out and that's when I realized, I had something special in my blends that I wanted to share with the wider Australian community. I learnt many of these blends from my grandfather who is an Ayurvedic doctor.

Q2. How do you see the acceptance of young business woman?

I know that there are still a lot of cross-cultural issues about young women in business. When I go to India at times the suppliers and businesses don't take me seriously, being a young Indian-Australian woman. There's still a long way to go.



Path to Discovering their Passion

Anupam Panigrahi and Jeevanandam K
LIBA Students

We concluded this year's BMI with an Ekalavya session with our very own Anupam Panigrahi and Jeevanandam Kumaravel on 14th March 2018. Both spoke about their path to discovering their passion and how it had helped them cope with the extremities of life.

Anupam's running journey started off as a kid when he was bullied for being fat. He started running alongside his father and his military friends during their morning runs. Though he lagged much behind them during the earlier days, he soon started running much faster than them. Inspired by his childhood sports hero, Rafael Nadal and his love for the comic character Flash, he started considering running in marathons. A Marathon is long distance with an official distance of 42.192 Kms. He completed his first full marathon at the Airtel Hyderabad Full Marathon in 2004 and his first podium finish was at the TCS Full Marathon in 2013. Till date, He had run 7 full marathons, 10 half marathons, 6 tens and 2 fives totalling 576.365 kms. He hopes to complete the First Ladakh Ultramarathon in September 2018, the Boston Marathon 2019, the 20th Antarctica Marathon in December 2020, Badwater Ultramarathon in 2021 and ultimately run in the Ironman Triathlon of 2022. His advice for everyone who is willing to start running is to start slow and steady, stop over thinking, set small targets and celebrate achievements and maintain a progress diary. Remember not to give up when you fall behind. After all when you run a marathon, you don't run against the other runners. You run against the distance.

Jeeva kicked off his speech in the usual Jeeva style with a flash mob dance. He was joined by some of his friends from OPM, the dance studio they had set up together. Jeeva calls himself "The Personally Certified Overthinker". He attributes that this helps him largely in Choreography. Choreography is the art of designing sequences of movements of physical bodies in which motion, form, or both are specified. It is bringing structured thoughts alive via dancing. Jeeva went on to draw a comparison between Business and Dance. Both require an idea to start. You need to make people believe in it. To make sure your people stay - you train, motivate and reward them. To know if it's a worthy investment, you need to prove your business model. The Business model that his group has adopted is a Studio

Choreographer partnership. Jeeva and his team have won several accolades. Jeeva was awarded Star Performer consecutively in 5 competitions when he participated in the college level. He went on to choreograph for Stella Maris, SRMC, Velammal, MOP and a few more colleges. He was also part of the team which qualified to represent India in LA, California. However, Success didn't come easily for them. They teach dance for 5 hours a day and train 3- 6 hours daily. He says that the joy he gets from teaching dance is endless and can't be measured. Dancing, and for that matter any other art form, be it painting or singing, is a means for an artist to connect with his soul, while on his journey of life. Dance for yourself, if someone understands good. If not then no matter, go right on doing what you love.



Press Coverage



Business Standard Promotions

LIBA: Inaugural Session of Beyond Management Initiative

The Beyond Management Initiative inaugural session for 2017-18 had Ms. Vidya Pradeep, Senior Vice President, HDFC Bank and Alumni of LIBA. Ms. Vidya explained how the evaluation of employees at senior level is being done based on not just their achievements and successful completion of their allocated targets, but high priority is also given to the way in which they relate to their employees and ensure their happiness and satisfaction in the workplace. In today's world, this has become a crucial aspect of the appraisal process. She also emphasized on the importance of Reengineering and Rebuilding oneself to match up to the expectations of the tough



demands of the ever-changing world and said, "Either follow or Be a Leader".

'Life Leadership' - How to bring out the best in you

The energy levels in the room rose to a new high at the LIBA auditorium as Mr. Vijay Kapoor, Founder and Managing Director of Derby Jeans Community, walked in. He addressed the students & faculty on 'Life Leadership' more specifically on how to bring out the best in you in the BMI session organised in association with 'Business Standard'. He said "All you have to do is tap the five parts of the personality -

Physical, Mental, Intellectual, Emotional and Spiritual." Mr. Kapoor a first-generation entrepreneur says right from a young age he knew he would get into running a business. "Anyone who knew me knows I wanted to be a businessman," he says with a smile. He said if we have the right attitude to face challenges head-on, we have all it takes to be an entrepreneur. It definitely needs to be applauded that Derby Clothing's



vision is to create thousand successful first-generation entrepreneurs by 2025 and thus creating ample employment in the country.

LIBA: Talk ‘Campus to Corporate : An holistic approach’

The Beyond Management Initiative of Loyola Institute of Business

Administration, Chennai had Mr. S. Ramesh Shankar, Executive Vice President, South Asia Cluster and Country HR Head, Siemens India, for an interactive session with the students on the topic "Campus to Corporate: An holistic approach .He traced the challenges one is likely

to encounter in the course of a transition from the portals of an academic ambience to the diversity of the workplace. Equanimity, poise and humiity to unlearn and relearn can help us change our perspectives and find work and relationships more fulfilling, was his overarching theme. The session was followed by a Q&A.



**CAMPUS
TALK**



Beyond Management initiative at LIBA

The Beyond Management Initiative session of LIBA with 'Leadership' as its theme was privileged to host Dr. Santhosh Babu, IAS, thanks to Business Standard. He shared his insights on Leadership and how it is exercised in our government and how the Tamil Nadu Handicrafts Development Corporation, commonly referred to as 'Poompuhar', has completely dig-



itized itself from its attendance to its repository to its billing system - generating its highest ever profit of Rs.1.5 crores last year. 'Always place India first before anything else', exhorted Dr. Santhosh Babu and ended his speech on a very meaningful note by saying that the most important thing for a transformative leader is to love your people 24 x 7, irrespective of any barriers.

**CAMPUS
TALK**



BMI Session of LIBA comes together for a Book Launch

The book written by Prof. N. Chandrasekaran, Professor, Supply Chain Management and Business Analytics at LIBA, "Incredible Champions - Volume II" was launched and introduced to the readers. This was a part of the session on the topic "Creating value through societal impact". Fr. Christie, Director of LIBA, gave a brief insight on social entrepreneurship and how it is of great value in shaping the society. Mr. H.R.Srinivasan Vice-Chairman and M D of Take Solutions Ltd. Released the book. Mr. Ramanathan



Bupathy, former President of ICAI, Mr. M Sivakumar, CEO of ICT Academy also addressed the session.



LIBA- Talk on Wealth Creation

The BMI was happy to host Mr. Swarup Mohanty, CEO of Mirae Asset Global Investments (India) Pvt. Ltd for a session organized in association with Business Standard. The students of Loyola Institute of Business Administration (LIBA) were addressed on the creation of wealth through investment. Mr. Mohanty mentioned how the concept of creating and maximizing wealth has not changed over the years and had a simple piece of advice for the students - anyone who feels he/she has the aptitude and capability to own stocks directly should do so. If they feel they do not have



the capability and aptitude but want to gain the skill, there are many forums and sites where knowledge about investing in the equity market can be gained. Technology has also made virtual trading possible where people get to invest in the live stock market with virtual money. Those who are not willing to gain that capability should look to invest through mutual funds he said. It was an insightful session which the students enjoyed.

– Saura Singha

LIBA-BMI session

It was an illuminating and engaging experience for the students of LIBA when Mr. George Abraham, SHRM, Deloitte (Middle East), also an alumnus of the 2005 batch of LIBA, addressed the students at the Beyond Management Initiatives session, where he talked about his journey into the corporate world.



LIBA: Talk on Banking to Unbanked Population

“Financial literacy and inclusion is the challenge today, we have lots of opportunities with regards to financial inclusion and that’s exactly what the government is trying to do with its schemes,” said Ms. R.S. Isabella, Mg Director, REPCO Bank while addressing the students of LIBA on the topic ‘Banking to Unbanked Population’ at the BMI session held jointly with Business Standard. In a recent study, it was evident that the unbanked population stands at 233 million from around 557 million.



“The main reason why people do not wish to open a bank account is because of low financial literacy, remoteness of the place and cultural barriers mainly. We form 21% of the world unbanked population which is a sad state that needs immediate attention,” explained Ms. Isabella. She also spoke about the importance of cooperative banks and the crucial role they play which is almost like a lifeline in the rural parts of the country.

– Jasmine Sangeetha Jarald

Name & Address	Comments & Suggestions
Mr. K. Gaurav Kumar, B.com, NCFM, MBA FCS Head, Gaurav Kumar & Associates	Good batch - All the best

Name & Address	Comments & Suggestions
Mr. Vijay Kapoor FOUNDER & MD - PERKS CLOTHING (P) LTD E-mail - vkapoor@perksclotting.com	INSPIRING STUDENTS WANT TO BE LIKE YOU WANTING THE STUDENTS TO GROW SUCCESSFULLY AND BECOMING SUCCESSFUL LIFE CHANGERS VIBRANT

Name & Address	Comments & Suggestions
GEORGE ABRAHAM SENIOR MANAGER - HUMAN RESOURCES - DELLOITTE INDIA PVT E-mail - george.abraham@gmail.com Tel. - +91 962874713	I had a very purposeful experience It was enlightening and great to be back! Thank you
SOURAB MORHANI CEO - NIKAR AHEAD GLOBAL INVESTMENTS (INDIA) PVT. LTD. E-mail - mohankumar@nikar.com Tel. - +91 992626267	It was a great experience to interact with the young talent of the institution. Keep you as much for the opportunity! Thank you!

Name & Address	Comments & Suggestions
George Kshirsagar PROFESSOR OF LEADERSHIP AND ORGANISATIONAL BEHAVIOUR INTERNATIONAL INSTITUTE FOR MANAGEMENT DEVELOPMENT DUBLIN IRELAND E-mail - Tel. -	It has been a very inspiring experience to be here - I am very impressed by the eagerness to learn how to never be a hostage to anyone, anything or even to yourself

Name & Address	Comments & Suggestions
Dr. Celeste Zhu Gyiza Pao & Zhu Limited E-mail - Tel. -	It was a great experience to share the journey which GPR go through. We bring with us the target school, student need more reality story or experience will to be very interesting look.

Name & Address	Comments & Suggestions
Dr. Sudio Sudarsan Professor, Marketing, HULT International Business School, USA E-mail - Tel. -	I always consider it as my honor to talk at LIBA, in- arguably the sharpest group of business students in the world.

Name & Address	Comments & Suggestions
Ms. R.S. Teaballa Managing Director, Repco Bank E-mail - Tel. -	Hi all, I'm Teaballa, MD of Repco Bank. I would first thank the org. for having given an opportunity to address the students and wishing the team all the very success in all future endeavours.

Name & Address	Comments & Suggestions
MR. KUMAR VEMBU Founder & CEO GoFrugal E-mail - Tel. -	I enjoyed the sessions with students. It will be great if Institute can have more connect in order Industry / practice. All the best

BEYOND MANAGEMENT TEAM



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