



LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION

In pursuit of Excellence and Ethics



BEYOND MANAGEMENT NEWSLETTER

JUNE 2016 - MARCH 2017

BEYOND MANAGEMENT INITIATIVE

Newsletter - June 2016 – March 2017

This newsletter from the Beyond Management Team presents the thoughts shared by the speakers in a nutshell.

The Beyond Management Initiative 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, the 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 shared their rich experience which ignited in their 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.

Ekalavya, an initiative of the Beyond Management team, 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 2016 – March 2017

No.	Date	Speaker	Topic
1	22.06.2016	Mr. Sanjay Pinto Advocate, Columnist & Author Former Resident Editor, NDTV 24X7 	Work-Life Balance : Newsroom to the Courtroom
2	22.06.2016	Fr. Stanislaus Fernandes SJ Indian Social Institute, New Delhi 	Refugee crisis and the interventions of Jesuits – in capacitating the refugees through educational projects
3	29.06.2016	Mr. Sridhar.G Regional Business Manager (South) Glaxo SmithKline Consumer Healthcare Limited - Alternate Channels 	Challenges and Opportunities for Management Graduates in FMCG Industry
4	04.07.2016	Mr. Chaganti V.K. Maithreya International Speaker, Author & Business Adviser  Dr. Geeta Madhavan Member, Centre for Security Analysis, Chennai  Mr. Ardhanarieswar Head - South, DBS Bank Ltd.  Dr. Stanly Johny International Affairs Editor at The Hindu, Chennai 	Panel Discussion on Britain's Exit from EU - Repercussions
5	13.07.2016	Mr. Somi Hazari Shosova Group Shosova Properties Pvt.Ltd. 	Ease of doing Business in India – What is needed in the Current World Scenario?
6	20.07.2016	Krishna Kumar, Sanjith Varghese, Adithyan, Gouri, Arun, Tinesh, Felicia, Serene LIBA Students 	Ekalavya The Spirit of Music

No.	Date	Speaker	Topic
7	27.07.2016	Mr. Pradeep Cholayil Chairman and Managing Director Cholayil Private Limited	 Challenge the Leader
8	10.08.2016	Mr. Sanjay Parthasarathy CEO of Startup - Indix, Former Corporate VP of Developer & Platform Evangelism, Microsoft	 Artificial Intelligence, Big Data and the Coming Era of Pervasive Commerce
9	17.08.2016	Mr. T. S. Krishna Murthy, IRS (Retd) Former Chief Election Commissioner, Government of India	 Democracy and Election Process around the Globe
10	21.09.2016	Ronnie Sunny Student, LIBA	 Ekalavya 'Friendship'
11	21.09.2016	Nithin Joy Student, LIBA	 Ekalavya 'Learn to learn'
12	21.09.2016	James Idhayam and Paramraj Students, LIBA	 Ekalavya Foreign Exchange Program in Germany
13	28.09.2016	Mr.Kern Luke Agarwal Entrepreneur & Alumni, LIBA	 ALUMNI - SPEAK The Urban Farmers
14	28.09.2016	Ms.Mathangi Kumar Entrepreneur & Alumni, LIBA	 ALUMNI –SPEAK That Madras Place
15	12.10.2016	Ankita Singh, S.Gautham, Richa Sharma and Juhi Abhilasha Kujur Students, LIBA	 Ekalavya Foreign Exchange Program Experience in Italy

No.	Date	Speaker	Topic
16	12.10.2016	Pachva Ashok Kumar Student, LIBA 	Ekalavya New Learning - Personal and Academic Experiences
17	19.10.2016	Mr. Balachandar. R Founder & CEO, Wassup Laundry 	The Wassup Journey & Learning
18	26.10.2016	Mr. Sujith Kumar HR Head, Infosys Ltd, Chennai & President, National HRD Network Chennai Chapter 	Changing Scenario in Employment
19	28.10.2016	Mr. T Muralidharan Chairman, TMI Group Author, An Experts' Guide to top 101 Entry Level Jobs for MBAs & Graduate 	Placement – 2016-2017
20	10.11.2016	Dr. Krishnakumar IFS Director of Arignar Zoological Park 	Importance of Conservation of Forest
21	14.11.2016	Mr. Gopal Krishna Raju Chartered Accountant 	Understanding GST
22	16.11.2016	Mr T N Venkatesh, IAS Managing Director Cooptex 	Repositioning of Co- optex: Success Story
23	17.11.2016		Students Debate Competition Topic 1 In the opinion of this House, the image of Tatas as a business with high governance standards has taken a tumbling blow. Topic 2 This House believes that the Tatas have no respect for Succession Planning and all human processes are at the mercy of one man!

No.	Date	Speaker	Topic
24	18.01.2017	<p>Mr. P. Venugopal, Secretary-General, Insurance Institute of India</p> <p>Dr. George E. Thomas, Professor (Research & Non-Life Insurance), College of Insurance, Insurance Institute of India</p> <p>Mr. Ravi Sheshadri, Vice President, Bharati AXA Life Insurance Co. Ltd.</p> <p>Dr. R. Radhakrishnan, Chief Marketing Officer, Shriram Life Insurance Co. Ltd., Hyderabad</p> <p>Mr. Shahul Hameed, DGM, United India Insurance Co. Ltd., Chennai</p> 	Symposium on 'New Trends and Challenges in Insurance Industry'
25	03.02.2017	<p>Mr. P. Chidambaram Former Finance Minister, Government of India</p> 	BUDGET -2017-An Analysis
26	10.02.2017	<p>Mr. Mohit Pant Business Analytics & Research Fidelity Business Services India Pvt. Ltd</p> 	Opportunities in Analytics - Skills and Functional Areas
27	15.02.2017	<p>Mr Mohan Narayanan Founder and CEO, Kubos</p> 	B School to B World - The Moving Goal Post
28	01.03.2017	<p>Rohit Coelho Akash Pius Naga Subramanian Krishna Kumar LIBA students</p>    	Ekalavya
29	15.03.2017	<p>Mr. K. Ravi Advocate and CS</p> <p>Mr. Krish Ramesh Corporate Lawyer, FCA and CS</p> <p>Ms. Deepa Baburaj General Counsel - India and Asia Pacific, Cognizant Technology Solutions</p> 	PANEL DISCUSSION in collaboration with The Institute of Company Secretaries of India on "Role of Independent Directors in the Changing Indian Business Landscape"

Work-Life Balance Newsroom to the Courtroom

Mr. Sanjay Pinto

Advocate, Columnist & Author, Former Resident Editor - NDTV 24x7

The Beyond Management Initiative of LIBA commenced for this academic year on 22nd June 2016 with the Inaugural session which hosted Mr. Sanjay Pinto, Advocate, Columnist & Author, Former Bureau Chief and Resident Editor at NDTV 24x7, as the guest speaker. Mr. Pinto spoke on the importance of striking a balance between one's profession and personal life and how choosing the absolute career can lead the path to parity. He began by stating that if the crowd can answer the question “When was the last time someone did something for the first time?”, then they can estimate the time spent for themselves.

Mr. Pinto, a natural orator enthralled the gathering with various incidents from his personal life as a news editor and T.V Personality but the message of life which each incident brought out was an awe-inspiring moment among the students. The lecture touched on three important aspects of profession which he believed the society had overrated beyond the need and how each of it can be accessed easily with minimal efforts. The first overvalued characteristic was Talent, Mr. Pinto emphasized that every human is bestowed with talents but many survive only on the past glory when the need of the hour is for one to learn continuously and to utilise the talent completely. He corroborated the quote by Fennel Hudson -“There comes a time when you just have to say, “No!” to the requests and to the system”. He told the audience how he left his lucrative job for his children when he felt that he could not spend quality time with them. He stated that capital was the second feature which he felt was given unnecessary glory.

The learning from the second aspect was that, Capital and Monetary needs can be easily retrieved through various channels when planned the right way, this statement was substantiated by the speaker as he shared his experience of planning his finances when he shifted careers and how he was able to successfully continue with his decision. Thirdly, Mr. Pinto discussed how Network is the net worth of every individual. He encouraged the students to look for the simple persons who have made sacrifices for others and appreciate their essence of brotherliness and warmth as he continued to say that the lessons from such individuals were the best life lessons one could ask for. Mr. Pinto ended his

lecture by defining the value of exploring the Social Media, he motivated the students to use technology well and to learn from the best things it can offer. The BMI session lit the academic year with a light of creed and cognizance.



Refugee crisis and the interventions of Jesuits in capacitating the refugees through educational projects

Fr. Stanislaus Fernandes SJ and Fr. Prem Kumar SJ
Indian Social Institute, New Delhi

The Sanskrit word 'athithi', when translated in English roughly means 'Guest' but under the purview of Indian tradition the word has such significance that it becomes sacrosanct. The word 'athithi' literally means, 'dateless' in the sense that, in ancient times any person who arrived unannounced became a guest *de facto* (at least that was the practice). It is stated that such persons are tantamount to God and deserve to be welcomed like one. That said, people bereft of home, livelihood and at the brink of destitution, who seek refuge because they've been driven from their homelands due to war, harassment and whatnot, require help and succour. It is estimated that there are approximately 65 million such refugees globally requiring care. By all means, these are the 'athithis' of this day who deserve to be welcomed with open hearts. That is exactly the essence of what The Jesuit Refugee Service (JRS) does.

The special BMI session held on 22nd June 2016, following the annual inaugural session, featured Fr. Stanislaus Fernandes SJ, of Indian Social Institute, Delhi and Fr. Prem Kumar SJ, who introduced to the students the service mission that the JRS had undertaken. Fr. Fernandes emphasised that delivering education to the refugees was one of the most crucial

agendas of JRS. This is because educating refugees would make their lives disciplined and self-sufficient, which in turn would dispel hopelessness. He explained that education can help in stopping child marriage and making people more productive.

With 'Accompany - Serve - Advocate' as their motto, JRS has literally accompanied, served and advocated for the needy. For example, the JRS, which constitutes



around 65 Jesuits; has saved at least 1,000,000 refugees in 2015 at a budget of \$50 million. This has been possible, Fr. Fernandes said, because JRS believed in companionship, upholding every person's right to dignity and in helping the most vulnerable. Speaking about the various plights faced by the refugees, he said that psychological trauma, lack of social network, discrimination, xenophobia were some of the most serious issues scourging the refugees. Through its education and skill training oriented services, the JRS has greatly improved the lives of many refugees. The Higher Education at Margin programme, conducted by JRS aims at offering tertiary education to the underprivileged in the US. Through this scheme it has managed to impart education and training to scores of deserving students from all over the world.

In the question answer session that followed, Fr. Prem Kumar was invited to recount his experience at Afghanistan. Fr. Prem Kumar shared with the students the unfortunate event of his kidnap and observed how fortuitous he had been to have escaped unscathed by the grace of God and prayers, considering the depressing ambiance where he had been held hostage. Both the speakers answered questions on the operations of JRS, which were raised by students. Fr. Fernandes ended the presentation on JRS with a powerful quote by Greg Mortenson, *"If we truly want a legacy of peace for our children, we need to understand that this is a war that will ultimately be won with books, not with bombs."*



Challenges and Opportunities for Management Graduates in FMCG Industry

Mr.Sridhar.G

Regional Business Manager (South), Glaxo SmithKline, Chennai

The BMI session at LIBA on 29th June 2016 would have undoubtedly been a marketer's favorite one. The students were addressed by the Regional Business Manager of Glaxo SmithKline, Mr. G. Sridhar. He spoke about the rise of the FMCG sector in India and the career path an MBA graduate could embark in this sector.

The rural and urban areas of our country have always been a rising market for FMCG products. The big picture depicts that there has always been a spike in demand for men's grooming products in recent times, followed by food products. The different channels through which the products reach the customers were explained in a very impressive manner. They ranged from Kirana shops, which comes under traditional trade to supermarkets, which comes under modern trade. The modern trade has been steadily making its presence in the Indian market. Its average contribution has been 8-10%, but is expected to grow over the years. Reasons for the growth has been attributed to the convenience that the supermarkets provide and also the privilege to choose the products according to one's taste and preference.

Another entity in the business channels is the e-commerce which has revolutionized the buying habits and methods of a consumer. Many a times e-commerce ventures work with no profit as they give out bigger discounts than their conventional counterparts. Although e-commerce contributes less than 2 % to the overall sales and the current scenario isn't very promising the entrepreneurs of such ventures feel that running an e-commerce business with less or negative capital is worth the risk as the bets are placed on the technological boom in the coming years. E-commerce is based on two models namely: Central warehouse model and Inventory based model.

Our guest also spoke about the marketing technicalities from the company's point of view. He explained why the process of product distribution in rural area involves Super stocks and sub stocks. This is done keeping in mind the high frequency of stock filling and low storage options to the distributors.

The mantra that our guest stands by is "Follow your customer". It doesn't matter who they are, what their needs are, they are the deciding force for the product demand and they will always have an upper hand in deciding if the product will sustain in the market or not .



Panel Discussion on Britain's Exit from EU-Repercussions

Mr.Chaganti V.K.Maithreya, International Speaker, Author & Business Adviser

Dr.Stanly Johny, International Affairs Editor at The Hindu, Chennai

Dr.Geeta Madhavan, Member, Centre for Security Analysis, Chennai

Mr.Ardhanarieswar, Head - South, DBS Bank Ltd.

The recent global phenomenon that dazed the world is the BREXIT. In order to educate the students on global issues that impact the financial realms and trade balance, a Panel Discussion was organized by Loyola Institute of Business Administration (LIBA), Chennai, on Monday, 4th July 2016 at LIBA campus.

The stage was set for discussion by the moderator Mr.Chaganti V.K.Maithreya, International Speaker, Author & Business Adviser who formally introduced each speaker and offered his opinion that the Brexit was not a surprise as the English have always differentiated themselves from the European Union ever since its inception.

Mr. Stanly Johny, the International Affairs Editor at The Hindu, Chennai, had a very positive opinion that the Brexit will not have immediate effect on global affairs until the final call but the government built a very strong political momentum with the immigration problem that has projected the phenomenon to a greater level. A different perspective of effect on financial markets was offered by Mr.Ardhanarieswar, Regional Head South India, Treasury & Markets, DBS Bank Ltd, who informed the students that this event has a lot of uncertainty evolved around it and he went on to state that there will be definite impact on the European trade markets and the shift in opinion on risky assets. He also

touched upon the impact it will have on the emerging markets such as Brazil.

The third interesting aspect included to the session was by Dr.Geeta Madhavan, Lawyer and Founder Member of think tank, Centre for Security Analysis, Chennai, who spoke on the internal and external threats which UK may face due to the Brexit but at the same time the alliance which the Country had with the NATO and the five Anglosphere countries will not be affected by UK's exit. Dr.Geeta also mentioned about the rise of Xenophobia in UK and how Immigration has turned into a greatest threat through unemployment and fear of turning into minorities.

The panel came to a conclusion that the BREXIT was not a Lehman's crisis but rather a political plot played well by the government through factors such as the immigration issues.



Ease of doing business in India: What is needed in the current world scenario

Mr.Somi Hazari

Managing Director, Shosova Group, Shosova Properties Pvt Ltd., Chennai

The BMI Session held on 13th July 2016, hosted the guest speaker Mr.Somi Hazari, MD, Shosova Group. Mr.Hazari commenced the session with the emphatic words-“I too intend to learn as much from you as you do.” He engrossed the audience through the story of a robin, the moral of which had a profound impact on everyone present there “The one who puts dung on you need not necessarily be your enemy and the one who pulls you out need not be your friend.” He touched upon the issues causing tension and speculation in Trade and the elusive Single Window System. He explicated the importance of the Single Operating Procedure (SOP) with time charts and approximate costs which could clear many doubts and the significance of studying and understanding the policies. He explained the need for performing well in spite of doubts and the necessity of a balance between the two. He gave us an insight into the FTA- Free Trade Agreement and explained the optimum coordination among the three ministries- Ministry of Commerce, Ministry of Finance and Ministry of Health on Trade policies, FTA and quality check on food products respectively.

He expounded upon the international classification of goods and the harmonized, synchronized code of affixing 6 or 8 digits to products where the first 4 digits are of utmost importance. He elucidated the importance of value addition to a product through the example of

import of the food item, Vanaspati. The learning through this was the significance of Transparency without which credibility might be lost. He stated that Overpromise and Under Deliverance was the cause of many disputes. He also clarified the reason as to why India was looked down despite being the forerunner in the race of the world's developed nations.

Mr.Hazari, illustrated through his own personal experience of import of sausages, the importance of a clear standard operating procedure and the effects of demurrage charges if the procedure was not clearly identified, recognized or known. He also expressed the need for relooking and revisiting the archaic laws for some of the ingredients used while importing the food items. He touched upon the importance of updating oneself with the changing rules and scenarios in International Trade and the due date calculation of Uniform Customs and Practice (UCP) and the Bill of Lading stating that whoever has it is the owner of the goods. The session ended with his sagacious words “Don't be scared of making mistakes. Treat the outcomes of mistakes as positive. Experience is very important in life.” Mr.Hazari's session made us all realize that there are great challenges as well as great opportunities and it is up to us to make the best use of every opportunity in our life.



Ekalavya

The Spirit of Music

Krishna Kumar, Sanjith Varghese, Adithyan, Gouri, Arun, Tinesh, Felicia & Serene - LIBA Students



LIBA witnessed a different light of BMI sessions with the Inaugural Ekalavya session for the year 2016. Started in 2012, Ekalavya, is a platform which helps the students to present a topic of their interest to showcase their experience, talents and hobbies.

The first session for this academic year was held on 20th July 2016 and was titled The Spirit of Music. This session was presented by the F15 batch of LIBA - Gowri, shared with the gathering, her knowledge of the Carnatic vocals. She also, shared some important information on breath control while singing and performed the song Malargal Kaetaen. Adithyan and Krishna Kumar - LIBA's flutists, spoke about the different kinds of flutes and how the lengths differ as the pitch increases. They also gave two performances from Thalapathy and Subramaniyapuram, which got loud cheers from the audience.

On the front of Western classical vocals, Felicia Radcliffe, enthralled the audience with her performance on Adele's "Rolling in the Deep". Sanjith Varghese, spoke about the electronic keyboard and pianos and displayed a "Melodica" and also performed a few numbers. Tinesh Prakash, one of the guitarists, shared information on guitars and percussion. Serene, introduced a new instrument to the gathering the Djembe, an African percussion instrument. Arun Pradeep, also a guitarist compered the whole show.

The finale reached a crescendo, when they performed a live jamming session. On request, as an encore the session concluded with Gowri singing "Snehidhanae" from "Alaipayuthe". The students were enthralled by the performances and it was indeed a treat to the soul and ears.

Challenge the Leader

Mr. Pradeep Cholayil

Managing Director, Cholayil Pvt. Ltd



When a business with an annual turnover of Rs.152 crore targets to achieve Rs.500 crore in 4 years, it would be termed lofty and overambitious. However, when Mr. Pradeep Cholayil is the one making the claim, eyebrows are not raised. At the Beyond Management Initiative of LIBA, held on 27th July 2016, Mr. Pradeep Cholayil, the Managing Director of Cholayil Pvt. Ltd. spoke about the challenges and future plans for his company which houses the iconic Medimix brand along with Cuticura and Krishna Thulasi.

The Chennai based Cholayil Group was a force to reckon in the South for a period spanning four decades from the late 1960s to early 2000s, its competitors were truly forgotten (atthalam marathirungal). Leadership comes to the fore only during trying times. In 2007, the Cholayil group was split into two entities AVA Cholayil Health Care, that got the marketing rights for Medimix for the southern markets and Cholayil Pvt. Ltd, led by Mr. Pradeep Cholayil that got the rights for rest of India and export markets

Mr. Pradeep faced challenges in terms of sourcing raw materials coconut oil and the precious Koduvelli herb, getting the stock on time considering lack of factories in his portfolio, lack of funds for advertisements and cash crunches causing delays in paying salaries and creditors on time. This period witnessed high attrition with key personnel putting down their papers. Venture Capital funding was difficult

to obtain due to the brand split. It was during this period, that Mr. Pradeep went for a brand revamp. There was a vision and mission statement drafted, a new logo designed and two factories set up in Haridwar and Tada. The Company then went in for backward integration to source its Koduvelli and coconut oil requirements. It narrowed its focus, by opting for district rationalisation, thus concentrating on a mere 63 districts that contributed to 75% of its sales volume. It has more recently added new products such as facewash, body wash and gel moisturisers to its portfolio. On the export front, it is the leading Ayurvedic company in the world exporting to 25 countries and plans to increase revenue from this segment going forward.

When a question was raised about the challenges faced in international regulations, Mr. Pradeep cited the decision taken regarding Sodium Laureth Sulfate (SLES), a carcinogenic foaming agent, banned in Oman and a few countries around the world, but not in India. Yet, he took the decision to replace the foaming agent universally based on human obligations rather than legal ones.

Apart from being a dynamic businessman, Mr. Pradeep Cholayil has set an example of how to live a contented life, while constantly facing challenges. He pursues photography and spends quality time with his family. It was indeed an inspiring talk that left students motivated to face challenges in their lives head-on.



Artificial Intelligence, Big Data and the Coming Era of Pervasive Commerce

Mr. Sanjay Parthasarathy

CEO-Indix and Former Corporate VP, Developer & Platform Evangelism, Microsoft

Mr. Sanjay Parthasarathy, the CEO of Indix, Chennai and the Former Corporate VP of Developer & Platform Evangelism, Microsoft was invited to LIBA as part of the Beyond Management Initiative to address the students on the topic - Artificial Intelligence, Big Data, and the Coming Era of Pervasive Commerce. Mr. Parthasarathy, an alumnus of MIT Sloan was very incisive in presenting technology along the lines of commerce which was received well by the students.

Mr. Parthasarathy began the session by defining commerce from a global perspective and also touched upon the history of retailing and the evolution of E-commerce. The essence of the seminar was on how the classic four Ps (Product, Place, Price & Promotion) has changed to 3Ps and 1D (Pervasive, Personalise, Participative & Dynamics), he explained that personalization had always been an important factor all along but has raised to a different level in the recent past and the ideal way for businesses to have an edge was to understand the context of 'for now'.

Various examples were cited for the students to get a clear perspective.

The aspect of social participation and the need for business to read the customers mind for creation of new products was emphasized by Mr. Parthasarathy but the most stirring discussion which absorbed the students'

attention was his view on Dynamism of economy and as part of this he talked about how dynamic pricing is ruling the markets and its repercussions.

The talk ended with the subject 'Internet of Things', he explained that the current innovations are only the tip of the iceberg while certain studies have come up with numerous possible evolutions in this technique. The speaker also revealed certain hard realities of Internet marketing such as the ever changing trends and the inappropriate methods used by the marketers who do not understand these trends; he also believed that as a CEO of a company that designs softwares, that every piece of software should understand your product.



Democracy and Election Process Across the Globe

Mr. T.S. Krishnamurthy, IRS (Retd.)
Former Chief Election Commissioner, Government of India



The Beyond Management Initiative Session held on 17th August, 2016, hosted honorable Mr. T.S. Krishnamurthy, IRS (Retd.), Former Chief Election Commissioner, Government of India. Mr. Krishnamurthy commenced the session with a brief overview of the drafting of our constitution amidst diverse culture, religion and castes. He explained how Democracy, though inherent with problems, is the best strategy and how its success depended upon the institution, the leaders and the people embracing it. He emphasized on the unique feature of our constitution that lays heavy importance on the independence of our Election Commission and corroborated it with the statement given by our neighbor nation “If there is smooth transfer of power in India, it is only because of her robust and independent Election Commission”. He accredited the efficacy of the commission to Mr.T.N.Seshan, Chief Election Commissioner of India (1990-1996), who redefined the status and visibility of the Election Commission of India. The students also gained knowledge of the evolvement in the method of casting vote from the old paper ballot system to the present day Electronic Voting Machines and its robustness and efficiency.

Mr.Krishnamurthy enumerated the defects prevailing in the current Election system of India such as the First-Past-The-Post system in which the candidate with the majority of votes is deemed the winner, and compared it to the election system across the globe like Germany which follows this system along with the Proportional Representation. The students realized the importance of sound political parties with need for nationalized views rather than the ones with selective views catering to specific sections of the society as a ruse to garner votes from his speech. On the same note he explained the significance of Symbols and the various methods of their selection by National, State and Other political parties. The difficulty in managing the whole process of election especially in certain areas such as Jammu and Kashmir vandalized by terrorism and states of Maharashtra, Chhattisgarh, etc. by the activities of Naxalites made the listeners realize the arduous effort of the Election Commission of India during every election.

Mr.Krishnamurthy then highlighted the achievements of the Election Commission through the creation of the Moral Code of Conduct, success in conduction of peaceful election process in Jammu and Kashmir, check on the casting of bogus votes in certain states and substantiated it by sharing his own personal experiences as the Chief Election Commissioner. The students comprehended the reason for Australia having the best Election Voting system in the world with the highest percentage of voters and understood the pros and cons of Internet voting, Proxy voting and the consequences of changes to the principles of NRI voting in India. Mr.Krishnamurthy concluded the session by throwing light on the correlation of the Election process to the holistic management process. This session gave everyone a perspicuous understanding of the Election system of our country and made us realize our responsibilities as dutiful citizens and acknowledge the arduous efforts of the election commission during every election.

Questions

1. Will coordinating the dates of Central and State elections be a viable option in India?

Answer: It is difficult to envision such a scenario until an amendment is made to the constitution to fix the tenure of the House.

2. Creating awareness to vote is very important to ensure that people vote, so how was this possible in the North Eastern States of India?

Answer: Educating the people of each constituency of the importance of casting their vote and the value of their votes, demonstrating the use of electronic voting machines to help them get rid of misconceptions were some methods of creating awareness.

3. What is the situation of a not well-to-do common man interested in contesting election in India?

Answer: Present system will not allow a common man without good financial backing to contest elections. This problem could be resolved through a National Fund contributed to, by big companies as well as people, a suggestion to curb the problem given by Mr.Murthy.

Ekalavya

**Nithin Joy, James, Ronnie Sunny
and Paramraj - LIBA Students**

The second Ekalavya session held on 21st September 2016, was an interesting session with Nithin Joy, Ronnie Sunny, Param and James, second year students of LIBA sharing their experiences.

Nithin Joy gave an inspiring talk about learning. He emphasized that it's a never ending process, starting from the day we are born, to the day we leave this earthly abode. Nithin dwelled on his personal experiences from his family, school and LIBA. He emphasized on the group activities and events in LIBA, which enhanced the learning process in a different way compared to the skills obtained at school, and about always building connections. He mentioned the importance of remembering our priorities; family, health and work life balance. A different perspective to learning was shared while he talked about reading. He compared it to learning about the experiences of the author, as we walked in his shoes. He concluded by inciting us to practice what we have and what we will learn.

Ronnie Sunny shared his thoughts and opinions about friendship. He emphasized on the need to keep in touch with our friends and with their family. He spoke on the need to make random friends and that age, gender or disability isn't a bar to making friends. He mentioned that we should not hesitate to point out mistakes, being

honest and frank with our friends as this matters. He told us to recognize that some friendships are bad and to accept it and move on. He concluded by saying that we should not have any expectation from our friendships and to accept the way things are.

Next, we had Param and James talk about their experiences on the student exchange trip to Germany.

Param talked about the cultural shock he experienced while in Germany; about the punctuality, the friends they made and the good time spent with them would be memories they cherished for a lifetime. He also talked about his travel diaries and that he visited several cities throughout Europe.

James elaborated more about the student exchange process and the various intricacies to ensure he got the opportunity and the various steps to get to Germany. He also mentioned about the importance of managing finances as expenses are high. He mentioned the details about some of the prerequisites which ideally contribute to a more enhanced learning process at WFI. He also talked about the different learning processes at WFI and their fun and interactive placement process.





Alumni Speak

The Urban Farmers

Mr. Kern Luke Agarwal

Entrepreneur & LIBA Alumni

“It's not about ideas. It's about making ideas happen.” - Scott Belsky

The Beyond Management Initiative Session held on 28th September, 2016 had Mr. Kern Luke Agarwal, an Entrepreneur and an Alumni of Loyola Institute of Business Administration. The session commenced with a talk on The Urban Farmers the project undertaken by Mr. Kern and his friends. He explained how the idea of starting the project began taking shape during his course at LIBA and the initial efforts by his team of friends to experiment the project of organic farming in the rooftops of LIBA Campus and its success which prompted them to take up the same on a larger scale by utilizing the free space available in the city for organic farming. However the turning point of their project came when they realized that Rice which is the staple diet of South India cannot be grown in the cramped spaces of the city so they concentrated on the villages.

He recounted the initial arduous efforts and the hurdles faced by the team to gain the confidence of the farmers and convince them to turn towards organic farming by implementing the learnt practices in a piece of land with just eight farmers. The marvelous results on that piece of land made the other farmers realize the wonders of

organic farming and take up the same in their own land with the help of Mr.Kern and his team and the whole village is now ready to take up organic farming. The students were awed by the passion with which the team continued upon their chosen journey in spite of the innumerable challenges faced by them.

He also highlighted the fact that marketing the sale of harvest of the farmers is done by the team and any loss is initially borne by the team and not by the farmers who get their due unlike in normal farming where the farmers suffer huge losses resulting in unfortunate incidents of suicide committed by them by consuming the same pesticides that they use for their crops.

Mr.Kern considers the work done by the team as a Social business. His passion towards the cause of the farmers and improving their plight touched upon the listener's minds and incited in many, the urge to take up their nurtured dreams, plough on in spite of the challenges that are bound to come and progress forward in their journey. His talk made an indelible impression upon the minds of the budding entrepreneurs among the audience.



Alumni Speak

That Madras Place

Ms. Mathangi Kumar

Entrepreneur & LIBA Alumni

When it comes to dining, there are so many categories under it and Ms. Mathangi Kumar has spotted that fine line between Restaurants and QSR Models. There's a gap between the two, where busy professionals and young couples would like to get something more for the money they pay, other than just food and that is how the idea of "That Madras Place", a Bistro comes up.

Ms. Mathangi pursued her MBA from Loyola Institute of Business Administration followed by a Chef Training from the prestigious Le Cordon Bleu, London. She is now the proud owner and creator of "That Madras Place" at Adyar, Chennai. Addressing the students at LIBA, she gave an over view of her business plan, the various challenges that she overcame to bring up the Bistro in an ever competitive segment with stringent audits and metrics followed, where annually only 1 out of 10 start-ups survive.

The name and theme of the restaurant was chosen with utmost care so that people remember it easily. The different doodles at the restaurant are an ode to the city, where her upbringing was. Ms. Mathangi spoke about the various factors that had to be given priority while fixing a location. While managing expenses, she mentioned that the rent shouldn't bother too much as other things like Salaries of chefs and other employees, Inventory and the whole set up were already consuming a big bite of the capital that had to be pumped in constantly, to get the place running. She recalled those difficult days, when she had worked for 16 hours a day managing the entire kitchen and other operations with

just one assistant. While a typical day ends at 10 or 11 at night for most of us, it's the time for a chef to maintain accounts, check inventory and schedule a new plan for the next day at business.

She shares her experience on how the restaurant prepares the menu. While keeping in mind what the surrounding competitors have to offer, she makes sure that her list of choices is something that would make people come back and what the people of the city sought after. The options are carefully analysed according to the forecast based on the season be it the weather or festivals. Ms. Mathangi mentioned that a degree in Management has helped her in not only accounts and maintaining the balance sheet but also exploring various channels of digital marketing, which is the current trend in today's electronically revolutionised society. A blog, a tweet, a post on Facebook, a "selfie" competition, hashtags, word of mouth marketing is what gets the news revolving 360 degrees. Ultimately, one has to differentiate and stand apart from the crowd to get noticed and this is a possible outcome of creativity combined with passion and the necessity to survive in a complex world.

In brief, Ms. Mathangi summarises her entire venture so far as a "Roller Coaster" ride, where her family, friends and other vital networks have played an important role of immeasurable support and backing. She sets a perfect role model for amateur entrepreneurs by her insights on how one's passion and skills can take a person a very long way!



Ekalavya**New Learning - Personal and Academic Experiences****Pachva Ashok Kumar**

LIBA Student



Every Ekalavya session at LIBA is unique in its own sense and the one conducted on 12th October, 2016 was no exception. It started with one of the most enterprising students of batch F15 Ashok Pachva narrating his life story. The hardships that he has overcome, right from his childhood namely the financial distress, being raised by a single mother and undergoing a surgery recently, have all not pushed him to wallow in self-pity but made him a much stronger person who is open to accepting challenging situations.

He spoke about “New Learning” and described anecdotes from his life where his takeaway has been the experience rather than the nuances. He has learnt to look at the bigger picture and avoids the mundane nitty gritty. He concluded emphasizing the importance of having clarity in one's life and never to cease seeking happiness.

Ekalavya**Foreign Exchange Program Experience in Italy****Richa Sharma, Ankita Singh, S. Gautham and Juhi**

LIBA Students



The Ekalavya session held on October 12th, 2016 continued with Ankita, Gautham, Juhi and Richa- the four students who went on a student exchange program to Università Cattolica Del Sacro Cuore, in Milan sharing their experiences.

They briefly described their application process, the courses they studied and the multiple countries they visited in their short span of few months. They mentioned how learning in a foreign country is a once-in-a-lifetime opportunity and there is a lot more to it than the exoticism of the foreign country. The cultural diversity that they were exposed to, sensitised them to different cultures. The case study/group discussion based teaching approach adopted there, made them active participants in the learning process.

Overall the exchange programme had been an enriching experience for them that brought back fond memories.

The Wassup Journey and Learning

Mr. Balachandar. R

Founder and CEO, Wassup Laundry



The BMI session held on 19th October, 2016 was happy to host Mr. Balachandar a budding Entrepreneur. Mr. Balachandar is the Founder & CEO of Wassup Ondemand, India's leading on demand convenience service brand presently offering Laundry & Dry Cleaning as its core service. The company is now a popular chain which has been established in 8 cities in India and is looking to grow to 50 cities across India in the next 3 years. With their geographical footprint and having served over 3 lakh customers and washed over 40 Million garments, his vision is to make Wassup ondemand a leading convenience brand across global markets.

Mr. Balachandar spoke about his journey, his background, his former experience as a retail head for Hidesign, which prompted him to start a business of his own. Hailing from a leather based business background of his family, Mr. Balachandar has tapped into the unorganized sector of "Washing clothes", which has been existing since time immemorial. He spoke about his research in the laundry industry where he mentioned that Indians spend 2 lakh crores for washing and ironing clothes. Hence he decided to start his business in the same line.

He shared his knowledge in branding, which according to him is a crucial factor before starting any business. He also spoke about how Wassup has helped Dhobis around the country join his company, which has given them

identity and also his use of skilled labour in the industry. Mr. Balachandar emphasized on the need for life skills, to succeed in not just Business but also in Life.





Changing Scenario in Employment

Mr.Sujith Kumar

HR Head, Infosys Ltd, Chennai and President, National HRD Network Chennai Chapter

As part of the Beyond Management Initiative Session held on 26th October 2016, LIBA was happy to host Mr. Sujith Kumar, the HR Business Leader of Infosys and the President of the National HRD Network, Chennai Chapter. He spoke on the nuances of choosing a career.

Mr.Sujith focused his talk on “Finding your true strength”. He criticized the current trend of students, who at the end of their schooling choose engineering, end up in an IT job and wind up doing an MBA. He attributed this trend to the inefficiencies in the schooling system which never really focused on the student's strengths but rather bolstered their weakness.

Mr. Sujith emphasized the importance of identifying and honing each person's strength. He defined strength and weaknesses in a very simple yet elegant manner; a strength is something you enjoy doing, whereas a weakness is something you don't enjoy. He requested the students to identify the strength within each one of them and focus on that, build a career based on their strengths and intrinsic factors involved in the career, and that all the required extrinsic factors will follow automatically.

Mr. Sujith kept the audience riveted to their seats with his personal experiences while choosing his career and entering his first job as an HR executive in Pizza Corner. He also shared a touching story about Ms. Suguna, who overcame immense difficulties yet pursued and found success in something she truly enjoyed.



Placement 2016 - 2017

Mr.T.Muralidharan

Chairman, TMI Group



The Beyond Management Initiative Session held on 28th October, 2016 hosted Mr.T.Muralidharan, Chairman, TMI Group and Author “An Experts' Guide to top 101 Entry Level Jobs for MBAs & Graduates”. Mr.Muralidharan commenced the session in a unique and captivating way by encouraging the students to interact with him for the majority of the session on various aspects of business and managerial nuances letting his own presentation take a backseat.

He initially addressed the most haunting question in every student's mind as to why our economy, in spite of our increasing GDP, is not creating sufficient job opportunities and explained the growing disparity in the pay structure of an average employee and a CEO. Throughout the session he emphasized on the three most important growing sectors for job opportunities IT, BFSI and Healthcare. Some of the questions asked by the students during the session were:

Question and Answers

Q In India the job market is aligned towards managerial positions. Is the same trend visible in other countries?

A In US there is resentment among the higher sections of the country regarding their constant wages for a long period. With the advent of the new President, the

scenario is likely to change with the hike in their salary. So the trend is picking up in other countries too.

Q As an emerging market, India is one of the best developing economies due to technological development. However automation is going to reduce employment opportunities. How do we have a balance of both?

A Automation leads to decrease in employment. However the main problem here is that employees are not updated and skilled to use the latest technologies. So our human resources need to be trained in the latest tools and be made to utilize the emerging technology to its full potential.





Q Will the structure of Labor contract become more flexible in the future?

A Youth are now intent upon negotiating with their employment terms. Hence flexibility in the working hours and Work from home opportunities will increase. However the private sector which comprises of 8 million among the employed which is 22 million is dominating the rest and there is Central and state intervention looming in the near future to combat this problem.

Q Consumer behavior is changing in all sectors and with the price wars, what will be the impact in the manufacturing sector?

A The current e-commerce model is not going to work in future. The discounts being given in the online shopping sites are borne by the venture capitalists. Hence it can't sustain. Price wars will be temporary. Manufacturing Sectors too will have a limit. A different model might solve the problems in future.

Q There has been huge foreign direct investments in the Telecom sector resulting in wide variations in price per call over a period of time. Why do healthcare sectors not show such variations?

A Healthcare sectors have FDIs. However there is huge disparity in the quality of doctors and services provided in public hospitals in foreign countries and the ones in India. As a result many Private hospitals have sprung up providing excellent services but at high costs. Another industry has flourished due to this- Insurance industry. Hence the variation in healthcare sectors is not visible as of yet.

Q Placement is going to change. Ratio of the salary of top management to employees is abnormal. Up to what extent is it justifiable?

A The approximate ratio of the salary of entry level executive to that of a normal employee is 100:80. There is a huge gap. Corporate Governance should improve. With the changing salary of the youth, the salary of experienced also changes in par with them. Hence this abnormal disparity is not at all justifiable.

Q Entry level recruitment jobs have now become automated. How do you see this sector in future?

A Even if automated, the Interface is still managed by human resource which is very difficult to be automated.

Q Countries like Singapore which has come up with the rule stating that for every person hired from outside, another should be hired from the country. What will be the impact in India?

A We are going towards reverse globalization. Migration has become an electoral issue as people within the country feel that their job opportunities are getting affected due to the advent of the migrants. However our country is lucky to have enough opportunities to create jobs unlike many other countries.

Mr.Muralidharan concluded the session highlighting the importance of getting the Right Job that matches an individual's personality and drives them to achieve their goals with zeal.



Importance of Conservation of Forests

Dr. N. Krishnakumar IFS
Director of Arignar Zoological Park

The Speaker who addressed the students at LIBA on 10th November 2016, was not a usual guest speaker who comes from the air-conditioned rooms of a corporate office and used to the routine 8 hour shifts. A career that demands one to be alert and exposed to the risks of nature, all throughout the day and night, is what Dr. N. Krishnakumar, IFS chose to be in 1982. Serving a very long stint, in forestry research, the Director of Arignar Zoological Park, addressed the students on the importance of Conservation of Forests and how the mission can be taken up by the Youth of the country.

For the past 30 years, he has been associated with logging and timber operations which has gone for ship building and other construction purposes. He feels that what is left now, must be conserved. Approximately 33% of any country's land must be under forest cover. This is essential to check soil erosions, sustaining water resources and preventing a country turn into a desert. This can be achieved by numerous ways such as, women empowerment and youth involvement.

Of the many challenges the ministry faces every day, a few of them include smuggling sandalwood, problem of red sanders, poaching of wild animals, and illegal ganja cultivation. The forest fragmentation by constructing roads thereby bypassing through the forest cover has been the cause for wild animals to be spotted crossing national highways and entering the so called "residential areas". He quotes the example of elephants that are forced to leave their natural habitat during the Shabarimalai season and then again back to the forests due to manmade nuisances like crackers. In fact, the most affected of all animals, is the elephant! The most common function of the ministry would be to capture these elephants, but the question is "with so much of commercialisation happening, where do we release these captured animals?"

The forest ministry has been denying wood as supplies to various wood industries. This has forced the country to get accustomed to the habit of importing wood from foreign countries like Australia, Papa New Guinea, Indonesia; without which these industries will be famished. A solution for this setback, would be to venture into the concept of Agro-Forestry, where trees especially for industrial purpose could be cultivated. This could lead to self-sufficiency at the same time

preserving the natural belt that our country is bestowed with.

Dr. Krishnakumar mentioned that it is surprising to see how the Zoos and forests are maintained and serviced abroad, while the concept of "Visiting a Zoo" in India, has become a cheap resort for Picnic! While there are numerous ways to increase the remuneration, our Country has still not ventured into the idea of Eco-Tourism. It is a very promising sector, that could generate a lot of revenue for the Tourism Industry.

He concludes by emphasizing that the concept of "Government" is not the Ministry alone taking care of the resources, but; it is "each one of us" who is entrusted with the responsibility of preserving and conserving the country's diverse Flora and Fauna.



Understanding GST

Mr. Gopal Krishna Raju

Chartered Accountant and Partner, M/s K. GOPAL RAO & CO

Touted as “one of the most important tax reform since 1947”, the Goods and Services Tax (GST) has been in the offing for a decade and continues to figure as a top priority on the economic agenda of the government. During a BMI session at LIBA held on 14th November 2016, Mr. Gopal Krishna Raju, a practicing Chartered Accountant from Chennai and partner of M/s K. GOPAL RAO & CO addressed the students on the topic of GST. Mr. Gopal Krishna is a qualified Information Systems Auditor (ISA) from The Institute of Chartered Accountants of India (ICAI). He is also the Associate member of The Institute of Cost Accountants of India (formerly ICWAI) and Associate member of The Institute of Company Secretaries of India (ICSI).

Insights on what GST is, how the public need to understand it and how well the businesses have to be prepared in welcoming this reform, was discussed. In a simple explanation, the purpose of GST was conveyed. Usually a business while selling its goods or services, collects tax, which it files with various departments of the State and/ or the Center. This work involves duplication, which might lead to a loss in compliance and in case of mistakes, increases litigations. The present Taxation System of our country, accounts for a cascading effect by the implementation of GST, this will be removed as GST will act as a one-point Tax, there should be a single tax which eliminates the cascading effect.

GST does not cover Direct Taxes. Customs tax (as it involves trade outside the country), Sensitive State Duty and taxes on high octane products are not part of GST. When the goods are procured locally and the tax is paid to the government, it is called SGST (State GST). Service Taxes which were previously paid to the Central Government, is now replaced by CGST (Central GST). When a transaction involves two different states, the Input tax can be set off and the taxes are paid to the Centre, it is called IGST (Inter State GST).

The GST will ensure transparency in all levels of transaction. Only when the information uploaded by the Buyer matches with that uploaded by the Seller, the buyer can take credit of the tax paid. The system calls for complete genuineness and one cannot sustain and be part of the system, if not for this virtue. The

implementation of GST will bring around a whole new cluster of issues related to mitigation, transition, compliance and sorting out the existing issues. The traditional Invoice Format will have to be transformed in order to incorporate the new reform in the taxation system. This scenario will increase the demand of learned people, to tackle the various ambiguities which will accompany the introduction of GST. The entire world is watching how this system will be implemented in our country. India will be successful if it meets the main objective of tapping the unorganized and unaccounted business which can contribute a large chunk to the revenue.



Repositioning of Co- optex : Success Story

Mr. T N Venkatesh, IAS
Managing Director, Cooptex

The BMI session held on 16th November 2016 at LIBA was presided over by Mr. T.N Venkatesh, Managing Director of Co-optex. He spoke about the inception of the idea that was the Tamil Nadu Handloom Weaver's Cooperative Society, popularly known as Co-optex and enthralled the audience about its rich history and heritage.

It was established in the year 1935 to protect the interests of the weavers. Co-optex is basically engaged in marketing handloom fabrics produced in Tamil Nadu. Handlooms constitute a priceless asset of Tamil Nadu's rich cultural heritage.

Co-optex started out with cotton sarees and dhotis, but now co-optex produces a variety of clothing including silk sarees, lungis, towels, bedsheets and other home necessities. Co-optex has grown nationally and has various outlets in almost all the states of India, it has a network of over 200 showrooms with an annual turnover of more than INR 1000 Crore. Mr. Venkatesh also spoke about the marketing strategies employed by them, how they target the teachers and advertise various types of cotton sarees, which are then purchased in bulk, by schools.

Samples of silk sarees was displayed and Mr. Venkatesh mentioned that weaving handloom sarees is a dying art and as a measure to protect this, every saree and fabric bears a card which displays information about the saree, the weaver, his/her picture and the location of its production.

Co-optex also exports a variety of fabrics to many countries, predominantly to countries like Spain and Mexico. Mr. Venkatesh highlighted the early efforts of ministers such as MGR and Kamaraj, who encouraged and supported Co-optex and its initiatives.



Ekalavya

Students Debate



A new initiative - Students Debate Competition under the aegis of the BMI commenced on 17th November 2016. 12 students consisting of two teams actively participated in the debate competition discussing for and against two topics which were :

Topic 1

In the opinion of this House, the image of Tatas as a business with high governance standards has taken a tumbling blow.

Topic 2

This House believes that the Tatas have no respect for Succession Planning and all human processes are at the mercy of one man!

Two students won the Best Speaker in each of the topics.



MOU & Symposium on 'New Trends and Challenges in Insurance Industry'



LIBA stresses and lays importance on providing holistic education to the future managers, by facilitating a real time scenario of the economy. The Insurance Institute of India formed as a federation of Insurance Institutes, is a pioneer in providing Insurance Education. Both the Institutes have identified the necessity to expose the student community to the brimming opportunities yet less explored field of Insurance. LIBA signed a historic MOU with III on 18th January 2017 to offer a one year Executive Diploma Programme in Insurance Management. The ceremony was presided by Mr. P Venugopal, Secretary General of III and Rev. Fr. P. Christie SJ, the Director of LIBA. The course offered can either be taken up as a regular or an additional course provided with the requisite credits. It gives a licentiate certificate at the end of the first trimester and an executive diploma at the end of the third trimester.

The Ceremonial Signing and Exchanging of MOU was followed by a brief Symposium which centred on the topic 'New Trends and Challenges in the Insurance Industry.' The Moderator of the event was Dr. George E Thomas, Professor (Research & Non-Life Insurance), College of Insurance, Insurance Institute of India. The other speakers from major Insurance companies who facilitated the discussion with their vast knowledge and varied experiences included Mr. Ravi Sheshadri, Vice President, Bharathi Axa Life Insurance Co. Ltd, Dr. R Radhakrishnan, Chief Marketing Officer, Shriram Life Insurance Co. Ltd, Hyderabad and Mr. SP Nadhar, Chief Manager of United Insurance Company Ltd.

Regulating policies is a bitter challenge in the Insurance Industry. The experts unanimously agreed to the fact that, the penetration of this particular field is low as of now and hence the opportunities unexplored are voluminous. Mr. Ravi Sheshadri emphasized the need for insuring properties through the real time incident of

Chennai floods and the huge amount of losses suffered by people who did not insure their valuables on time. He highlighted the fact that the MNCs were insured rightly based on their experiences in other places whereas our own localities suffered due to either their ignorance or lack of importance given to insuring their valuables. The total economic loss amounted to Rs. 15000 crores but the insured received less than 10% of the amount. The same data applies to the Srinagar floods.

Mr. Radhakrishnan gave us an insight into the various protectionist policies and focussed on the major problems of the underinsured and uninsured categories. The protection cap on Life Insurance depends on the assets, liabilities, the life style and what the family wants to do in the absence of the deceased member. Unless and until there is a misfortune in the neighbourhood, the family does not take an initiative to get an Insurance Policy. Hence it is rightly coined as a 'Push product'. A real time example was quoted with respect to Telmore Telecommunication services where the predominant pre-paid customers were offered Life Policies, till they recharged.

Mr. Nadar gave a picture of the current scenario in India, where there were many small policy holders which includes house hold policies and 2 wheeler policies. He highlighted the efficiency of his organization which cleared 80% of the total Chennai Flood claims within two months. The inmates of Chennai have become more cautious after this incident and as a result the Insurance Companies have witnessed an increase in the number of Insurance Policies.

On the whole, the reach and penetration of Insurance has been low owing to the fact that advertisements and promotions were not being given due importance. Digital transformation of this Industry has been slowly facilitating the tech-savvy segment of the population in acquiring a policy without much hassles.



BUDGET 2017 - An Analysis

Mr. P. Chidambaram

Former Finance Minister, Government of India



The Beyond Management Initiative Session held on February 3rd, 2017 featured the honorable Former Finance Minister, Mr. P. Chidambaram who analyzed the budget of 2016-2017. He commenced the session by highlighting that the issues of Brexit, China moving away from manufacturing to customer service and from export to domestic consumption, US becoming more protectionist and the Demonetization had an impact on our country's budget. The Demonetization and its consequences were elaborately discussed. The plight of the daily wage workers, SMEs, artisans, etc. was accentuated. The demand for MNREGA rose by 60% in the aftermath of Demonetization, 80% of the industries in the areas of Pollachi, Coimbatore, etc. shut down their operations and the price of all commodities crashed. Many farmers have committed suicide due to their inability to pay off debts. Around 1.98 crores of income tax holders have been given Rs.5000 crores relief but certain other sections of the population have not been given such incentives.

Mr. Chidambaram emphasized on the importance of high economic growth to lift people out of poverty. The triggers to growth were private investment, export and private consumption. However it is predicted that by the year end the economic growth rate of our country would flatten at 6.5%. Fiscal Deficit of 3% would be ideal for economic stability. However fiscal deficit of states are below 3% but it has been above 3% for the Centre. Gross fixed capital formation was 4.9% in 2014-15, 3.9% in 15-16 and would decrease by 0.25% in 2016-17 which indicates disinvestment in 2016-17 that has resulted in more capital shutting down than the ones opening. Credit growth has been at its lowest level in 40 years. Investors are unwilling to borrow and banks are unable to lend. Growth is determined by the investment, production and demand. If consumption decreases, investment also decreases. The decrease in the indirect tax would help increase the demand which in turn would increase the supply and the investment. After demonetization the net inflow has become negative.

In the end of the budget session, Mr. Chidambaram addressed the queries of the students which helped analyze the budget from different perspectives. Some of the queries answered were limiting cash donations to political parties was right but there should have been a cap on the number of times that it could be given. Reservations should be continued to support the underprivileged sections of the society until the root cause of such discrimination is eliminated from our country. The session helped inspect the budget from various angles and gave us an idea as to what could be expected from our budget for the coming fiscal year.

Opportunities in Analytics - Skills and Functional areas

Mr. Mohit Pant

Business Analytics & Research, Fidelity Business Services India Pvt. Ltd



On Friday, 10th February 2017, LIBA was privileged to have Mr. Mohit Pant from Fidelity Business Services, address the students on the topic “Opportunities in Analytics Skills and Functional Areas”. He is an analytics leader with over thirteen years of experience in developing business strategies and new capabilities leveraging data analytics.

Mr. Pant recently moved to Chennai to help build an analytics team in Chennai and nurture the site for new growth opportunities.

He talked about the various opportunities in analytics, and said that analytics as an industry is set for exponential growth. With more and more data available in digital form, the need for smarter, faster, data based decisions is only going to increase. He also stressed that Business Analytics as an industry is still at a nascent stage, and in most organizations, analytics works more as an enabler to other departments, such as marketing, finance and HR, rather than as a department by itself.

Mr Pant also briefed us on the work Fidelity deals with, such as Customer Relationship Management, A/B testing, Data Modelling and Analysis for their clients.



Release of 1st issue of Newsletter - Logistically Speaking from Centre for Logistics & Supply Chain Management



From B School to B World

Mr. Mohan Narayanan

Co-Founder and CEO, Kubos Consultancy Service Pvt. Ltd.

The Beyond Management Initiative Session held on 15th February, 2017 hosted Mr. Mohan Narayanan, Co-Founder and CEO of Kubos Consultancy Service Pvt. Ltd. The session commenced with Mr. Mohan addressing the students on the importance of the three essential attributes required for a B-school student to get placed into a prestigious organization - Oral communication, Listening skills and Written communication that shows how well the student can interact with others. Nowadays businesses are becoming non-linear and more complex with data coming from multiple sources and consumer behavior is changing continuously. Geographies are getting delinearised. It has become imperative for B-school students to become more adaptive, flexible and be aware of the evolving technologies. So business school students have to don the hat of practicing managers as well be tech savvy with good business knowledge.

Organizations coming for recruitment test three main qualities in potential candidates - whether they can do the job, whether they will fit into the organization and whether they have the right attitude. He explained that while recruiting, companies do not look for short term or long term candidates. Instead they find out whether they will get back the value of their investment on the candidates through their work in the organization. The years of experience put in an organization rests on both

the candidate's abilities and the company's value addition through the candidate's work. B-school students on joining organizations should not become stagnant and strive to upgrade their knowledge and skills and reengineer themselves to stay relevant in the marketplace. Companies have also started looking for Intrapreneurs. Analytics is becoming an indispensable part of every organizational activity.

Mr. Mohan stated that according to him Integrity was one of the most important qualities that a student should carry through in his/her entire career. They should learn from their mistakes and in spite of suffering setbacks should pick themselves up and walk forward in their career path. He ended his speech by encouraging the students to move across states and get a cosmopolitan outlook towards their career and life. They should use the various opportunities available and imbibe new leanings. He emphasized on the importance of not getting swayed by bigger packages. Students should learn from the job that is allocated to them for the first few months and then decide whether to continue or shift from their current work. They should constantly strive to learn from their jobs and actively initiate activities in the workplace to become successful managers. This session gave the students an insight on the expectations from the corporate world.



Ekalavya

**Akash Pius, Rohit Coelho, Naga Subramanian
and Krishna Kumar - LIBA Students**

Rohit Coelho, started his talk by quoting Robert Frost's Poem "Road Not taken", to explain his decision of joining LIBA. He shared the experiences he gained while pursuing the management course. He urged the students to understand the need for making hard decisions which involve tough choices and then use the opportunity to go further along the chosen path.

Akash Pius, shared his experiences of speaking in public. He also gave simple tips to use the powerpoint presentation to make a powerful delivery of ideas. The six points that he had found useful and which he shared were: (i) use a hook to capture the attention of the audience; (ii) use a story telling style; (iii) need to develop one's language capability so as to convey the ideas forcefully; (iv) speakers should have no inhibitions while speaking his mind; (v) there is a need to experiment with different styles for different audiences and (vi) accept that no presentation is perfect and one needs to continue to practice and develop.

Nagasubramaniam and Krishna Kumar shared their interest in classical music. Naga gave a brief explanation of his favourite ragas, rendered a film song based on the raga and later sang the classical piece. He was accompanied on the violin by Krishna Kumar who shared his favourite piece.



Panel Discussion on **Role of Independent Directors in the Changing Indian Business Landscape**

Mr. K. Ravi, Advocate and CS, **Mr. Krish Ramesh**, Corporate Lawyer, FCA and CS,
Ms. Deepa Baburaj, General Counsel - India and Asia Pacific, Cognizant Technology Solutions

The Center for Ethics and Corporate Governance at LIBA had organised a panel discussion on the topic “Role of Independent Directors in the Changing Indian Business Landscape” on the 15th of March 2017. The eminent speakers were Mr. K Ramesh, who was a Chartered Accountant for seven years and is currently practising law and Ms. Deepa Baburaj, the General Counsel India and APAC at Cognizant Technology Solutions. The Moderator for the session was Mr. K Ravi, an advocate based out of Chennai largely handling Tax and Corporate law at the appellate forums including the High Court and Supreme Court. The panelists had enormous experience in various fields and gave valuable insights on the topic discussed.

Ms. Deepa Baburaj gave an overall idea of the legislative background of the role of Independent Directors and why it came into effect in the Companies Act, 2013. She emphasized the point that there needs to be an outsider within the management to ensure compliance with law and ethical code of conduct. The Independent Director is vested with the responsibility of protecting the rights of the employees & shareholders thereby ensuring good governance. However, no matter how equipped or capable one is, there are two major qualifications or conditions, which are mandatory for a person to become an Independent Director. One is that, the person should be of integrity and follow high ethical standards. Secondly, the person should not have any kind of material relationship with the company.

Mr. Krish Ramesh gave a practical aspect of what it is to be an Independent Director. He powerfully gave reasons as to why a person should not take up the role of being one. In fact, it is advisable to take up the role of a clerk than to take up such a position, which is entrusted with such mammoth responsibility. The Independent

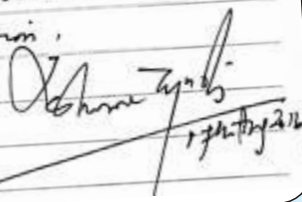
Director is over burdened with liabilities and at the end of the day, there is no legal enforcement, which works in support or at least protect the rights of an Independent Director.

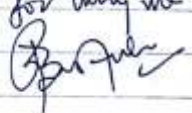
The Moderator Mr. K Ravi took the same side and quoted various examples to prove that the concept of Independent Directors has failed globally, but not to that extent in India. The problem arises when they are presented only with limited data whereas vital information that are fudged, are not disclosed and brought to their notice. There are several instances like the Sathyam Scandal and Volkswagen Emission Scandal, which questions the very purpose and existence of Independent Directors.

To conclude with, the panelists felt that there is a need for Independent Directors in a management to ensure corporate governance, but to make it fully effective; the concept requires the support of our Legal System



Message from Speakers

Name & Address	Comments & Suggestions
<p>Mr. T.S. Krishnamurthy Former Chief Election Commissioner of India. E-mail former Indian Revenue^{Intl} Service Officer.</p>	<p>It has been a riveting exposure to address the students/faculty of MBA. I must compliment the interest taken by the students on the topic. My best wishes to all in his institution.</p>
<p>E-mail - Tel. -</p>	

Name & Address	Comments & Suggestions
<p>Mr. Balachandrar R Co-founder CEO, Wassup OnDemand E-mail - bala@wassupondemand.com Tel. - 9500089119</p>	<p>excellent set of students & faculty. Wish them the very best in their life ahead. Thanks for vinty me</p>
<p>E-mail - Tel. -</p>	

Name & Address	Comments & Suggestions
<p>MR MOHAN NARAYANAN Co-FOUNDER, CEO KUBOS CONSULTANCY SERVICES</p>	<p>Good questions from the students - intelligent - very interactive.</p>
<p>E-mail - Tel. -</p>	

Name & Address	Comments & Suggestions
<p>Mr. Kern Agarwal E-mail - kern@theurbanformers Tel. - 9841988312</p>	<p>Very happy to be back to LBSA! Really wish more students take up the Road less travelled!</p>
<p>E-mail - Tel. -</p>	

Name & Address	Comments & Suggestions
CA Gopal Krishna Raju Partner, K. Gopal Rao & Co. Chartered Accountants. "GST" E-mail - gkr@icai.org Tel. - 9840063269	Highly Disciplined, Very Interactive & Searched Questions - My best wishes to all Really enjoyed being part of BMI Lecture Series
E-mail -	Tel. -
	gkr 14/11/16

Name & Address	Comments & Suggestions
Miss Mathangi Kumar E-mail mathangi@hotimediaplex.com Tel. - 9341299932	It is always a fabulous feeling to come back to LIBA. Thank you for the opportunity

Name & Address	Comments & Suggestions
Mr. Pradeep Chalayil Chairman & MD Chalayil Pvt. Ltd. E-mail - Tel. -	Thank you for inviting me to address the LIBA Students. I enjoyed addressing the students My best wishes to the Students Corner.

Name & Address	Comments & Suggestions
Mr. Ganjay Parthasarathy CEO of startup- INDIX, Former Corporate VP of DEPE, Microsoft. E-mail - Tel. -	Wonderful audience, made it all worthwhile!
* We would love to have your contact details / business card !!! *	

PRESS COVERAGE

13.07.2016





Commercial Feature

Work-Life Balance : Newsroom to the Courtroom

The Beyond Management Initiative of LIBA commenced for this academic year on 22nd June 2016 with the Inaugural session by Mr. Sanjay Pinto, Advocate, Columnist & Author, Former Bureau Chief and Resident Editor at NDTV 24x7, as the guest speaker. Mr. Pinto spoke on the importance of striking a balance between one's profession and personal life and how choosing the absolute career can lead the path to parity. Mr. Pinto, a natural orator enthralled the gathering with various incidents from his personal life as a news editor and T.V Personality but the message of life which each incident brought out was an awe-inspiring moment among the students. The lecture touched on three important aspects of profession which he believed the society had overrated beyond the need and how each of it can be accessed easily with minimal efforts : Talent, Capital and Monetary needs how Network is the net worth of every individual.




13.07.2016



Commercial Feature

Talk @ LIBA- Refugee crisis and the interventions of Jesuits - in capacitating the refugees through educational projects

The special BMI session held featured Fr. Stanislaus Fernandes SJ, of Indian Social Institute, Delhi and Fr. Prem Kumar SJ, who introduced to the students the service mission that the JRS had undertaken. Fr. Fernandes emphasised that delivering education to the refugees was one of the most crucial agendas of JRS. In the question answer session that followed, Fr. Prem Kumar was invited to recount his experience at Afghanistan. Fr. PremKumar shared with the students the unfortunate event of his kidnap and observed how fortuitous he had been to have escaped unscathed by the grace of God and prayers, considering the depressing ambience where he had been held hostage.



27 July 2016



Business Standard
Know More. No Less.

Commercial Feature

LIBA organises panel discussion on ‘Britain's Exit from EU-Repercussions’

In order to educate the students on global issues that impact the financial realms and trade balance, a Panel Discussion was organized by Loyola Institute of Business



Administration (LIBA), Chennai. Mr. Chaganti V.K.Maithreya, International Speaker, Author & Business Adviser was the Moderator. Mr. Stanly Johny, the International Affairs Editor at The Hindu, Chennai, Mr.Ardhanarieswar, Regional Head - South India, Treasury & Markets, DBS Bank Ltd, and Dr.Geeta Madhavan, Lawyer and Founder Member of think tank, Centre for Security Analysis, were the panelists. The panel came to a conclusion that the BREXIT was not a Lehman's crisis but rather a political plot played well by the government through factors such as the immigration issues.

10.08.2016



Business Standard
Know More. No Less.

Commercial Feature

LIBA: Ekalavya



LIBA witnessed a different light of BMI sessions with the inaugural Ekalavya session for the year 2016. Started in 2012, Ekalavya, is a platform which helps the students to present a topic of their interest to showcase their experience and talents/hobbies. The first session for this academic year was titled The Spirit of Music. This session was presented by the F15 batch of LIBA - Sanjith Varghese, Adhithyan, Gowri, Krishna Kumar, Serene, Tinesh and Felicia Radcliffe. The students were enthralled by the performances and it was indeed a treat to the soul and ears.

24.08.2016

LIBA: Talk on ‘Challenge the Leader’

When a business with an annual turnover of Rs.152 crore targets to achieve Rs.500 crore in 4 years, it would be termed lofty and overambitious. However, when Mr.

Pradeep Cholayil is the one making the claim, eyebrows are not raised. At the Beyond Management Initiative of LIBA, held on 27th July 2016, Mr. Pradeep Cholayil, the



Managing Director of Cholayil Pvt. Ltd. spoke about the challenges and future plans for his company which houses the iconic Medimix brand along with Cuticura and Krishna Thulasi making it a leading Ayurvedic company in the world exporting to 25 countries. Apart from being a dynamic businessman, Mr. Pradeep Cholayil has set an example of how to live a contented life, while constantly facing challenges. It was indeed an inspiring talk that left students motivated to face challenges in their lives head-on.

09.11.2016

28.09.2016

LIBA- Challenges and Opportunities for Management Graduates in FMCG Industry

The BMI session at LIBA was addressed by the Regional Business Manager of Glaxo SmithKline, Mr. G. Sridhar. He spoke about the rise of the FMCG sector in India and the career path an MBA graduate would embark in this sector. He also spoke about the marketing technicalities from the company's point of view and explained why the process of product distribution in rural area involves Super stockists and sub stockists. The mantra he stressed

was "Follow your customer". It doesn't matter who they are, what their needs are, they are the deciding force for the product

demand and they will always have an upper hand in deciding if the product will sustain in the market or not.



23.11.2016



Business Standard
Know More. No Less.

Commercial Feature

LIBA - The Wassup Journey and Learning

The BMI session was happy to host Mr. Balachandar a budding Entrepreneur Founder & CEO of Wassup Ondemand, India's leading on demand convenience service brand presently offering Laundry & Dry Cleaning as its core service. The company is now a popular chain which has been established in 8 cities in India and is looking to grow to 50



cities across India in the next 3 years. With their geographical footprint and having served over 3 lakh customers and washed over 40 Million garments, his vision is to make Wassup on demand a leading convenience brand across global markets. Mr. Balachandar emphasized on the need for life skills, to succeed in not just Business but also in Life.

08.02.2017

LIBA: 'Repositioning of Co-optex: Success Story'

At the BMI session of LIBA Mr. T.N Venkatesh, Managing Director of Co-optex spoke about the inception of the idea that was the Tamil Nadu Handloom Weaver's Cooperative Society, popularly known as Co-optex and enthralled the audience about its rich history and heritage. Established in the year 1935, to protect the interests of the weavers, Co-optex started out with cotton sarees and dhotis, but now Co-optex produces a variety of



clothing including silk sarees, lungis, towels, bed sheets, linen shirts and other home necessities. It has a network of over 200 showrooms across

India with an annual turnover of more than INR 1000 Crore. Mr. Venkatesh also spoke about the marketing strategies employed by them and samples of silk sarees were displayed and he mentioned that weaving handloom sarees is a dying art and as a measure to protect this, every saree and fabric bears a card which displays information about the saree, the weaver, his/her picture and the location of its production.

25.01.2017

**CAMPUS
TALK**
Business Standard
Know More. No Less.

Commercial Feature

Understanding GST-Talk @ LIBA

Touted as the "one of the most important tax reform since 1947", the Goods and Services Tax(GST) has been in the offing for a decade and continues to figure as a top priority on the economic agenda of the government. During a BMI session at LIBA, Mr. Gopal Krishna Raju, a practicing



Chartered Accountant and partner of M/s K. GOPAL RAO & CO addressed the students on the topic of GST. Insights on what GST is, how the public need to understand it and how well the businesses have to be prepared in welcoming this reform, was discussed. In a simple explanation, the purpose of GST was conveyed.

LIBA-Placement 2016 - 2017

The Beyond Management Initiative Session hosted Mr.T.Muralidharan, Chairman, TMI Group and Author "An Experts' Guide to top 101 Entry Level Jobs for MBAs & Graduates". Mr. Muralidharan commenced the session in a unique and captivating way by encouraging the students to interact with him for the majority of the session on various aspects of business and managerial nuances letting his own presentation take a back-seat. Throughout the session he emphasized on the three most important growing sectors for job opportunities - IT, BFSI and Healthcare.


**CAMPUS
TALK**
Business Standard
Know More. No Less.

Commercial Feature

LIBA- BMI- THAT MADRAS PLACE



When it comes to dining, there are so many categories under it and Ms. Mathangi Kumar has spotted that fine line between Restaurants and QSR Models. There's a gap between the two, where busy professionals and young couples would like to get something more for the money they pay, other than just food and that is how the idea of "That Madras Place", a Bistro comes up. This was highlighted by Ms Mathangi Kumar at the Beyond Management Initiative Session. Addressing the students at LIBA, she gave an over view of her business plan, the various challenges that she overcame to bring up the Bistro in an ever competitive segment with stringent audits and metrics followed, where annually only 1 out of 10 start-ups survive. She shared her experience on how the restaurant prepares the menu. She sets a perfect role model for amateur entrepreneurs by her insights on how one's passion and skills can take a person a very long way! Contributed by, Nisha.

BEYOND MANAGEMENT TEAM



Dr.A.Indira

Faculty Incharge- Beyond Management Initiative



Ms.Christine .A. Fernando

Staff Coordinator - Beyond Management Initiative

Student Coordinators:



Anjana Minj
Maria Paul Immanuel Prince
Ankita Singh
Siddhant Biswal
Naga Subramanian
Sindhuja Marita
Gomathi Nathan
Alvin Joshua Earnest
Nisha Bernard
Avinav Abraham
Vijeeta Balasundaram
Anupama Jayaraman
Praveen Gupta

Contact us :
beyondmanagement@liba.edu / beyond.mgmt@gmail.com
Ph : 28177174 / 235 / 125



LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION

In pursuit of Excellence and Ethics