



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School



BEYOND MANAGEMENT INITIATIVES (BMI)

NEWSLETTER FOR THE ACADEMIC YEAR 2021-22

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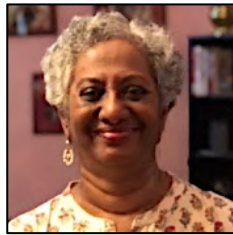
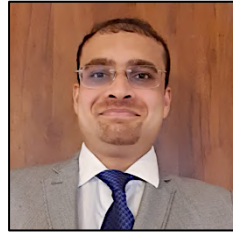
NEWSLETTER FOR THE ACADEMIC YEAR 2021-22

This newsletter from the Beyond Management Initiative (BMI) Team presents a brief summary of the thoughts shared by the various speakers.

The Beyond Management Initiative (BMI) is a student initiative 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 the form of flow of information and manifestation of broader thoughts and ensuing actions. The list of distinguished speakers includes officers of the Indian Administrative Service, Indian Revenue Service, the Indian Police Service, Government Officials, Chartered Accountants, Cine and Media Personalities, Consultants, Entrepreneurs, Faculty from International Business Schools and Corporate Executives. Adding myriad hues to the knowledge spectra of the students, distinguished speakers share their rich experience which ignites in the students' innovative minds 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. 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.



DIRECTOR'S MESSAGE



LIBA is a Jesuit Business school. It is driven by Ignatian values of *Magis* (Excellence), *Cura Personalis* (Care of the individual), and *Ad Majorem Dei Gloriam* (For the Greater Glory of God). We form leaders who excel in the fields they choose to lead. That excellence is guided by values and ethics. The ways we teach and the ways our students learn, we make every effort, are relevant, innovative and dynamic. The approach we take is that every learning is formation of character that leads to building competencies. We make every effort to train our students who can *discern, collaborate and network* in what they do and in what they are Capacity to discern to become aware of inner motivations and movements while they make decisions and skill to collaborate and network with others to excel with ethics in what they do.

A student once formed in a B school must be able to make a difference in the lives of people and wherever he or she works. As one of the Ignatian values insist, we want our graduates to become *men and women for others*.

We believe in the need for holistic development of students, and through the Beyond Management Initiative (BMI), series of guest lectures at LIBA, students are able to get a better understanding of the workings of various industries. These sessions have given students the opportunity to draw upon the knowledge passed on by eminent personalities from various fields. LIBA strives to mould competent and committed leaders who are ethical, principle centred and socially responsible.

“The ways we teach and the ways our students learn, we make every effort, are relevant, innovative and dynamic.”

Dr C. Joe Arun S.J

LIST OF BMI SPEAKERS

GUEST LECTURE SESSIONS

ACADEMIC YEAR 2021-22

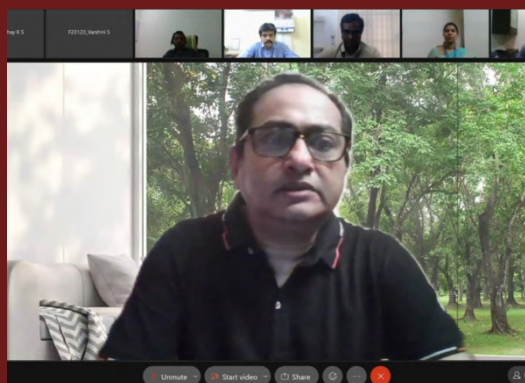
No.	Date	Speaker Profile	Topic
1.	01-09-2021	 Mr. Surojit Bose <i>Associate Vice President, Hindustan Coca Cola Beverages</i>	Climate Change Net Zero – From a Large Company Perspective
2.	08-09-2021	 Mr. Suresh Govindarajan <i>Founder Director, Meisters International Educational Advisory Pvt. Ltd</i>	Self-Energy Healing
3.	15-09-2021	 CA.R. Lokesh <i>Chartered Accountant, Advanced Diploma in Management Accounting from CIMA-UK Board Treasurer of PSA India</i>	Digital Transformation of Businesses and New Opportunities
4.	22-09-2021	 Mr. Madhusudan Chandarasekaran <i>CFA, Founder Workamuse, Madhufinance & SuccessNext</i>	Achieving Financial Freedom
5.	29-09-2021	 Mr. Varun R Mirlay <i>Research analyst, Helyxon Healthcare Solutions-IIT Madras</i>	Change Management and Entrepreneurship
6.	06-10-2021	 Mrs. Nina John <i>Public speaking coach, mentor and motivator</i>	The ABCD Principle
7.	15-10-2021	 Mr. Shiv Shivakumar <i>Group Executive President, Aditya Birla Group</i>	What Does Industry Expect From You?

8.	20-10-2021	 Mr. Harish Kumar <i>Public speaker & visual experience expert, Director of Hypnautyx and Out de Box Pte Ltd</i>	The Art of Visual Branding
9.	27-10-2021	 Mr. Asif Mahbub Karim <i>Head of Research and Dean, Binary Graduate School, Malaysia</i>	Re-Strategizing Career Development and Communication Skills: Pandemic Era Perception
10.	10-11-2021	 Mr. Laxminarayanan G <i>Global Delivery Head and Sr. VP, Polestar Solutions</i>	Get Ready for Analytics World
11.	17-11-2021	 Ms. Alice Nickolina D <i>Assistant Manager, Deloitte Haskins & Sells LLP</i>	Codes for Life
12.	24-11-2021	 Mr. Karthik Panneerselvam <i>Customer Relationship Manager, Digital Marketing and Loyalty Lead: E-commerce, Fashion & Lifestyle</i>	Digital Marketing, Customer Relationship Management & Loyalty
13.	01-12-2021	 Mr. Abdul Basheer Khan <i>Managing Partner, Sattar Sanitary Store</i>	Start Ups: Mindset and Process
14.	08-12-2021	 Mr. Prem Shankar <i>Co-Founder & CMO, Almund; Co-Founder & COO, 404DM</i>	Start-Ups : Psychology and Marketing - Digging Deep Into How Consumers Make Purchases
15.	15-12-2021	 Mr. Vibhu Gangal <i>Group Project Manager, Innovations, Marico Limited</i>	Consumer Behaviour
16.	05-01-2022	 Mr. Bhuvana Sundara Soorappaiah <i>Program Manager (Automotive) at Bosch, and AVP (Certification) at PMI</i>	Project Management

17.	12-01-2022		Mr. C. K. Kumaravel <i>CEO and co-founder, Naturals</i>	Challenges and Opportunities in a Post Covid World
18.	19-01-2022		Mr. Dr. Sundararaman Chintamani <i>Professional Keynote Speaker/ Trainer / Facilitator, Professional Speakers Association of India (PSAI)</i>	Mindmapping for Managerial Excellence
19.	02-02-2022		Mr. Vamsi Deepak Sankar <i>Experienced Publishing Professional, Speaker and Edupreneur</i>	Authorpreneurship
20.	09-02-2022		Mr. Vignesh Kumar <i>Head of Technology, BearingPoint UK</i>	Kilimanjaro Experience and Lessons
21.	16-02-2022		Sudhanva Hariharan, Bibiana Preeti R, Milan Aby Abraham, Soundarya S, Jacob Joshua D, Vishnu Priya, Fr. C. Joe Arun <i>PGDM F21 Students, Director LIBA</i>	The Great CTI Debate: Is Data Analytics Meant for Managers?
22.	23-02-2022		Mr. Syed Hassan <i>Head of Global Delivery Service Management and Hyper Automation, DXC Technology</i>	Futurism in AI
23.	02-03-2022		Mr. Sakthi Tijori Consultant, RCGTH Consulting, CTS & Mr. Harikishore Unit Head – Services, Tamil Nadu Geography, Asian Paints	B2M: B-School Student to Management Professional
24.	16-03-2022		Mr. P C Balasubramanian <i>Author and Managing Director, Matrix Business Service Pvt Ltd</i>	The Joy of Writing
25.	23-03-2022		Mr. Vikas Mehta <i>Former CEO and MD, Lowe Mullen Lintas, Dubai</i>	Product Differentiation Is Not Just Physical But Can Be Created In The Consumer Mind

26.	30-03-2022	 <p>Ms. Samantha Saradhy <i>Product manager and Head of Strategic Partnerships, Pickyourtrail</i></p>	How to Kickstart a Start-Up?
27.	06-04-2022	 <p>Mr. Rajarajan S <i>COO, MGM Healthcare</i></p>	Design Thinking and You

CLIMATE CHANGE NET ZERO – FROM A LARGE COMPANY PERSPECTIVE



Mr. Surojit Bose
Associate Vice President
Hindustan Coca Cola Beverages

The inaugural session of BMI for the academic year 2021-22 was graced by the presence of Mr. Surojit Bose, Associate Vice President – Hindustan Coca Cola Beverages, with his eloquent briefing on the topic “Climate change net zero – from a large company perspective.”

The session began with him enlightening us about the rapidly escalating significance of climate planning and resilience, among companies at large. He then went on to explain about two recent buzzwords across different management disciplines and standards - ESG (Environmental, Social and Governance), and BRSR (Business Responsibility and Sustainability Reporting). Launched by the Securities Exchange Board of India (SEBI), the BRSR model is anticipated to satisfy global reporting standards that emphasizes on ESG related disclosures. They are being increasingly included in the Financial and Information Technology sectors. Climate change process can be quite tedious when it comes to large organisations, for instance, mining or steel industries. The struggle for ultra-modern technology, using hydrogen, carbon capture and storage becomes vital to

achieve climate change in such companies, making the process exorbitant and complex. He further suggested that this can be attained by performing sensitivity and feasibility analyses of every measure that is taken into account. He briefed the cruciality of carrying out analytic modelling with special importance given to the geographies of organizations.

The circular economy prevailing in India was discussed, highlighting its effectiveness in redefining growth, building environmental and social benefits and solving environmental issues such as plastic and gas pollution. The waste from one industry is the raw material for another. Thus, ‘every ounce of waste is now a wealth or an investment’.

Proceeding further, he asserted that to achieve climate change in a company, the active involvement of stakeholders from around the world and within the organisation is mandatory. Being resilient and risk management is again an important virtue of management. Thus, apart from the various types of risk faced by a company, climate change risks have to be given equal priority, in case a natural calamity strikes. Resilience is therefore rightly defined as ‘*a system rebound after a shock*’.

SELF-ENERGY HEALING



Mr. Suresh Govindarajan
*Founder Director,
Meisters International
Educational Advisory Pvt. Ltd*

that self-healing could pave the way for kindness.

The BMI session conducted on the 8th of September 2021 was lit up by a very energetic professional, Mr. Suresh Govindarajan, Founder Director, Meisters International Educational Advisory Pvt. Ltd. This engaging and informative session was all about self-energy healing.

He started the session by emphasizing the importance of silence in life and how technology exhausted people in their day-to-day routine. He then went on to speak about the importance of self-healing and how it can make people's lives blessed. He then spoke from his own experience on how self-healing helped him in overcoming the crutches of life, it helped him to reduce his weight and made him full of energy which he then went on to pass to the people around him.

He then spoke about his daily routine and how self-healing helps him to maintain his daily routine. From his own experience, he also told the students how sacrificing a small joy gave him an abundance of joy in the latter part of his life. He asked the students to be kind with the people around them and bless each other. He also stressed

He then spoke about a technique to release all the worries from life which he termed as "Jin shin Jyutsu" where you squeeze your thumb for a minute which will help to release all worries. He then went on to speak about the benefits of this technique and how it will help the students to prepare for presentations and interviews. He also mentioned that this technique will help to maintain good health by improving the immune system.

He then went on to talk about the importance of energy and how having high energy will help students to become successful in their careers. He also asked the students to wake up in the morning and first visualize what they are going to do the entire day which will help them to become more productive. He also brought focus on the importance of certain attributes in life such as attitude and failure. He explained how the attitude of a person can change the way one thinks and works. He also said it is important to respect ourselves first, he added that if we can't respect ourselves, we can never respect others.

DIGITAL TRANSFORMATION OF BUSINESSES AND NEW OPPORTUNITIES



CA. R. Lokesh

*Chartered Accountant, Advanced Diploma
in Management Accounting from CIMA-UK,
Board Treasurer of PSA India*

The 3rd session of BMI for this academic year was graced by CA. R. Lokesh, Chartered Accountant. He started the session by creating a mindset among the students that we are in the youngest nation and that many start-up founders in India are less than 35 years of age.

He spoke about different Fintech apps, Health tech and Ed tech apps emphasising how efficiently technology has blended with different fields. He shared his inputs on what a unicorn is among start-up companies. He said it is better to find a partner who has knowledge in a complimentary field than for one to come up with an effective start-up idea. He explained what is meant by seed financing, who are angel investors and about venture capitalists. He also shared with us the start-up financing cycle and told us that the initial period is called the valley of death. Survey tells that 9 out of 10 start-ups fail at this stage. It is after this stage that investors gain trust towards the start-up and start investing money into it.

He explained the essence of business, that the purpose of every business is to solve the

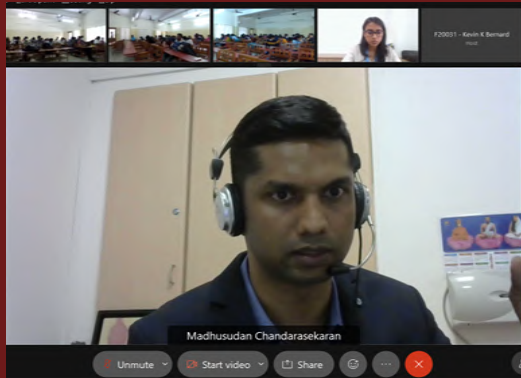
problem of others. He mentioned about the UN global goals and said that if the start-up idea complies with those goals, then it is an easy task to impress angel investors and venture capitalists for funding.

He gave insights about the DIPP recognition of start-up companies and how that recognition will help in receiving tax benefits and IT benefits. He shared his inputs about the various start-up models like peer-to-peer market model, ad supported model, subscription model, freemium model and open space model.

He explained about the community open source and commercial open-source model. Community open-source model is the one in which the consulting is provided free of cost whereas in commercial open-source consulting fees has to be paid. In both the models, the software is provided free of cost. This is the means by which digital business makes money.

He concluded the session by saying that all online start-ups are developed by the lazy mindset of people. It is important to think from the perspective of a lazy person to come up with innovative ideas.

ACHIEVING FINANCIAL FREEDOM



Mr. Madhusudan Chandarasekaran
CFA, Founder
Workamuse, Madhufinance & SuccessNext

The BMI session conducted on the 22nd of September 2021 was lit up by a very energetic professional, Mr. Madhusudan Chandarasekaran, CFA, Founder, Workamuse, Madhu Finance and SuccessNext.

He started the session by emphasizing the importance of saving the most from the income which then converts to passive income. He explained the difference between active and passive income by quoting real time examples. Once someone identifies how to generate passive income, he or she will definitely gain financial independence.

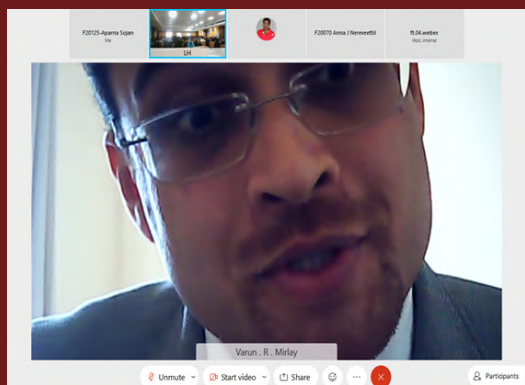
He then showed us a financial freedom calculator. He mentioned that the key to earn high passive income is by saving one-third of the income. He also showed us the comparison on returns when invested in equity and debt. The calculator had parameters like age, amount invested and growth of amount. The graph was exponentially increasing which justified why passive income generation is important for everyone. He then explained to us why low-cost mutual funds are the best way to

start investment activities. He told us to invest in a basket of securities like ITC stocks, index funds and others. This is how the investing side on equity goes. Investing on bonds, fixed deposits, government bonds and infrastructure bonds will go into the debt side.

He also mentioned that retail investors do not have the time or skill and are not really aware of what is happening in the market and it is important to encourage them and support them with investment decisions. In this case, they can make use of investment advisors' help. They will invest in bunch or basket of stocks after thorough analysis.

Finally, he concluded by saying that before starting with passive income generation, it is highly essential to clear off all the unproductive debts. If any investor has debt already, it is very important to clear off debt like personal, credit card and student loans. The recommended way is to list out and see which one has the highest interest rate and pay that off first. Also, he mentioned about cascading where initially a small debt or loan is cleared off first which would give a lot of confidence to proceed further with passive income generation.

CHANGE MANAGEMENT AND ENTREPRENEURSHIP



Mr. Varun R Mirlay

*Research analyst,
Helyxon Healthcare Solutions-IIT Madras*

The fifth session of BMI was dignified by the presence of Mr. Varun R Mirlay, Research analyst, Helyxon Healthcare Solutions-IIT Madras, with his eloquent briefing on the topic “Change Management and Entrepreneurship”.

He asked for the aspirants who really want to become an entrepreneur and listened to their interests, since he believed that they are the change makers of tomorrow. To relate the changes with various industries, he picked up some of the interested industries from the students such as Edu-tech, Agricultural, Healthcare and e-commerce industry. He showed a clear image of how different the processes executed in each industry are and how it is being executed in the current world.

Proceeding further, he talked about the well-known example for change management, Work From Home. Companies are adapting to changes happening around them. This shows the importance and need for change management. Companies are doing it for it is like a mix of both good and bad. The good thing being that they started

adapting to the virtual world, which people were not used to, especially when it comes to the education sector where people prefer going and attending lectures. But now people can attend from anywhere. The bad thing being that in the virtual world, socializing becomes a challenge. People have started to understand and adapt to this.

Nobody can survive tomorrow with yesterday’s technology. It is the responsibility of the people with ideas and creativity to bring them into action in order to create innovations. The key point he shared is *“people don’t do different things, but they do things differently to bring the success.”*

The situation regarding funding for entrepreneurs has also changed. Earlier entrepreneurs had to go in search for investors, but now finding investors is much easier.

Finally he introduced the IIT Madras Research Park Incubation Cell for young entrepreneurs by stating that, *“None of the ideas are stupid unless you have brought it up for the second time without doing all the necessary, validation and investigation, like market research, consulting people and evaluating the market.”*

THE ABCD PRINCIPLE



Mrs. Nina John
*Public speaking coach, mentor
and motivator*

The 6th session of BMI for this academic year was graced by Mrs. Nina John, Public speaking coach, mentor and motivator. She initiated the session by talking about how extras always gives us happiness, be it an extra scoop of ice-cream or goodies when we shop in a super market.

In the recent times, due to pandemic, massive resignation has happened in the workplace. She talked about how this resignation involved a mass number of women who had to resign because they could not cope up with the world's expectation of them. She also threw light on LLL principles – Life Long Learning. This principle involves dynamic interaction with other people. One has to do a self SWOT analysis. Family has to be the basis on which we validate our work and actions. It is highly essential to treat humans rightly.

“Life is not fair” – The first thought that one should forego to see the essence of life. She also threw light on the PVC principle. P – Purpose, it is essential to understand the purpose of one's life without wasting the precious time by comparing life with that of

others. V- Values, one has to stick to his/her values and C- commitment, without job commitment, no person can grow in a workplace.

She also emphasised on the point that being punctual and effectively managing time is highly required to stick to deadlines. Emotional balance is required to engage with people at workplace with a professional mindset. She advised the students to enrich the thirst for reading which can help in calming the mind and balancing the emotions. These all constitute the ABCD principle – Above and Below the Call of Duty.

The quote told by the speaker that grabbed a lot of attention was, “*Management is trying to do extraordinary things with ordinary people*”.

WHAT DOES INDUSTRY EXPECT FROM YOU?



Mr. Shiv Shivakumar
Group Executive President,
Aditya Birla Group

The session was graced by Mr. Shivakumar, the Group Executive President at Aditya Birla group for Strategy and Business Development. He has accomplished several laurels by working with more than 50 brands throughout his career in the corporate world.

The session began with him posing two questions to the audience, “*What do you expect from the company?*” and “*Would you stay with the same company for 10 years or more?*”. Quite a lot of responses came from the students, which paved way for us to ponder over the question: “*What do you expect from yourself?*” Going forward, he gave us a simple yet powerful ABCDEF mantra, where the letters stood for ‘Attitude’, ‘Basics’, ‘Commitment’, ‘Discipline’, ‘Energy’ and ‘Focus’ respectively. This concept, if followed correctly, would help an individual meet the expectations of the organisation he/she works in, and be recognized for their work.

Every organisation expects their employees to *exercise a positive attitude*, while at work and during their tasks. It is up to us, to decide on how our future is going to be, which solely depends on our attitude. Next, he spoke about the vitality of *learning the basics*. Learning and keeping ourselves updated with the basics related to our stream of work is necessary to excel in our jobs. *Doing work with commitment* is the third part he spoke about in this mantra.

Mr. Shiv then emphasised the importance of staying fit and healthy as this would reflect on one’s work and results. The last component of this mantra is *focus*. He cited his personal experience of interacting with the acclaimed cricketer, Mr. Sachin Tendulkar, where he realized how Sachin focused on various things based on whatever situation he got into. He mentioned that irrespective of the work we do, we must always pay attention to details and its nuances, with a clear focus. He claims that being the best at 1 or 2 things is far better than being an average at 10 or more things, similar to the familiar phrase, *‘Jack of all trades, but master of none’*. A combination of these 6 traits will help a person scale new heights in their career.

THE ART OF VISUAL BRANDING



Mr. Harish Kumar

*Public speaker & visual experience expert,
Director of Hypnautyx & Out de Box Pte Ltd*

The BMI session of 20th October 2021 was lit up by a very energetic professional Mr. Harish Kumar, Public speaker and visual experience expert, Director of Hypnautyx and Out de Box Pte Ltd.

The session began with Mr. Harish giving a short introduction about the importance of visual representation in today's day and age and how we cannot escape it. Today, visual selling is becoming everything. He started off by explaining about the importance of the impression that you leave behind and why one should not take it lightly. *"Your brand is what other people say about you when you are not in the room."* He then went on to explain a checklist to make a solid brand for oneself. It starts off with identifying one's strength, this is the *why*. The second step he explained is defining your brand, this is the *what*. The third step is knowing your audience, this is the *who* and the final step he explained is your brand story, this is the *how*. He further went on to explain how this checklist would help each one of us brand ourselves.

Mr. Harish also shared some real-life insights on how important it is to create a brand of our own. He emphasized about focusing on two things that is important in creating a brand. One being your voice and the other being your look. Here the look is the visual remembrance of yours or the image you leave behind.

He also focused on the Brand Archetypes and how brands sell stories. He explained it with a few examples such as how Dove as a brand sells the idea of innocence. Even the bird, 'Dove' is symbolic of peace and purity in many cultures.

Mr. Harish also explained how while branding, it is important in realizing that you cannot be everything at once and that we have to decide beforehand on what the brand should be. This should be decided after a lot of introspection. After deciding on that, one should be able to portray it both online and offline. Since today visual selling is so important, it is essential that one has an online presence which is an extension of who they are offline. Last but not the least, he explained the importance of being consistent in whatever you are doing, be it a podcast or a YouTube video, consistency is key.

RE-STRATEGIZING CAREER DEVELOPMENT AND COMMUNICATION SKILLS: PANDEMIC ERA PERCEPTION



Mr. Asif Mahbub Karim
*Head of Research and Dean,
Binary Graduate School, Malaysia*

The 9th session of BMI for this academic year was graced by Mr. Asif Mahbub Karim, Head of Research and Dean, Binary Graduate School, Malaysia. He set the tone of the session with thoughts like where should the students want to see themselves after 5 years? If their skills are competent enough to face international challenges? What are the new opportunities available around the corner and how is their level of communication skills, to meet up with global expectations?

He shared the McKinsey reports predicting that 14 percent of the global workforce would have to switch occupations or acquire new skills by 2030 because of automation and artificial intelligence. This clearly states that thinking without boundaries and re-strategizing is the essence for career development.

The speaker said that there are two things to look for in a job. Firstly, if the job is suitable for you to become what you want to become and secondly, if you have the required competencies and skills to become the candidate the sector wants you to be. The most important path for career reinvention

is networking. The speaker encouraged the students to make efforts in networking.

From the job perspective, customer happiness is the sole source of success. A recent CFO survey has revealed post covid-19, sales forces will have to shift from setting up video meetings to managing customer relationships effectively in remote settings.

He explained the new skills for the 'Distance economy'. Of those skills, being resilient, accepting that things do not always happen in the pace that one desires and having intrapreneurship skills is essential to help the enterprise and help oneself in career development. One has to be ready to take up the problems faced by the organisation and help solve them.

Finally, the speaker talked about how job recruiting in the year 2030 will be technology oriented and that 85% of the jobs that today's students will be doing in the future have not been invented yet. He talked about the future jobs that hold a lot of opportunities for students. Irrespective of the roles, the key skills that one should possess is creative talent. Innovative thinking is required to think of a solution instead of noting the problems alone.

GET READY FOR ANALYTICS WORLD



Mr. Laxminarayanan G
Global Delivery Head and Sr. VP,
Polestar Solutions

The 10th BMI session for the academic year 2021-22 was graced by the presence of Mr. Laxminarayanan G, Global Delivery Head and Sr. VP, Polestar Solutions with his eloquent briefing on the topic “Get ready for the analytics world”

The speaker asserted that data analytics, which is highly important for managers, simply means converting data into information or data driven decision making or the science of analysing data. He highlighted the industry need, role, landscape, and preparation tips for a successful career in the field of analytics. Also, he emphasised that data is necessary to overcome the obstacles in this VUCA world and to reduce ambiguity.

Proceeding further, Mr. Laxminarayan mentioned that there are 3 prime concepts to lay our footprints in business analytics, namely, deliver information, advanced analytics, and visualisation. The first point, i.e., ‘deliver information’ is the most crucial duty of an analyst - to deliver it to the right person. Second, is the advanced level which is the stage where the analyst has to use data science techniques such as

Artificial Intelligence (AI), or Machine learning (ML) to analyse data by using various statistical and non-statistical algorithms. In this case, to attain the level of data scientist, one must overcome around three development stages. The stages are Business Analyst, Project Manager, and finally, the Data Scientist. In the Data Scientist stage, one can predict the future with the help of past data. However, in this stage, there are some hurdles faced by them, like segregating the demand of clients.

Going forward, in the case of making websites which requires broader perspective, he elaborated on few aspects of analytics and grouped them into five distinct job profiles, as follows: Business developer, Delivery, Business analyst, Data analytics engineer and Data scientist

Lastly comes the stage of visualisation. In this stage, one has to attain the level of developers, which involves working in live projects and solving real-time problems of the clients. So, there is wide scope for an analyst in this corporate field. The speaker concluded by throwing light on Robotics Process Automation (RPA) and Business Intelligence (BI), which emulates human actions using the interaction with these digital systems and software.

CODES FOR LIFE



Ms. Alice Nickolina D
*Assistant Manager,
Deloitte Haskins & Sells LLP*

The 11th session of BMI was conducted on 17th November 2021 and the session was graced by Ms Alice Nickolina D, Assistant Manager, Global Employer Services, Deloitte Haskins & Sells LLP.

The speaker started the session by asking the question, “*What are Codes? Why do we need them for life?*” and “*What is being codified?*” She elaborated more on this topic by explaining how we as an individual codify according to our system and plan in both personal as well as in our professional life.

Ms. Alice gave an overview on the Labour Codes, explaining that the Code on Wages 2019 divides into four, namely; Payment of Wages, Minimum Wages, Payment of Bonus Act and Equal Remuneration Act.

Our guest shed more light on Minimum Wages and Equal Remuneration Act. Under Minimum Wages Act, she explained that the employee should be given the minimum wage according to their designation and the employer can’t reduce the wage below the prescribed limit which is called as National Floor Wage. Under Equal Remuneration

Act, there should be an equal remuneration for men and women workers, it is mainly to prevent discrimination on the ground of gender against women in the matter of employment and for matters connected therewith or incidental thereto.

She touched upon “*The Code on Social Security 2020*”, which details the coverage of social security for all employees. She elaborated more on “*The Occupational Safety, Health and Working Conditions Code*”, which governs the employment of women, that is, women are prohibited to work between 7 pm to 6 am unless they have given their consent for it. She also spoke about the extra wages for working overtime and how the employees should be treated fairly for the amount of overtime work they do for the benefit of the organization.

Towards the end, she concluded her lecture with the key takeaways from the session, stating them to be; Awareness is always the beginning of positive change, know your budget and know your numbers, when we strive to become better than we are, everything around us becomes better.

DIGITAL MARKETING, CUSTOMER RELATIONSHIP MANAGEMENT & LOYALTY



Mr. Karthik Panneerselvam
*Customer Relationship Manager,
Digital Marketing & Loyalty Lead:
E-commerce, Fashion & Lifestyle*

The 12th BMI session for the academic year was enkindled by a very distinguished personality, Mr. Karthik Panneerselvam, Customer Relationship Manager, Digital Marketing and Loyalty Lead: E-commerce, Fashion & Lifestyle.

He began the session by saying how DM, CRM & Loyalty are interconnected in E-commerce. He then explained the five important functions that should be carried out in every e-commerce site which includes site merchandising, brand/category, site operations, trade marketing & DM/ CRM/ Loyalty. He then explained the attributes and the importance of the above said functions. He stressed the importance of brand relationships, contents in the home page, coupon programs, product listing and how all the attributes play a major role in increasing the traffic of a particular site.

He then started explaining the two important functions that are needed to be carried out by a digital marketer. The first is customer acquisition, as a digital marketer one must make sure the product reaches the masses. The second one is user traffic. He strongly mentions that as a

digital marketer, making the user experience the app or website is the primary objective and by doing this one can increase the user traffic.

He then went on to explain the customer journey in digital marketing. He stated that buying of product in an ecommerce site has three steps: selection of the product, adding to the cart and placement of the order. As a digital marketer one must guide the customer in each of the above mentioned steps. He then went on to speak about how push notifications are used to acquire customers. He also stated that the future of push notifications is dynamic notifications.

In the customer retention and loyalty space he spoke about the use of referral programs and reward programs. He then spoke about gamification and how amazon uses it to promote their site using this strategy. He also spoke about the benefits of gamification. He then went on to speak about social media, SMS and email campaigns and how they can increase user traffic and customer acquisition. He also mentioned the tools used to track these campaigns. He then spoke about the importance of influencer and how AI revolutionized CRM. Overall, he gave us a bird's eye view on digital marketing.

START UPS: MINDSET AND PROCESS



Mr. Abdul Basheer Khan
*Managing Partner,
Sattar Sanitary Store*

The 13th session of BMI was conducted on 1st December 2021, the session was graced by Mr. Abdul Basheer Khan, Managing Partner, Sattar Sanitary Store. Mr. Khan is a third-generation entrepreneur and was a student of LIBA.

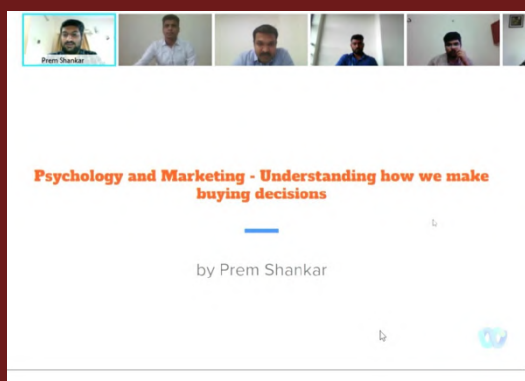
He started the session by pointing out the particularly important fact that B-schools only provide the students with necessary tools for starting their own business, but not the mindset which is extremely important as well. He mentioned that though a majority of the total young population want to opt for business rather than safe employment in an office, only 10% of these businesses become successful. He also pointed out the differences between an employment and entrepreneurship. He also emphasised that entrepreneurship can be taught. He also focused on the topic on why there was a lot of hesitation regarding entrepreneurship and from the students' response it was concluded that the main reasons were fear of failure and risk of not gathering enough capital. But Mr. Khan said all these could be overcome by one factor and that is confidence.

After this, the session was focused on the factors for the success and failure of a business. Factors for success are timing, team/execution, ideation, business model and founder. Factors for failure are ineffective leadership, lack of long-lasting value, failure to understand the target market, lack of transparency, reliance on a single customer, lack of personal growth, zero cost control and accountability, lack of concrete business systems, not competing enough and failure to build trust.

He talked about the features and qualities an entrepreneur should possess for a successful business venture. He also emphasised again how establishing one's own business was a continuous process and there was little choice left for quitting. The importance of multitasking was also highlighted along with the importance of networking, innovation, experimentation and consultation.

The speaker also advised the students to make a PESTLE analysis for any topic with respect to the national, global and regional scenario which not only helps in any kind of group discussion process but also in the real-life business environment.

START-UPS : PSYCHOLOGY AND MARKETING - DIGGING DEEP INTO HOW CONSUMERS MAKE PURCHASES



Mr. Prem Shankar
Co-Founder & CMO, Almund
Co-Founder & COO, 404DM

Prem Shankar is a young and energetic speaker who shared his thoughts on the topic “Psychology and Marketing - Understanding how we make the buying decisions”

He started with why one should understand psychology and how it plays a crucial role in understanding the texture of society and life. He carried on with the methods to understand psychology and how it helps in marketing. He talked about how customers make buying decisions emotionally first and then only start to think rationally. With the products of Apple, Nike and Netflix in mind, the speaker shared insights into the customer journey throughout the buying process.

With a story board of a fictional customer named Shyam, the speaker was able to put out how the thought process will be for the product buying process. With lots of product-based examples, the speaker was able to speak about the point of contact and sale, mapping the entire journey of Shyam. He also spoke about the marketing funnel consisting of five components that includes Awareness, Interest, Desire, Action and Retention. His main agenda was to speak

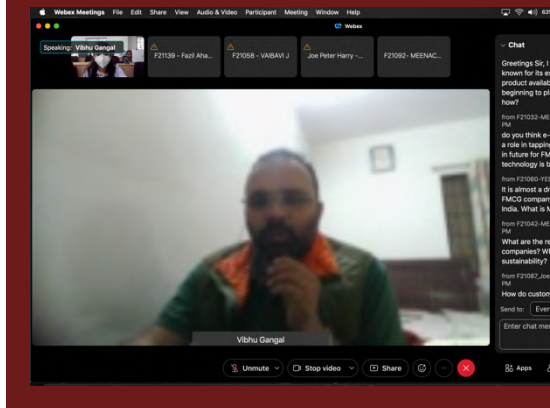
about how psychology paves the way for the customer journey. He spoke about the ways a brand puts a thought into the minds of the customer and thereby make them desire the product in a way. The most natural end point of desire is consumption. Therefore, by understanding the psychology of the brand image on the consumers, any marketer will be able to influence the buying process of consumers.

The speaker also showed us videos of ads of brands that understand their customers. He showed how a small ad can affect and impact brand equity and their image. He also showed real time examples of brands building desire into the minds of the customers. He specifically mentioned that, as marketers, we need not always portray the brand as the best, we just have to portray the image that is superior and that will add the perception of what the brand wants the consumers to perceive.

Brand affinity was the last topic that the speaker spoke about and he also highlighted the importance of brand affinity especially when the market is highly competitive.

He explained how to understand the mind process of the consumer. The core of marketing is to understand the brand image in the minds of the customers.

CONSUMER BEHAVIOUR



Mr. Vibhu Gangal
*Group Project Manager,
Innovations, Marico Limited*

The 15th session of the BMI club was graced by Mr. Vibhu Gangal, Group Project Manager - Innovations, Marico Limited. With his vast experience in FMCG sector, he threw light on the topic of Consumer Behaviour in the FMCG sector.

The session started with him explaining how the consumer is given more importance in this sector than any other sectors. It is because there is only one constant in the highly competitive FMCG market and that is changing consumer behaviour. The consumer's decision making is extremely high here and so is the chance of shifting to another brand. Hence, consumer is the real king in this market and studying their behaviour is extremely important. The number of decisions by each consumer is extremely varied. Thus, it is a completely oligopolistic market.

The 4Ps of marketing, i.e., price, product, promotion, and place are all determined by consumer behaviour and hence one must be careful about the need, want and desire of the consumers. The need is basic expectation/hygiene needs from the product, want is the functional expectations

and desire is the emotional expectation of the consumer regarding the product. Pricing also plays a major role here. The value to price ratio and over-priced and under-priced products were explained by the speaker.

He also talked about the importance of placing a new product in the supermarket or e-commerce sites so that consumers can easily identify it among the multiple options being displayed there and clarified why despite being the most frequented place, kirana shops were the last option for placing a new product due to high entry barrier. The importance of finding the right mix of type of media, days of week and time of the day for promoting a particular product was also discussed. He also explained the AIDA (Attention, Interest, Desire, Action) model which helps in identifying where a brand or product is standing and what kind of intervention is required to grow the brand.

The session ended with him describing the 12 step process of establishing a new product in the market and again emphasising the fact that leveraging consumer behaviour is the most effective way for the growth of a brand marketer.

PROJECT MANAGEMENT



Mr. Bhuvana Sundara Soorappaiah
*Program Manager (Automotive) at Bosch
and AVP (Certification) at PMI*

The BMI session conducted on the 05th of January 2022 was lit up by a very energetic professional Mr. Bhuvana Sundara Soorappaiah, Program Manager (Automotive) at Bosch, and AVP (Certification) at PMI Chennai.

He started the session by emphasizing the concept and importance of project management and how each and every profession is aligned with project management. He then gave a real time example of how project management is applied to optimize the various processes of any business by maximizing profit and minimizing cost. Then he spoke about how to look at project management from our hindsight and the relevance of project management for each and every process. He then shared few survey results on the success of various projects of many businesses with an example of Aadhaar card and world wide web as projects. He shared that 33 percent of projects succeed and 67 percent of the projects fail drastically. The reason being lack of feedback from the customers and unable to understand the real purpose of the project.

He also explained the purpose, scope and utilities of the projects.

He then explained to us the system of how each and every small project is interconnected and interdependent with an example of a monkey story. Since the stakeholders' requirements are changing and the processes are iterative and uncontrolled, there will be high dependency between the projects which summarizes to the term 'Agility'.

He also explained how as a student, one could plan on working on projects. He used many examples of bitcoin, satellite, temples, airports and so on to elaborate on the topic. He then explained how to create the need for solving problem which would result in a solid plan to initiate a project.

Finally, he concluded by saying project management is beautiful and by the word beautiful he meant that the processes will not go without any hassle and it makes us creative and think out of the box. He concluded the session by saying "*Start with the first gear that is how information becomes available for any project*". He then suggested the students to take up courses like CAPM, PMP, PfMP, PMI PBA and so on.

CHALLENGES AND OPPORTUNITIES IN A POST COVID WORLD



Mr. C. K. Kumaravel
CEO and co-founder,
Naturals

The 17th session of BMI was conducted on 12th January 2022, graced by the presence of the remarkable Mr. C. K. Kumaravel, the CEO and co-founder of Naturals, India's largest salon chain who is a strong believer of the concept that the glory of your life is not in the number of days you have lived so far, it is in the number of days you are going to live from now on. His work on achieving women empowerment is a commendable one, which inspired the women students and men students equally.

Mr. Kumaravel began the session with a quote on how to tackle our mindsets during pandemic, stating *“When your mind is weak, the situation will look like a problem, when the mind is in-between, the situation looks like a challenge. When the mind is strong, the situation looks like an opportunity.”* This quote opened our eyes on how to look forward to the future with a positive mindset, to look at every challenge as an opportunity to learn something new.

The speaker enlightened us on the six stakeholders in any business environment, naming them to be customers, employees, vendors, financial institutions, government

agencies and partners. He named a seventh stakeholder who emerged during the pandemic, the society and environment, urging us to give as much importance and take care of the seventh stakeholder as we should do for the other six, so as to attain holistic growth in business.

The speaker shared with us how the pandemic has changed his ideals, showering us with knowledge on how he identified opportunities which allowed Naturals, his beauty domain to now change into a beauty-tech domain of business. The motivational moments where he explained that it is all in our hands, whether to choose continuous or formal education. At the same time, we should give time and with proper focus it will definitely lead us to our goal. We understood that we should identify our crux skill and that special plus one skill in our educational phase of life. Our key takeaway from the session was the mantra that the speaker highlighted, *Focus + daily improvement + time = achievement of genius.*

We also learnt that we should take responsibility for our own success and there are no external forces to push us to gain success. It is all about our decision, whether to take responsibility or to discuss.

MINDMAPPING FOR MANAGERIAL EXCELLENCE



Mr. Dr. Sundararaman Chintamani
*Professional Keynote Speaker /
Trainer / Facilitator,
Professional Speakers Association of India*

The 18th session of BMI was conducted on 19th January 2022 and the session was graced by Mr. Dr. Sundararaman Chintamani, Professional Keynote Speaker /Trainer / Facilitator, Professional Speakers Association of India (PSAI).

He set the tone of the session by comparing how audience preferred the pictorial representation of Google maps showing the distance and travel route than the textual representation. Picture is worth a thousand words, so is the mind map. He introduced how mind map was coined by Tony Buzan in late seventies. Mind map is the visual way of representing new concepts, instead of linear thinking. Mind map is used to visually organise information. Mind map is hierarchical and shows relationships among pieces of the whole.

He also illustrated what a mind map looks like, instead of preparing many slides, mind map can consolidate all the important information to a single slide. In order to develop a mind map, create a central idea, radiate outwards, use curvy linear lines instead of straight lines (since curvy linear lines are more natural), add keyword,

subtopics, colour the branches, add relevant images, have one word per branch (to easily imprint the concept in mind)

Applications of mind maps are brainstorming, planning an event, taking notes, learning a new language, organising the information, teaching a subject, studying for exam, writing an essay, planning a business strategy, planning finances, preparing a meeting agenda, onboarding new employees, etc.

Benefits of mind maps is that it enables meaningful learning, it helps with memorisation and retention, it is a more engaging form of learning, it makes complex issues easier to understand, it improves productivity, it ignites creativity and it improves writing skills.

The mind reading exercise surprised the audience, since Elephants and Denmark were the majority answers out of a random choosing number in mind exercise and the speaker explained how our mind can think of words that we usually hear.

He concluded the session by saying, *“Clarity in topic without opening my eyes and going through pages is mind map”*

AUTHORPRENEURSHIP



Mr. Vamsi Deepak Sankar
*Experienced Publishing Professional,
Speaker and Edupreneur*

The 19th session of BMI was held on 2nd February, 2022. In this session we had among us Mr. Vamsi Deepak Sankar, who goes by the title of “Authorpreneur”.

He started the session with why writing is important for management students. Pen is not only a mightier weapon than sword, but also how a person finds themselves. From preparing a cover letter to sending an email, writing is what defines a person.

According to him writing is no less than starting your own business. With the example of two famous authors, J.K Rowling and Former First Lady of United States, Michelle Obama, he emphasised how it is extremely important to create one’s own brand and a perfect audience for the author’s voice to be heard.

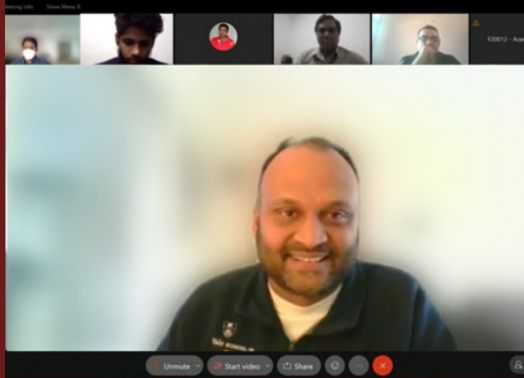
The session went on about the steps of writing which starts with the selection of topic, either generic or unique. But no matter what the topic is, it must be relevant to the current socio-cultural-economic environment, which is why it is important to do trend analysis, shortlist at least 3 areas and obviously brainstorm with a core team

to understand their perception. It is also important to know the competitors in similar field and the target segment who would read about the topic. Last but not the least, like any other business it is also important to know the pulse of the readers and how to attract their attention by a single strike. Since the market is always filled with volatility, uncertainty, complexity and ambiguity, authors must know how to blow their own trumpet to earn the ROTI (Return of Time Investment). This also makes it impossible for the authors to put any idea on hold, they must rush to implement their ideas on pen and paper to avoid missing trends.

The speaker pointed out the major mistakes done by the authors as well. Missing trends, identifying wrong audience, doing a superficial research, bad editing, bad PR and marketing, all can bring down an author.

He also talked about the publishing process, book proposal and how becoming a bestseller in Amazon can be a tag on the author’s name. Writing a book often serves as the visiting card for any person promoting a training programme. It is important to do social media marketing depending on the target audience as well.

KILIMANJARO EXPERIENCE AND LESSONS



Mr. Vignesh Kumar
*Head of Technology,
BearingPoint UK*

The 20th session of BMI for the academic year 2021-22 was on the topic “Kilimanjaro Experience and Lessons”, that was very eloquently briefed by Mr. Vignesh Kumar, Head of Technology – BearingPoint UK.

The session began with a concise introduction about the peak and its popularity in Tanzania. Mr. Vignesh then spoke about his mountaineering expedition, which started a year before he had even set his foot on to Tanzanian soil. This hike, gave people the advantage of choosing a route from 6 different ones. Out of the six routes, he chose Machame, which was longer, scenic, and followed a different descend route. Before starting the trip, he suggested to fix a date and train oneself for 6-9 months. It was also important to speak to the veterans who have previously climbed the peak, as they could provide the right direction for kit required, training, and other pre-requisites. Also, finding and joining other people who have similar interests is an added advantage. The night before the climb usually brings a nightmare to many. However, the speaker did not fear as he had come up with six important tips that he followed during his mountain hike.

In addition to this, our speaker put forth a few points he wish he knew before the start of the hike: Selecting the best path for you, training and drinking plenty, not focusing on AWS, getting the right gear, carrying a lot of batteries, pursuing your dreams, making friends, believing in yourself, and enjoying life.

Proceeding further, he highlighted the implications of his adventurous trip to Kilimanjaro, which would be useful to us, in the corporate world. As a budding manager, we must constantly keep in mind the SMART principle – Specific, Measurable, Achievable, Relevant, and Time-Bound.

‘If you want to go fast, go alone; if you want to go far, go together’– it shows the significance of teamwork, as life/job is not a sprint but a marathon. He also guided us to be resilient and said that techniques should be learned and understood using the appropriate tools.

‘The prepared mind has an advantage over the unprepared mind’– Louis Pasteur. There are no shortcuts to success; you must practise, practise, practise. Enjoy the day if you've done everything you can!

THE GREAT CTI DEBATE: IS DATA ANALYTICS MEANT FOR MANAGERS?



Sudhanva Hariharan, Bibiana Preeti R,
Milan Aby Abraham, Soundarya S, Jacob
Joshua D, Vishnu Priya, Fr. C. Joe Arun
PGDM F21 Students, Director LIBA

The Centre for Technology and Innovation (CTI), LIBA on February 16, 2022 organised the great CTI Debate on the topic “Is Data Analytics Meant for Managers?”. It was presided by Rev. Dr. C. Joe Arun SJ, The Director and Professor of Marketing, LIBA. The debate competition was held in Dr. Xavier Britto Auditorium. There were six participants for the debate, three participants were chosen to speak for the topic (Team 1) and three participants were chosen to speak against the topic (Team 2). Rev. Dr. C. Joe Arun was the moderator for the debate.

Team One highlighted on the importance of how Data Analytics helps managers in making informed decisions, improving operational efficiency, and deriving business insights. They stated that the current world is very competitive and to be the best of the lot, managers need data analytics. Team Two countered the argument by emphasizing on the importance of how Data Analytics can also be a burden for managers who do not possess the technical competencies for it. They highlighted that managers are based on people management skills and decision-

making skills. Hence, analytics is not a prerequisite to being a good manager. They stated that analytics can be left to those who have taken it up as a profession and are experts in the field.

While Team 1 insisted that data analytics helps managers in recruitment by using predictive analytics to make inferences based on past data, Team 2 disagreed saying that there is a possibility of data bias which could lead to the rejection of a candidate who is otherwise exceptionally talented.

Team 1 spoke about how companies can study their competitors in real time to make decisions regarding product, price and promotion. They can use this information to outperform their competitors. Team 2 countered by explaining how one bad decision due to data error can be costly to an organization.

Data Analytics is driven by facts, and it reduces the biased decisions by humans. But an erroneous data may sometimes lead to poor decisions. It was an arduous battle of wits between the two teams. Soundarya S, Bibiana Preeti and Jacob Joshua were selected as the Best Speakers for the debate.

FUTURISM IN AI



Mr. Syed Hassan
*Head of Global Delivery Service
Management and Hyper Automation,
DXC Technology*

The 22nd session of BMI was graced by the presence of the remarkable Mr. Syed Hassan, the head of Global Delivery Service Management and Hyper Automation in DXC Technology.

Mr. Hassan started the session explaining how AI has washed over businesses with no warning. He explained how small companies are now growing at a really fast pace using the Industrial Revolution 4.0 as their strategy and how previous industry leaders are not able to withstand them.

Mr. Hassan enlightened the students on how the work, workforce and workplace has changed due to the rise of small companies. He relayed that about 55% of the jobs have become automated and ever since Covid-19 came into play, automation in employment has only accelerated. He continued to explain how workforce has been transitioned due to the changing skillsets that people have been acquiring. Talent and workforce has been moving from full-time workers to managed services to freelancers to gigs and stints and finally to machines. He said workplace has changed

since more employees now prefer work from home mode, rather than a physical workplace.

Mr. Hassan shed some light on the evolution of AI and defined the stages of AI and how it could further evolve in the future. He stated that by 2029, whatever our brain is able to think and process, could be replaced with a machine possibly. He also emphasized the fact that around 20 billion devices are now sending in data to various accounts around the world, moving on to illustrate how AI, IoT and Blockchain have been disrupting companies and industries.

The speaker concluded with the message that in order for companies to survive they will have to create a new market and disrupt an existing market/ network. He expressed that in the future, roles like journey mappers, system thinkers, emerging tech specialists, product incubation managers, behavioural scientists, business modellers and solution finders would be sustaining roles. He also set forth the 5C's principle, elucidating the 5C's to be "Creativity, Critical Thinking, Collaboration, Customer Experience, and ability to handle Change.", clarifying that these skills will be the ones that are most demanded in the future.

B2M: B-SCHOOL STUDENT TO MANAGEMENT PROFESSIONAL



Mr. Sakthi Tijori
Consultant, RCGTH Consulting, CTS &
Mr. Harikishore
Unit Head–Services, TN, Asian Paints

The 23rd Session of BMI was graced by our very own illuminous F19 Alumni of Loyola Institute of Business Administration, Mr. Sakthi Tijori, Consultant, RCGTH Consulting, CTS and Mr. Harikishore, Unit Head – Services, Tamil Nadu Geography, Asian Paints on the topic “B- School Student to Management Professional”.

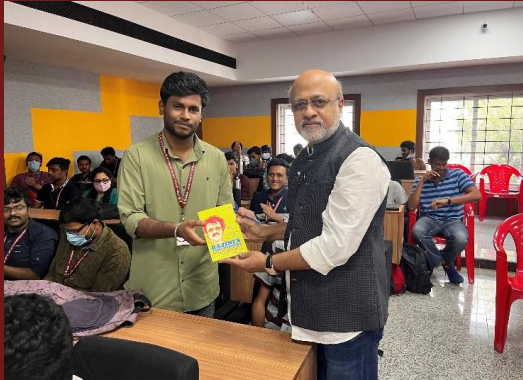
Mr. Hari Kishore started the session by talking about his experience on his initial days of work at Asian Paints. The speaker emphasized on the importance of Data Analysis, how this skill differentiated himself from other colleagues and how it helped him move forward in his career. He spoke about the challenges he faced in the workplace. He said that when students graduate from B school, the company will view students as a fresher and they will give heed to your words only if you have the right skills and knowledge that sets you apart from others. Therefore, it is imperative that an individual should possess knowledge and skills which sets them apart from other individuals at the workplace. He spoke about the importance of developing a relationship with the subordinates.

Mr. Sakthi Tijori started the session by talking about his experience in Research and Development, IT wing in Nissan. The speaker emphasized on the importance of upskilling and how upskilling himself gave him an edge over his colleagues. He spoke about his key takeaway from LIBA and how the experience he gained in SAC helped him in handling pressure in his organization. He also emphasized on the importance of network building.

Both the speakers spoke about the Do’s and Don’ts of placements and interviews. When sitting for a placement, it is imperative to do a thorough research about the company and take a wise decision about whether the role offered by the company is meant for you or not. Mr. Hari Kishore quoted this with his very own example of how he started earning five times the salary when compared to his starting salary because of his passion towards his role.

The speakers spoke about the skills which is essential in the workplace. The number one skill an individual should possess is the data analysis skills followed by excel skills. Mastering excel will save a lot of time and can help in taking better decisions in a short period of time.

THE JOY OF WRITING



Mr. P C Balasubramanian
Author and Managing Director,
Matrix Business Service Pvt Ltd

Mr. P.C. Balasubramanian, a founder member of Matrix Business Service India Pvt. Ltd., honoured the 24th Session of BMI. He has written various books, both fiction and nonfiction.

The speaker commenced his speech by quoting Benjamin Franklin, *“Either write something worth reading or do something worth writing”* in order to emphasize the importance of reading and writing. He moved on to explain how his books explain the connectivity between cinematic dialogues of Mr. Rajini Kanth, renowned actor of Kollywood and business and life management. He also quoted George Bernard Shaw, *“The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man”* while explaining about the significance of adaptation to the dynamic environment.

He had an interesting way of explaining things in an enjoyable way, that is, with a metaphorical comparison of lines from the films of the iconic Tamil actor Rajinikanth.

He shed light on the important attributes a person needs to possess to shine out in the business sphere. The speaker went on to explain the steps to become a superstar brand, namely, essence of unique story, visual positioning, connects with customers, motivates buyers and create user loyalty.

The findings from his metaphors are paralleled, to the characteristics required of a business employee. For example, the reasonable man adapts himself to the world. An unreasonable man adapts the world to himself, that is how a rebel is formed ("En vazhi thani vazhi"). So be unique, one of the most demanded skills in the industry. Students learned many valuable insights, such as how good communication is accomplished with the use of simple language. He summed up by saying communication is pointless if it is confusing. Furthermore, how developing a reputation for oneself is an inescapable component of standing out, and how one must have bravery, hope, and optimism to confront challenges.

He ended the session by saying we must dream and that at the end of the day, happiness is all that matters.

PRODUCT DIFFERENTIATION IS NOT JUST PHYSICAL BUT CAN BE CREATED IN THE CONSUMER MIND



Mr. Vikas Mehta
*Former CEO and MD,
Lowe Mullen Lintas, Dubai*

The 25th Session of BMI was graced by Mr. Vikas Mehta, Former CEO and MD, Lowe Mullen Lintas, Dubai, on the topic “Product differentiation is not just physical but can be created in the consumer mind”.

Mr. Vikas started the discussion by addressing the fact that there had been no real change or disruption in the market, either at present or in the past 5 years. He acknowledged how there is a serious need for creating products and services that differentiate and create a real change or impact in the world.

Mr. Vikas added how important it is to build a brand and not a product because it is the former that remains in the minds of the target audience. He emphasized how the target audience seeks out brands based on personality and not product. He said that it was crucial to ‘break the mold’ to become a brand.

Mr. Vikas went on to state many illustrative examples of how several brands have strived to stand out from the crowd. He stated the examples of Pepsi and Coca Cola to explain the same. He added how each of

these brands has had individual personalities portrayed. For instance, Coca-Cola has always been associated as a family and friends, fun, get-together kind of drink. On the other hand, Pepsi has stuck to its slogan of ‘*har wrong ko right bana de*’, urging youngsters to be adventurous and rebellious.

He went on to say that brand ambassadors also play an integral role in determining how the audience perceives a brand. The examples stated by him were the switch by Pepsi from Aamir Khan in his younger days to Salman Khan and Ranbir Kapoor as the brand ambassadors in recent years.

Mr. Vikas elucidated the importance of thinking over and over again to be consistent, but also the importance of thinking differently. He added how augmented products and the value that is being added to a product are the actual differentiators in the market.

He explained this by quoting Amazon’s delivery system of ‘anyone can deliver to anyone’. He ended by saying that by finding the actual market gap or pain point and addressing it, any market can be easily entered and penetrated, no matter how saturated it may seem.

HOW TO KICKSTART A START-UP?



Ms. Samantha Saradhy
*Product manager and
Head of Strategic Partnerships,
Pickyourtrail*

The 26th session of BMI was conducted on 30th March 2022, graced by the presence of the remarkable Ms. Samantha Saradhy, Product manager and Head of Strategic Partnerships in Pickyourtrail.

Ms. Samantha started the session with a famous quote from Alice in Wonderland which states, *“If you don’t know where you’re going, any road will take you there.”* She explained the significance of this quote, stating that uncertainty may be there, but in the end we would always reach the destination by following any road. She delved into the session by describing a bit about Pickyourtrail and what her goals were when she wanted to join the company.

The speaker then disclosed her key takeaways from her years of working in Deloitte, SBI and Pickyourtrail. They were as follows; Overall business understanding, different roles and different hats, need to be constantly evolving and learning, role in building the culture and humility and confidence.

She then lead on to explain the start-up scene in India. She clarified that there have

been 14,000 new start-ups, which is 20 times the number of start-ups in 5 years. She expressed that 44 start-ups have become unicorns in 2021. She emphasized that the Indian economy is a good place to be for start-ups.

However she warned that only 1 in 10 start-ups succeed, elucidating that if we wanted a start-up to succeed, we will have to put rigorous amount of planning and hard work into making it work. The speaker explained what it would be like to work in a start-up, illustrating it with five points. She touched upon a few of these points, explaining about how an idea will only be as good as its execution, about unit economics of every company, growth rate of a company, and nimbleness, i.e., agility and smartness at which a company works. The speaker then enlightened the crowd about the three new age roles we can prefer, namely; product manager, category manager, founder staff.

Ms. Samantha then came to the end of her speech with a quote, *“Be prepared to be underpaid & overworked – better sooner than later.”*, and a video which held the message that in a big world where we are all small people, everything will look scary. But we will have to get over our fear and look for solutions, so we can thrive.

DESIGN THINKING AND YOU



Mr. Rajarajan S
COO,
MGM Healthcare

The 27th Session of BMI conducted on the 6th of April 2022 was graced by Mr. Rajarajan S, COO, MGM Healthcare. Mr. Rajarajan took an enlightening session on the topic “Design Thinking and You”.

The speaker started the session by talking about how far healthcare practices had progressed over the years. He talked about how the start-up movement was creating a disruption in the healthcare sector. He then took the example of Apple to explain how they used design thinking to make their products innovative but were not able to meet every utilitarian need of the consumers. He went on to explain the five steps of design thinking which are empathize, define, ideate, prototype and test. He added that the beauty of design thinking is that there is no particular order to do the process.

He explained that business management is different from design thinking as the former deals with rationality and quantitative outcomes whereas design thinking was more about the subjective experience that one gains out of it. This makes it more appealing. Design thinking is more about

execution than planning. It helps to answer four questions: *what is?*, *what if?*, *what wows?* and *what works?*. Answering these questions would help perfect the process for design thinking. He then talked about how MGM Healthcare used design thinking to improve the waiting experience of patients in the hospital.

He explained that visualization was transforming information into images that one can see. He said that these scattered images would then turn into a story and that the best learning comes through stories.

He explained about journey mapping and mind mapping and how MGM Healthcare had used them. He elucidated the seven steps involved in mind mapping. He then talked about how brainstorming was an important part of design thinking and how it brings together diverse teams to work on a particular product or service. He went on to talk about the napkin pitch which has four quadrants to it; they are the big idea, user need benefits, execution and organizational need and benefits. He further talked about assumption testing which is similar to academic hypothesis testing and also explained rapid prototyping and customer co-creation.

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Suruthi VP

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