



# LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION

*In pursuit of Excellence and Ethics*



## BEYOND MANAGEMENT

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**NEWSLETTER**  
JUNE 2015 - MARCH 2016

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



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# Beyond Management

Newsletter - June 2015 - March 2016

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 showered 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, the Indian Police Service, Cine artist, 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 to capitalise 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 2015 - March 2016**

No.	Date	Speaker		Topic
1	17.06.2015	<b>Mr. Anoop Jaiswal, IPS</b> Director General of Police, Government of Tamil Nadu, Chennai.		A View From Nowhere
2	24.06.2015	<b>Justice Rajeswaran</b> (Retired)		Pros and Cons of Public Interest Litigation
3	08.07.2015	<b>Mr.V.G.Suri</b> (Entrepreneur -Employer)		Business Sense and Common Sense
4	15.07.2015	<b>Mr. Vijay Amritraj</b> Businessman, Philanthropist, Sports Commentator, UN messenger of Peace		Sports Management and Lessons for India
5	29.07.2015	<b>Papitha Mohan and Sayantan Jana</b> <b>Gerald Prabhakar and Irene Cynthia-</b> LIBA Fulltime Students		EKALAVYA -Foreign Exchange Program - Process and Learning
6	05.08.2015	<b>Mr.C.K.Kumaravel</b> CEO, Naturals - Hair and Beauty Salon Chain		From a Caterpillar to a Butterfly - The Naturals Story
7	16.09.2015	<b>Mr.T.A.Adikesavan</b> Consultant (Information Technology)		Information Technology : Best Practice and Applications in Business
8	23.09.2015	<b>Mr.Balaji Prakash</b> COO of Tata Teleservices		Career Options in FMCG Sector
9	30.09.2015	<b>Ms.Deepika</b> LIBA, Fulltime Student		EKALAVYA A Journey into Quilling
10	30.09.2015	<b>Mr.Rohit</b> LIBA, Fulltime Student		EKALAVYA Hobbies and Interests

The list of distinguished speakers  
**BEYOND MANAGEMENT GUEST LECTURE SERIES June 2015 - March 2016**

No.	Date	Speaker		Topic
11	14.10.2015	<b>Mr.S.Nagaraja Kumar</b> Project Consultant and Content Writer		Effective Writing Skills for Managers - The Need for Credibility and Results
12	28.10.2015	<b>Prof. Sudio Sudarsan</b> Professor-Marketing, HULT International School of Business, New York		Unmasking Human Behaviour
13	11.11.2015	<b>Dr. Arindam Chatterjee</b> Business Manager (MillSMART) Kemin Industries South Asia Pvt. Ltd.		Dairy Farming in India: Opportunities and Challenges
14	18.11.2015	<b>Mr. A.G Nanda Kumar</b> Manager, Hyundai Motor India Limited		Supply Chain Management
15	29.01.2016	<b>Mr.George Devasagayam</b> LIBA Parttime Student and Entrepreneur		EKALAVYA-Coco Jelly
16	29.01.2016	<b>Mr.Tharun Dharam</b> LIBA Parttime Student and Entrepreneur		EKALAVYAFluffy Cotton Candy
17	03.02.2016	<b>Mr.Dennis Mannath</b> LIBA Fulltime Student		EKALAVYA- Motorcycles & Motorcycling
18	17.02.2016	<b>Mr.N K Ranganath</b> Managing Director, Grundfos Pumps India Pvt. Ltd. Chennai		Grundfos -The Drive to Embrace Environmentally Conscious Practices.
19	24.02.2016	<b>Mr. Jikku Luke</b> Working with EY, Founder of Vision Outbox		My journey on being an Intrapreneur
20	03.03.2016	<b>Ms.Sudha</b> Director, Tamil Film Industry		Experience Sharing- As a Director and the making of Iruthi Suttru

# A View from Nowhere

**Mr. Anoop Jaiswal** | IPS, Director General of Police,  
Government of Tamil Nadu, Chennai

**L**oyola Institute of Business Administration was most privileged to have Mr. Anoop Jaiswal, IPS, Director General of Police, Government of Tamil Nadu, Chennai, address the students at the Inaugural Session of the Beyond Management Initiative on 17 June 2015.

Mr. Anoop Jaiswal in his talk mentioned, “The world of perspective is altogether different depending on where one stands”. He went on to prove why his words hold true with the help of a series of events starting from the partition struggle between India and Pakistan to near death experiences. He explained this further with a 5 point charter on the various points of view from India and from Pakistan.

Touching upon the life of a police officer during his tenure, Mr. Jaiswal believed that the strength to serve the society arose from one's inner self. When one serves with compassion every day and treats the people he meets with kindness then the task of service no longer becomes a burden. Quoting events from his years in service he expressed his faith in the law and that, being empathetic towards the needs of the common man often opens new possibilities of solving day to day difficulties.

He referred to how there are exceptions in every walk of life by pointing out Young's double slit experiment and how it worked in contradiction of the law of quantum mechanics. Hence a perspective held with respect to a point of reference often changed direction when another point of theory was chosen. He attributed the above said line of thought of another incident, a near death experience. This raised a few eyebrows and caught a few gasps in the audience as he asserted, “It is a strange world”.

His advice to students was to remember that one cannot live without interconnectedness. Hence it is necessary that while taking a decision one needs to be dispassionate. He added that wisdom by hindsight

happens in every situation, but one needs to choose wisdom by foresight.

His rich expertise on dealing with people from various walks of life and his interest and curiosity on gaining knowledge from various other fields apart from his area of specialization and his way of presenting made sure that the students learnt of new possibilities in the field of politics, physics, psychology and world history. It was a very inspiring and enlightening session and true to his words the hour and a half served to be a view from nowhere.



# Pros and Cons of Public Interest Litigation

Justice Rajeswaran (Retired)

LIBA was happy to host Justice Rajeswaran on 24th June 2015 at the Beyond Management Initiative. Justice Rajeswaran began by quoting an article from a newspaper some time ago where a motor cyclist was knocked over and the general public stood by, eyes gazing and legs fixed as the precious hour was lost and so ended the life which should have been saved. The deaths caused due to negligent driving were not confined to accidents alone, it also consisted of lives lost because people weren't made aware of the protocols to be followed when confronted with such a situation. The few minutes after the accident are important as it is referred to as the "golden" hour during which first aid and resuscitation are the keys to save a life. "A life should not be lost accidentally", for the victim maybe the breadwinner of the family and hence would translate into at least two more lives being rendered helpless in some part of the globe.

Justice Rajeswaran gave an insight into the working of a Public-Interest Litigation (PIL). The petitioner as a citizen has the right to seek relief or remedy from/for a specific issue. Public Interest Litigation is litigation for the protection of the public interest. In Indian law, Article 32 of the Indian constitution contains a tool which directly joins the public with judiciary. A PIL may be introduced in a court of law by the court itself (suo motu), rather than the aggrieved party or another third party. In a PIL, the right to file a suit is given to a member of the public by the courts through judicial activism. The member of the public may be a non-governmental organization (NGO), an institution or an individual. At present there are at least a lakh litigations filed in the Chennai High Court. However frequent misuse of PILs, termed as frivolous suits, are punished with fine and condemned for contemptuous conduct.

In a classic case of the use of PIL, Justice Rajeswaran narrated a real time case where the workers on a ship

were mistreated and were not given their dues and made to work overtime. One of the crew somehow managed to contact an external resource who passed on the issue to the Chennai High Court where a PIL was filed. The vessel was



immediately called to the Indian Maritime waters and an investigation was conducted to determine the nature of the PIL. It was learned that the accusations were true and the sailors and all other hands on board were freed after which the owner of the vessel faced the trial.

He touched upon the pollution caused in and around the Taj Mahal and the consequence of the pollution on the colour of the marble of one of the world's seven wonders. He also emphasized on the plight of drinking water in Tiruppur due to tanneries and the parallel sully of the Ganges. He pointed out that the Tamil Nadu government closed the shutters of around 100 tanneries that were found to have violated the effluent recycling procedure. This was an example of use of PIL for environment protection.

He finally commended the government on implementing the Anti-Sexual Harassment policy via the Vishaka guidelines. Vishakha and others v State of Rajasthan was a 1997 Indian Supreme Court case where Vishakha and other women groups filed Public Interest Litigation (PIL) against State of Rajasthan and Union of India to enforce the fundamental rights of working women under Articles 14, 19 and 21 of the Constitution of India. The petition resulted in what is popularly known as the Vishaka Guidelines. The judgment given provided the basic definitions of sexual harassment at the workplace and provided guidelines to deal with it in the workplace. It is seen as a significant legal victory for women's groups in India.

This was a very informative session and a lot of awareness was gained with regard to legal rights and Public-Interest Litigation. The students used the Q&A session to discuss important issues through the Nirbhaya Case and Whistle Blower Act.

Very often in the realm of business, one wonders which kind of aptitude is more relevant. While 'business sense'; which deals with business decisions with a touch of technique, may seem to be the obvious candidate for many, the common sense approach has its own advantages (After all the common sense is the mother of all “senses”). This common sense is most important for highly innovative business initiatives and entrepreneurship. That said, the talk by Mr. V G Suri on 8th July 2015 on Common Sense or Business Sense was an excellent introduction to the theme of common sense in business. Mr. Suri, an alumnus of LIBA, a seasoned entrepreneur and an employer, demonstrated through his discourse on why common sense and



## Business Sense and Common Sense

Mr. V.G.Suri, Entrepreneur -Employer

business sense should be equally nourished.

Mr. Suri, started his presentation with a thought exercise emphasizing the importance of putting one's career to the fullest use, by undertaking difficult and challenging careers. He maintained that a person's potential gets fully unleashed by such a practice. He also ventured into the importance of developing a passion for the work that one pursues. Clearly, disparities in attitude and mindset between these two, ceteris paribus, defined the identity of these two personalities and the lives they enjoyed. Thus, he urged the students to develop the proper attitude and mindset. Next, he elaborated on the need to identify the opportunities as they presented themselves and to capitalize on these opportunities to transcend the restrictions of the “four-walls”. Mr. Suri cited the examples of the best entrepreneurs, and how their ability to identify opportunities distinguished them.

The importance of the skill to identify the opportunities and the ability to introspect were, according to him, prerequisites for a to-be-entrepreneur.

The presentation for a short time veered into the technical side of business environment (the business sense part). He elaborated on the need for proper entry, existence and exit of a new product/idea, and why it was important for a business not to be motivated only by revenues, but rather concentrate on defining its quality. Here, he stressed that pricing of a product should also not be as important as maintaining the quality of the business. He further added that learning was the most important phase in the initial stages of a business and if the aspirant was content with learning, then the “profit factor” manifested itself.

The final points in the presentation revolved on the need of competition and the need of effectiveness and efficiency in a business. He finished his presentation



with a touch of philosophy “Take the toughest path in career and do not kill yourself”.

There was an impromptu Q&A session with the E-cell (Entrepreneurship cell) students of LIBA. Questions raised by the aspiring entrepreneurs on the risk factor and on developing new ideas in an entrepreneurial venture were artfully answered. In his response to a question on the 'risk factor', he said that risk was the very basis for reward and without risk there was no justification for any entrepreneurial spirit. While stressing on the importance of risk taking, he advised the students on taking “calculated risks” initially and acclimatize themselves to the concept of risk taking. Well, that was twenty five plus years of risk taking doing the talking.



The LIBA auditorium, on the 15th of July 2015, was filled with students waiting with bated breath to welcome Mr. Vijay Amritraj, the first professional sports person in India and also the first player to represent India in the field of Tennis. It was one of a kind of experience for the students to meet a person, nothing short of a celebrity, who is not only a living legend in the field of Tennis but is also a multifaceted person who has donned the hat of a Businessman, Philanthropist, Sports commentator, UN messenger of Peace and also that of an actor. The fact that he is an alumni of Loyola college was a moment of great pride for everyone present there.

He began by reminiscing his school and college days and his fond memories of his Alma Mater - Loyola College. Being a tennis player, he said he always drew any kind of analogies of life with the sport. He mentioned that tennis was an individual sport which had the involvement of many people like doctors, dietician, coach and sometimes even a priest, but the ultimate performance solely depended on the player.

For Mr. Amritraj, tennis began just as a form of

exercise, little did anyone know about the heights he was going to scale in the future. His journey gathered pace with his first major victory in Jain College, Tambaram, followed by the Stanley Cup victory both in Chennai. During his initial days of playing tennis, he always faced a common question, "You play sports, that's good, but what do you do for a living?". This was at a time when sports did not garner much attention and was not regarded as a profession. This monotonous question was put to an end once Mr. Amritraj had his first international victory, the prize money of which was, "much higher than the salary of an Indian CEO".

It is a known fact that Mr. Vijay Amritraj is good with words. His quotes were nothing short of inspiring. Some of the gems being, "Every challenge is an opportunity" and "Pressure is a privilege". This was said in the context of the life of a student and the many challenges and experiences they would face in life which would be a learning opportunity. It was during the 1987 Davis Cup, Mr. Amritraj was faced with a dilemma. He was unwell and was advised to forfeit the match, but he refused and continued the match against

Argentines. It was this attitude that took India to the finals of Davis Cup. He emphasized that this was due to a lesson learnt from his mother who felt that there was nothing that was impossible.

## Sports Management and Lessons for India

Mr. Vijay Amritraj

Businessman, Philanthropist,  
Sports Commentator, UN messenger of Peace



Mr. Vijay Amritraj was awarded the Padma Shri by the Government of India, for enhancing India's image overseas. He felt the urge to do something for the world during his tenure as United Nations Messenger of Peace. It was during this time that he experienced the plight of people in countries like Bosnia and the then Tsunami affected Bosnia. Mr. Amritraj set up a Foundation in America which helps charities in India. This foundation was instrumental in assisting eye surgeries for 200 children born blind in India.



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## Some of the questions during the Q&A session :

**Q. What were the challenges faced while entering the movie business ?**

A. The prospect of being a tennis player by the day and an actor at moonlight was an appealing thought to me. It was a great experience working in both Octopussy, the James bond movie and Star Trek IV. It is not often a person from Chennai gets to rub shoulders with Hollywood stars.

**Q. For quite sometime, there haven't been singles champion in Tennis. Why do you feel it is so ?**

A. I was once asked by a Spanish gentleman, "Why doesn't your country have many great tennis players ?" I replied, "The same reason your country doesn't have many Software engineers !". As far as sports is concerned, the Indian youngsters are unarguably talented, but not on par with their western counterparts, as the rate of growth is less in our case. All they need is some more time.

**Q. Will Roger Federer win the Slam title, and what is the reason for his fan following ?**

A. Being the 2nd best player in the world, his chances of winning are extremely bright. You can never write off a champion, his elegance on the field is the reason for his fan following.



# Ekalavya

## Foreign Exchange Program Process and Learning

**Papitha Mohan and Sayantan Jana**

Gerald Prabhakar and Irene Cynthia LIBA Fulltime Students

LIBA provides its students with the opportunity to study abroad for a term as a foreign exchange programme. Every year the students are selected through a rigorous screening process. This year the students attended academic programmes at WFI, Ingolstadt School of Management, Germany and of Dayton, Ohio, USA. Every year two students are selected for both the universities with a fully funded scholarship.

From the batch of F15, Papitha Mohan and Sayantan Jana attended the programme at WFI while, Gerald Prabhakar and Irene Cynthia spent a term at the University of Dayton.

All four students individually shared their experience at the respective Universities, they also highlighted on the selection process. Certain significant learnings which were shared by the students brought out the importance of this programme



It is often said that the success of entrepreneurship is governed by patience, persistence, perseverance and passion and this was ascertained by the speech delivered in LIBA on August 5, 2015 by Mr.C.K. Kumaravel, the CEO and Co-founder of India's renowned hair and beauty salon Naturals.

Mr. Kumaravel mentioned how the quote of Mr. Gandhi, 'A single man can make a difference' which he heard in college had inspired him to be an Entrepreneur and he went on to briefly share the success and failures of his early business ventures. He told the students that the mantra to double one's success rate is to double the rate of failure; it is this same mantra which helped him to step out of the failures he faced and start a new business. Next, he maintained that formal education helps a man only to survive but it is the continuous learning which helps him to make a fortune. On the same note he proudly stated that his biggest assets were the collection of books and audios which inspired and helped him learn the steps to succeed in business.

## From a Caterpillar to a Butterfly- The Naturals Story

Mr.C.K.Kumaravel, CEO and Co-Founder, Naturals

The tenacity to succeed and conquer his goals despite shortcomings were quite evident when Mr.Kumaravel stated that if a person fails to reach a target it is only because his efforts failed and not because he failed. The motivation to stand firm and to believe in oneself was another compelling statement he made. His final points were on how money should be looked at. He mentioned that like many first time entrepreneurs he too was confused between money making and personal values, which many times held him back from furthering his ventures, but his views were set straight when he learnt that all good human beings have moral responsibility to become rich, and money is only a byproduct of offering good service. His valuable contribution to society along with the spirit of



entrepreneurship within him was revealed when he expressed that he was not gratified by money but by the 280 and more financially independent deserving woman entrepreneurs which his business had created.

He concluded his address by sharing his personal philosophy with the students “Glory of life is not the number of days you live but the number of days you are going to live, your entry in this world can go unnoticed but your exit should never go unnoticed.”

Notes on Q & A session:

**Q: What has driven you to continue in spite of the failures?**

A: I have not failed but my efforts have, If I give up, the whole concept of me fails, I do not want to fail, I want to represent success, it is my continuous learning which has strengthened me to pursue my dream.

**Q: What are the measures which you have taken to control the quality of your service? Why is it that your staff are constantly changing?**

A: We are currently in an unorganized sector and the challenge is to organise the unorganized. However focusing on quality alone in the beginning is like a hand brake, but once the market turns organised or specialised then we have to change the focus. Attrition is common in any service industry. It is one of the threats we face and why many leave the business. Therefore we have started an academy which effectively trains people and keeps the staff on rotation.

**Q: How do you feel and handle competition?**

A: Competition is important to grow as it brings out the good in people. It is the driving force which makes you to dream big and achieve bigger targets. If not for competition the service may lose its quality. I welcome competition.



In the erudite circles, it is well known that the development the world has witnessed in the 20th century is more than that of the development attained by the human kind from the time that Homo sapiens became Homo sapiens. It is also well known that this growth should be attributed majorly to science and technology. Especially, the leaps made in the Information technology has meant that the globe has shrunk further and is better connected than ever. The foray of information technology into various fields has ushered with it the promised improvement of all these fields. The realm of business is no exception to this. Information Technology has made the act of doing business smarter, faster and cheaper (to maintain) but How? This, precisely was the topic of discussion at the weekly BMI session on 16th September 2015, which was expertly deliberated by Mr. T. A. Adhikesavan, who has made an impressive career out of IT consulting and advisory.

Entertainment). With this introduction, he moved on to explain the different information technology practices that are being widely used to aid business. Applications such as Management Information System (MIS), Integrated Information System (IIS), ERP packages were discussed with great clarity. The use of MIS, ERP in customer relationship management and product life cycle management were also put forth. Further, concepts in Business Technology, Enterprise Architecture were introduced. Their importance, Mr. Adhikesavan, mentioned what “was indispensable” in answering the questions such as 'What the competition is doing?' and 'What the customers are demanding?'

Finally, the key distinctions between business structure and business architecture were clearly established. The matrix style of structuring the business parameters was depicted with the example of placing these parameters in a chart. In this approach, different dimensions to

## Information Technology: Best Practices and Applications in Business

Mr. T.A.Adhikesavan, Consultant (Information Technology)



Information Technology, being an amalgamation of computer technology and communication, according to the speaker, has greatly influenced the reach and the way with which communication happens. He supported his premise by introducing the CAKE concept, which is a sweet mnemonic for the various dimensions of Information technology (The dimensions being Communication, Automation, Knowledge creation,

modern business such as management functions, business operations (or departments) were represented as a graph. The graph being the locus of points with varying combinations of business functions (y axis) and management functions (x axis) was sub-divided into small quanta. Now, to these quanta IT support was offered discretely to expedite the working of the business both with respect to that quantum and the business as a whole with this example, the speaker illustrated the application of IT in the business environment. He ended his lecture by reckoning that the application of IT to business is still at a quiescent stage in India and urged the students to indulge in learning the principles and uses of Information technology

The BMI session on the 23rd of September 2016 was an informative session that enlightened the students about the various career options in the FMCG sectors. Our guest, Mr. Balaji Prakash, the COO of Tata Tele services spoke of the various skills and opportunities in the FMCG industry. Though he begun his speech by saying that only Marketing students would be the most benefited by his speech, this was proven wrong, as many students from other specializations too were intrigued by the various job profiles that suited them in Finance and Operations.

It is always a great idea to know what the audience expects before delivering a speech, and this is what Mr. Balaji did. By asking the students their expectation from the session, he was effectively able to convey the content of his speech and address their doubts and queries. He spoke of the dynamic environment we live in today and the fact that consumer demands are changing frequently within a span of few months. The age old Demographic segmentation also falls short

When he spoke of the various roles available in the FMCG sector, everyone listened with rapt attention, as the range of job profile seemed varied. He then listed out the Do's and Don's in a career choice. Every point was in context and aptly written for today's generation. He then spoke about the myths that are commonly associated with Marketing and Sales. This was an important part of the session, as it informed the audience as to what Marketing is and not what it is portrayed as. He concluded his speech by quoting that Marketing follows the mantra of "Leading with no Authority".

Overall, it was an informative session that was much needed for the students to help them choose a career option in Marketing and more importantly not to choose Marketing without having the signature traits or by taking a decision after a mere misguided view about it .

## Career Options in FMCG Sector

**Mr. Balaji Prakash, MBU Head, TN, Tata Teleservices Limited.**

when it comes to marketing at present, it is here when Micro segmentation comes to the rescue. Every marketing aspirant who dreams to make it big, must always remember the 3 C's namely Competition, Consumer and Company.

He talked about the scenario in India, wherein even after witnessing many lifestyle changes, the penetration of branded products is in-fact low. This persists even after the level of savings have gone up. He then highlighted the traits that differentiates a Marketing person from others. The first one being, an aptitude for data and their analysis, not just ordinary amounts of them, but huge amounts. Our speaker being a part of the telecom industry emphasized on this point, as anyone who cringes at the sight of huge amounts of data should give a second thought to opting for Marketing as a career choice.



# EKALAVYA

## A Journey into Quilling

Deepika, Fulltime LIBA Student

Deepika.S a first year student of LIBA shared how her interest turned into passion and now an evolving business at the Ekalavya sessions held on 30<sup>th</sup> September 2015. Deepika first began quilling in

2013 and the journey continued to become a small online venture in 2014 once there were takers willing to pay for the embellishments. Her sheer determination to keep up with her passion despite the busy schedule at LIBA is a lesson to every student, not to give up on their interests. Deepika has her business and her education on a balanced wheel, she proudly stated that she has around 2 products of various sizes in her kitty! Her products have also been showcased and sold at stalls during events such as the LIBAZAR and Breakfree at the LIBA Campus. Deepika is also a member of the Entrepreneur club (Espire) at LIBA.



# EKALAVYA

## Hobbies and Interests

Rohit Coelho, LIBA Student

One of the much applied Ekalavya session was on simple hobbies and how such hobbies act as a window to one's personality. This session was covered by Rohit J Coelho, a first year student at LIBA on 30th September 2015. Rohit started off by explaining how interests when pursued turn into hobbies and not all interests become hobbies. He went on to explain the importance of filling up the hobbies section in the Résumé, as each hobby brings out a quality in a person; to explain this he cited the example of a person playing basketball as



a hobby, this brings out the individual's ability to work as a team to achieve a goal. He also added that hobbies provide people with experiential learning a factor much looked for by present day employers. Rohit continued to talk about the lessons of life he learnt from his hobbies Cycling, playing Basketball and the Ukulele. Cycling taught him “whenever you fall down, pick yourself up and dust yourself off” just like the motivating lines of Frank Sinatra's song. Secondly as a person who was only good at playing basketball but not good enough Rohit says, he pushed himself to be the best despite many short comings. A few key points from this talk Indulge in an interest, it helps you experience something new; Take up challenges, trust in your teams and do things that make you happy. This Ekalavya session saw students indulging in discussions on how each of their interests molded them into a better person.

# Effective Writing Skills for Managers

**Mr.S.Nagaraja Kumar**, Project Consultant & Content Writer

LIBA had Mr. Nagaraja Kumar as their guest speaker for the BMI session on 14th October 2015. Mr Nagaraja Kumar, currently works as a Project Consultant and Content Writer for an MNC executing Infrastructure projects abroad. He has an inspiring profile, being associated with BHEL for 23 years and has led teams in reputed organizations like Aircel, GTL and BPL. It was motivating to listen to someone who has established quite a lot in his career. It was a special day for our guest as well, being an alumnus of LIBA. His speech was about "Effective Writings Skills for Managers".

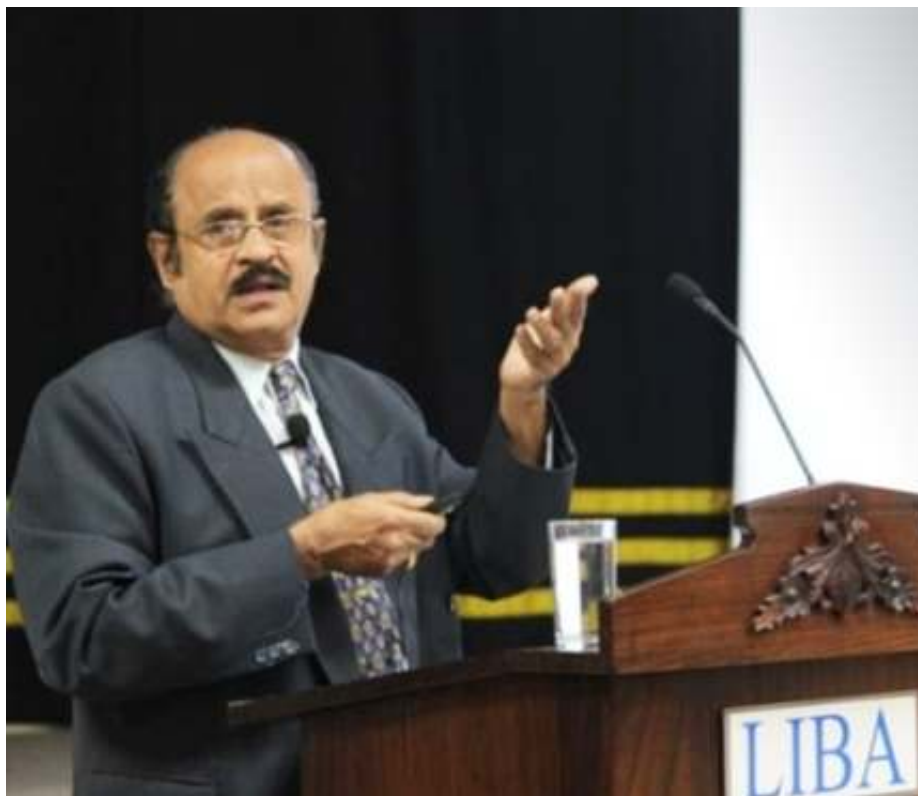
He deliberated on the importance of writing skills in the career of a manager. This was an apt beginning as he started his career as a technical writer. Writing, he said, is divided into two types, creative writing that encompasses the work done for novels, screenplays, magazine articles, etc. The focus of his talk was on Expository writing, which mainly involved memos, reports, newsletters, business reports and any other kind of writing needed in a business context .He spoke about how a manager's effectiveness cannot be measured very easily. As businesses do not have the luxury of hindsight, an accurate measure of the effectiveness is done using credibility and results.

Mentioning about writing skills, he explained how good writing is done. Every manager who

aspires to have exceptional writing skills must always make sure that the writing done is rechecked and succinct. The two dominant ideas when it comes to writing is the rhetorical awareness and user-centered design. Every document is done keeping an important deal or business in mind, for it to solve the purpose the writing must focus on the subject and it must also pay attention to details like sentence and document design. He also shared a glimpse of the skills needed while making a presentation. He spoke about Prezi, the new age technology based on SaaS which is used in making presentations. He felt we always overlook certain aspects of writing which may look innocuous, but they give the writing a bad look. The most underestimated aspect is Punctuation. Writings, therefore are to be checked so that such errors don't creep in.

He concluded by quoting Ratan Tata," All of us do not have equal talent yet all of us have an equal opportunity to develop our talents."

It was an inspiring speech for everyone in the audience as certain skills may be job dependent, but having good writing skills is inevitable for reaching great heights.







# Unmasking Human Behaviour

**Prof. Sudio Sudarsan**

Professor-Marketing,  
HULT International School of Business, New York

Human behavior flows from three main sources: Desire, Emotion and Knowledge the axiom that is evident in the world of Brand Building-the enlightenment of many Management students. The students of LIBA had an opportunity to listen to Professor Sudio Sudarsan of HULT School of Business, a brand strategist who was invited on 28th October 2015 as part of LIBA's Beyond Management Initiative.

Prof. Sudio's presentation was based on the need to understand the human behavior in brand building which he articulated in a very animated manner. The first aspect of the presentation was on how Men and Women differ in emotions and thinking which was supported by the certitudes of neuroscience, the analogy of human brain and animal brain was used in explaining how people understand brands and at this point, the three major factors governing the process of building strong brands was revealed to the gathering.

The first mantra to successful brand image is to answer

the question 'Why this Brand?' and not 'What is this Brand?' to support his theory Prof. Sudio cited the examples of the world's leading brands such as the Apple's brand building strategy of projecting the importance of their design rather than the product and how it created a niche for itself in the vast market. Secondly he explained that Creating an Identity is how a brand tells its story and shares its values with customer, he maintained that this Identity should appeal to the human brain and also establish an association with their attitude. The latter part of the presentation focused on Creating Perception, at this he emphasized that 'the story is more significant for selling', he also elaborated on how values originate from culture and that which is considered distasteful by many can be delightful for a few. The presentation also included video documentations of social experiments on consumers to understand how the story of different brands influenced their decisions.



Thomas Robert Malthus in his magnum opus 'Essay on the Principle of Population' presaged that population explosion will be one of the serious problems that the humanity will ever face. Two centuries later we can now appreciate the gravity of those words. One of the immediate implications of prolific growth of population is the scarcity of the most fundamental resources. Forget about oil and gas, we may soon witness countries fighting over food and water. Thus, to feed a population growing in geometric proportions, one has to look for novel and sustainable methods. One such potential candidate is dairy farming. This industry,



which is one of the earliest known to the mankind, has now been bolstered by technology and is a potential

industry. Any discussion on the history of dairy industry in the country would be incomplete without the mention of Dr. V Kurien, who by his sheer entrepreneurial abilities heralded the epoch of white revolution in the country. Thus, a short film on the famous history of Dr. Kurien's work on establishing the white revolution and his subsequent founding of Amul was presented. This was important to relate the present scenario with the foundations laid by the forefathers of the industry.

Further, Dr. Arindam impressed upon the students the intricacies and the deep potential that lay in the dairy industry with the help of examples of successful entrepreneurs. One such example was that of the businessman Mr. Devendara Shah, who through his astute use of technology and strategically planned business models has managed to develop a brand famously referred to as 'Pride of Cow'. This example illustrated the exquisiteness with which Mr. Shah developed and executed plans which placed him in a unique position; his clientele consists only of celebrities

and the elite. His most important assets (HF cows that is) are valued at par with the value of an SLR McLaren (which by the way is close to INR 30,000,000) per capita.

This was followed by the major operational advantages that makes the business very lucrative. According to Dr. Arindam, there is a lot of untapped potential in the industry from his point of view as a consultant, he was upbeat about the

prospects of the industry, considering the future demand and the profitability which it offered. At the same time he also laid emphasis on some of the roadblocks which the industry faced, where he laid particular emphasis on the shortage of labour and the scarcity of useable water and feedstock to maintain the cows as major impediments which threaten the growth of the industry.

The lecture was a demonstration of how dairy farming could be a potential solution to the problem of population boom. Apart from the ecological significance, it also illustrated how even an industry in the primary sector may still hold value and potential in the developing world, whose prospects are often thought to be concomitant to that of the secondary and tertiary sectors.

## Dairy Farming in India: Opportunities and Challenges

**Dr. Arindam Chatterjee,**

Business Manager (MillSMART) Kemin Industries South Asia Pvt. Ltd.

succor to the looming problem of food scarcity. The potentials and threats to this industry were discussed by Dr. Arindam Chatterjee In his illustrative lecture on Dairy Farming in India: Opportunities and Challenges in yet another educative Beyond Management Initiative session conducted at LIBA on 11th November 2015.

The session started with an alarming note on the expansion of population and the urgent need for new and efficient methods for thriving the global population in the future. Soon some basic facts on nutrition elucidated the importance of milk as one of the Most nutritious crops (yes, you heard it right, a crop) that India has done well to produce. While the snippet that India was the largest producer of milk was somehow enticing, the situation that the national production just met up with the demand led the Forum into interesting discussions and elaborations on the history of the dairy



# Supply Chain Excellence at Hyundai Motors

**Mr. A.G Nanda Kumar,**  
Manager PPC KD Support, Hyundai Motor India Limited

Supply Chain Management is a field critical to business success and contains many intellectual challenges and employment activities. It is also one of the most sought after courses in Management studies. Mr. A.G.Nanda Kumar, Section Head KD Support - PPC, Hyundai Motor India Ltd was invited to LIBA in collaboration with Business Standards team on 18 November 2015 as part of Beyond Management Initiative to enlighten the students with the erudition he had acquired through his experience in the field of supply chain management.

Mr. Nanda Kumar began by explaining to the students the importance of supply chain management and how it has evolved with time; this was explained in a very elementary yet in a riveting manner by using relevant video clippings. The important aspect of the presentation was the Supply Chain excellence used in Hyundai motors where Mr. Nanda Kumar put forth the three major factors which cause disruption of Supply Chain as Fluctuating Customer Demands, Technology and Infrastructure and the Government Laws and Regulations. He went on to explain how Organizations follow a culture of using traditional methods and not

follow modern methods known to them which has prevented many Companies from developing quick solutions.

The presentation also included the unique methods followed by the Company such as the Vendor Portal system which has improved the flexibility of operations in Hyundai and at this point the students were made to understand that Technology, Innovation and Sustainability are the governing factors of any successful Supply Chain Management practice. He also maintained that Hyundai Motors by strengthening the above mentioned factors, has reduced its expenses by a very large difference and was successful in avoiding 4.5 tonnes of carbon emission an accomplishment worth plaudits.

Mr.Nanda Kumar concluded by citing an analogy of a Crocodile and comparing its growth and the sharpness of its jaws which is used for both tearing a prey and also for carrying its young ones, like wise a Supply Chain Manager should make strong decisions which should also be sensitive to identify and respond to the requirements. He also stated that India can lead in the field of supply chain management by quoting the late former president Dr. Kalam's words, "Courage to think differently, Courage to invent, Courage to discover impossible, to conquer the problem and succeed".

## Questions:

**Q: Does a Firm face an increased rate of risk if it follows only Just in time Manufacturing?**

A: We are very quality conscious therefore we have a calculated risk to prevent the failure of this process and safeguard the quality, additionally we also have three shifts with labour force having 99% efficiency which has helped us achieve our targets

**Q: Do top companies share information on the techniques they use to help a sector to benchmark a product?**

A: Companies do not give out confidential information, but a small percentage of information is shared during conferences such as the CII conferences where information is shared within companies to generate ideas and set standards for different products.

# EKALAVYA

## Lessons from an Entrepreneur

**Mr. George Devasagayam,**  
LIBA Parttime Student  
Managing Director at Pal Coconut Products

Mr. George, a part time PGDM student at LIBA is a budding entrepreneur who has been acclaimed for Innovations in the food Industry. His venture Pal Coconut Products manufactures coconut jelly made from coconut water, a product claimed to be one of a kind.



In this Ekalavya session of the Beyond Management Initiative held on 29th January 2016, Mr. George spoke about his business, the struggles that come with the title of an 'Entrepreneur' and the fulfillment that comes with following one's dream. He

began by mentioning that the success of the business depends on choosing the right Product, he shared his experience on the research that went into studying the success of the coconut water market both in India and abroad. He also told the students that studying customer preference and behaviour with respect to the given product is important for its design and development.

Packaging was another important factor discussed by Mr. George, he stated that the uniqueness of the product should be well portrayed through packaging and it was this factor that has created curiosity for the Pal coco jelly among the customers. There were also discussions on the need for effective supply chain design for the growth and sustenance of the food industry.

A few other important factors relating to starting of a business, the significance of maintaining a good relationship with the dealers and also the assistance offered by MSMEs to budding entrepreneurs were well received by the students. This venture is doing exceptionally well in India and he is planning to expand the market to Dubai and UAE soon.

Mr. George wound up the session by encouraging the students to always choose a business based on the scope of the chosen market in the longer run.

The Ekalavya session held on 29th January 2016 at

# EKALAVYA

## Lessons from an Entrepreneur

**Mr. Tharun J Dharam,**  
LIBA Parttime Student  
Entrepreneur - Fluffy Cotton Candy



LIBA was an example of how careers are not only focused around the corporate world or any other job, but it is about following your heart and passion. Our speaker, Mr. Tharun Dharam, a part

time PGDM student at LIBA, is an inspiring entrepreneur who inspired many students today to follow their dreams.

After a series of innovative ventures, like Raceway112, which was India's first off road Race track for miniature cars, and Modelstreet.in a venture that set out as a talent pool for models and budding actors. Tharun has recently entered the food industry, by introducing Fluffy Tubs, India's first organically prepared Cotton Candy.

The major breakthrough in this project he mentioned was the rectification of the flaws and gaps faced in the earlier ventures. This time around he mentioned the business plan was devised carefully, relevantly and positioned properly with proper scalability. The fact that the product development was done by him meticulously earned him brownie points in the business. The ingredients used are organic and the coloring is done naturally using beetroots and spinach.

Every venture comes with its set of challenges. Sensitivity to weather conditions and logistics posed some issues for this, the product shelf life also proved to be a constraint in developing the product.

Taking into account the novelty of the idea and the perseverance, the product has come quite a long way from its days of inception, it is doing exceptionally well and is sold in premium outlets all around Chennai.

# EKALAVYA

## Motorcycles and Motorcycling

**Dennis Mannath, LIBA Fulltime Student**

This Ekalavya session held on 3rd February 2016, had Dennis Thomas, who spoke about his passion motorcycles and motorcycling. The session focused on how certain interests could help improve one's abilities and their personal



skills. As part of this session Dennis discussed how motorcycling helps an individual to develop their level of concentration and physical health. One of the important factors considered was Mental outlook, he said that riding a motorcycle has a wonderful way of releasing endorphins that serve to boost mood and improve outlook. The hours of time spent alone on the bike either allows folks to completely escape from their problems or allows them to work through problems and consider issues from different perspectives. The other facts covered under this session were on safe driving, quality time for self and how to discover the take away factor associated with different activities.

## Grundfos- The Drive to Embrace Environmentally Conscious Practices

**Mr.N K Ranganath**

Managing Director, Grundfos Pumps India Pvt. Ltd. Chennai

The BMI session held on 17th February 2016 at LIBA was organized in collaboration with Business Standards. Mr. Ranganath N K, Managing Director of Grundfos Pumps, addressed the session. The session was immensely beneficial to all especially those who wanted to become successful entrepreneurs of ventures that are environmentally friendly and also promote sustainable development. His talk highlighted, how present day ventures are merely turnover oriented and are not considerate towards the planet we live in.

He felt the need for sustainability must be emphasized right from the inception of a venture. He also mentioned that learning is a continuous process and that intellectual arrogance must be avoided. Mr. Ranganath posed an important question to the audience, asking if they would be ready to buy a product that they know has been manufactured in a not-so-environment-friendly way. It makes one wonder, the extent to which we give importance to the things that come at the cost of harming nature and its harmony. He felt that healthy environment and social justice are the pillars of any



organization, though they are overlooked many a times. He is of the opinion that, every idea or innovation must be looked at, from all possible directions.

Grundfos Ltd has always been contributing its share towards sustainable development. The emission of CO2 has decreased a lot from 2008. Tabs are kept on the level of water and power consumption. Grundfos has yet another feather to its cap, it has been the pioneer in building India's first Green building for its office in the year 2005.

Before concluding his speech, Mr. Ranganath, summed up the main takeaways from the session as being Long term strategy, Embedded culture and Elimination of waste.

The BMI session held on 17th February 2016 was galvanized by the energetic speech of Mr. Jikku Luke, who introduced the audience to the life of an Intrapreneur. Mr. Jikku, an erstwhile employee of Deloitte, now associated with Ernst & Young (E&Y) as an intrapreneur, gave the students a glimpse of how adventurous the life of an intrapreneur could be. He began his talk with the concept of being different, and why it was necessary for everyone to understand their individual distinctions. “Everyone is different” he observes, “we just don't know it yet, it is this difference that we should bring out”. With this, he turned the audience's attention to his own career and went on to

## My Journey on being an Intrapreneur

**Mr. Jikku Luke,**

(Working with Ernst & Young, Founder of Vision Outbox)

explain about how his veering interests and his personal conceptions of “the calling” made his career volatile (mildly put, that is). The important point is that, despite him resigning his lucrative jobs in systematic time periods, he always believed that he would find the right match for his endeavors. He persisted on finding his true path and eventually it happened.

One Saturday afternoon, while listlessly browsing through his inbox, the moment of epiphany unraveled. In response to a 'random mail' (as he modestly puts it) to his superior, he sent out a bold response hinting his concept. One thing led to another and presently he manages his very own unit within E&Y which offers consultancy services to SMEs. This brain child of his, which he calls Vision Outbox; is a virtual consultancy practice which aims at aiding startups with quintessential consultancy services. Being the first of its kind, he takes pleasure from the fact that his idea has managed to provide a new outlook to the existing consultancy sector. He also conceded that it was a very rewarding experience to realize that his idea was well received and implemented. This experience, he feels, is a great motivator. Thus, he urged the students to seriously consider the option of being an intrapreneur which could help one attain the personal satisfaction of doing something very unique and helping a firm multiply its revenues.

Responding to a question on whether being an intrapreneur had diluted the value and the uniqueness of his idea, he maintained that, as an employee he was able to add more value to his firm and that made him happy. He ended his talk with an edifying thought: “Great CEOs are not just CEOs, they were at some point an intrapreneur irrespective of their cognizance of this fact”. The model of intrapreneurship may seem anachronistic now, but one can expect it to be a worthy contender to its famous cousin entrepreneurship - in the future.



The Beyond Management Initiative of LIBA held a special session for its students on 3rd March 2016 and invited Ms. Sudha Kongara, the Director of the recent super hit Tamil movie, "Iruthi Suttru" as the speaker for the session. Ms. Sudha shared her experiences in her journey from a Mass Communication teacher-to editor-to director and how the climb increased her fervor for Direction. She recalled her episodes as an Assistant Director to Director Mani Ratnam from whom she learnt the art of managing people, economics and time! Ms. Sudha also mentioned that it was his style of work that was an afflatus for her to pursue the art with determination in spite of the challenges she faced in convincing her family to step in to the film making industry.

After briefing the students on her path in the film

industry, she vehemently spoke about the need for women to stand up and follow their passion, she said that the glass ceiling cannot be restricted to an industry when discrimination actually begins at homes and not at work places. Even at this instance only 25% of a Visual Communication class in India consists of women although certain other classic fields have improved the involvement of women. She maintained that undoubtedly film industry is all about uncertainty but given the grit and talent any individual can surpass this precariousness. In her case it was the guidance of Director Mani Ratnam, a feminist who never differentiated gender among his assistants and gave them similar tasks helped her to work in difficult scenarios and taught her the art of handling different kinds of people in the industry. Ms.Sudha mentioned

that for an outsider the only way to survive was to Rank outside and this is when she explained that it was her Unique Selling Proposition "Never Give up" that helped her through the calm and storm. Through her experience she encouraged the women students to believe in themselves and follow where their ardour takes.

The Role of Management and the need for educated people in the industry to take the industry to a higher level was also discussed by the speaker, she also said that for an artist, three major characteristics are important, to be assertive, disciplined and be aware of everything to make survival easy, especially in the case of a Director. Ms.Sudha ended the session by motivating the students to believe in themselves and never compromise on their dreams.

## It is Time for Women to Step Up!

Ms.Sudha, Director, Tamil Film Industry



## Press Coverage



8 July 2015

### A View From Nowhere



Shri. Anoop Jaiswal, IPS, Director General of Police, Government of Tamil Nadu, Chennai addressed the students of Loyola Institute of Business Administration (LIBA) at the Inaugural Session of the Beyond Management Initiative on 17 June 2015.

He mentioned "The world of perspective is altogether different depending on where one stands".

He went on to prove why his words hold true with the help of a series of events starting from the partition struggle between India and Pakistan to near death experiences. He explained this further with a 5 point charter on the various points of view from India and from Pakistan.

His advice to students was to remember that one cannot live without interconnectedness. Hence it is necessary that while taking a decision one needs to be dispassionate. He added that wisdom by hindsight happens in every situation, but one needs to choose wisdom by foresight.

It was a very inspiring and enlightening session and true to his words the hour and a half served to be a view from nowhere.

23 July 2015

### Pros and Cons of Public Interest Litigation



LIBA was happy to host Justice Raj Swaran on 24th June 2015 at the Beyond Management Initiative. Justice Raj Swaran began by quoting an article from a newspaper some time ago where a motor cyclist was knocked over and the general public stood by, eyes gazing and legs fixed as the precious hour was lost and so ended the life which should have been saved. The deaths caused due to negligent driving were not confined to accidents alone, it also consisted of lives lost because

people weren't made aware of the protocols to be followed when confronted with such a situation. The few minutes after the accident are important as it is referred to as the "golden" hour during which first aid and resuscitation are the keys to save a life. "A life should not be lost accidentally", for the victim maybe the breadwinner of the family and hence would translate into at least 2 more lives being rendered helpless in some part of the globe.

23 July 2015



### Talk @ LIBA - Common Sense or Business Sense



Very often in the realm of business, one wonders which kind of aptitude is more relevant. While 'business sense', which deals with business decisions with a touch of technique,

may seem to be the obvious candidate for many, the common sense approach has its own advantages (After all the common sense is the mother of all "senses"). This common

sense is most important for highly innovative business initiatives and entrepreneurship. That said, the talk by Mr. V.G. Suri at LIBA (dated 8th July 2015) on Common Sense or Business Sense was an excellent introduction to the theme of common sense in business. Mr. Suri, an alumnus of LIBA, himself a seasoned entrepreneur and an employer, demonstrated through his discourse on why common sense and business sense should be equally nourished.

12 August 2015

### Talk by Mr. Vijay Amritraj @ LIBA



The LIBA auditorium was filled with students waiting with bated breath

to welcome Mr. Vijay Amritraj, the first professional sports person in India and also the first player to represent India in the field of Tennis. It was one of a kind of experience for the students to meet a person, nothing short of a celebrity, who is not only a living legend in the field of Tennis but is also a multifaceted person who has donned the hat of a

Businessman, Philanthropist, Sports commentator, UN messenger of Peace and also that of an actor. The fact that he is an alumni of Loyola was a moment of great pride for everyone present there.

He quoted "Every challenge is an opportunity" and "Pressure is a privilege". This was said in the context of the life of a student and the many challenges and experiences they would face in life which would be a learning opportunity.

9 September 2015

### Talk at LIBA- 'From a Caterpillar to a Butterfly'

It is often said that the success of entrepreneurship is governed by patience, persistence, perseverance and passion and this was ascertained by the speech delivered in LIBA by Mr. C.K. Kumaravel, the CEO and Co-founder of India's renowned hair and beauty salon Naturals. He said his valuable contribution to society is the 280 and more finan-



cially independent deserving woman entrepreneurs which his business had created. He concluded his address by sharing his personal philosophy with the students "Glory of life is not the number of days you live but the number of days you are going to live, your entry in this world can go unnoticed but your exit should never go unnoticed."

14 October 2015

### Talk@ LIBA: Information Technology - Best Practices and Applications in Business

In the enable circles, it is well known that the development of the world has witnessed in the 20th century is more than that of the development attained by the human kind from the time that Homo sapiens became Homo sapiens. It is also well known that this growth should be attributed majorly to science and technology. Especially, the leaps made in the information technology has meant that the globe has shrunk further and is better connected than ever. The foray of information technology into various fields has ushered with it the promised improvement of all these fields. The realm of business is no exception to this.

Information Technology has made the act of doing business smarter, faster and cheaper (to maintain). But How? This, precisely was the topic of discussion at the weekly BNI session on 16th September 2015, which was expertly deliberated by Sri. T. A. Adhikarwan, who has made an impressive career out of IT consulting and advisory.



25 November 2015

### LIBA: Unmasking human behaviour



Human behavior flows from three main sources: Desire, Emotion and Knowledge - the axiom that is evident in the world of Brand Building/the enlightenment of many Management students. The students

of Loyola Institute of Business Administration (LIBA) had an opportunity to listen to Professor Sudio Sutarsan, Professor of Marketing, HULT School of Business, New York a brand strategist who was as part of LIBA's Beyond Management Initiative.

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mated manner. The first aspect of the presentation was on how Men and Women differ in emotions and thinking which was supported by the certitudes of neuroscience, the analogy of human brain and animal brain was used in explaining how people understand brands and at this point, the three major factors governing the process of building strong brands was revealed to the gathering. The presentation also included video documentations of social experiments on consumers to understand how the story of different brands influenced their decisions.

24 February 2016



### LIBA: Talk by Mr. S. Nagaraja Kumar, Project Consultant & Content Writer

LIBA had Mr. Nagaraja Kumar as their guest speaker for the BNI session. Mr. Nagaraja Kumar, currently works as a Project Consultant and Content Writer for an MNC, executing infrastructure projects abroad. He spoke on the topic: "Effective Writings Skills for Managers"

He deliberated on the importance of writing skills in the career of a manager. This was an apt beginning as he started his career as a technical writer. Writing, he said, "is divided into two types, creative writing that encompasses the work done for novels, screenplays, magazine



articles, etc. The focus of his talk was on Expository writing, which mainly involved memos, reports, newsletters, business reports and any other kind of writing needed in a business context".



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## Grundfos - The Drive to Embrace Environmentally Conscious Practices



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## Ekalavya – Lessons from an Entrepreneur

Mr. Tharun J Dharam speaks at LIBA Chennai

By Gomathi Sivagaminathan

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## Message from Speakers

**Name & Address**  
**Dr. Arindam Chatterjee**  
 Business Manager  
 E-mail - (MILLSMART) / Kemite  
 Industries South Asia Pvt. Ltd.

**Name & Address**  
  
**Arup Dasgupta, IIM**  
 Director, IIM Calcutta

**Comments & Suggestions**  
 It was a very good session. I was able to learn a lot from the speakers. The format was very good.

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 Dr. Arindam Chatterjee  
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**Name & Address**  
  
**Vijay Armitraj**  
 Former Indian tennis player, sports commentator and actor.

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 Director, IIM Calcutta

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**Name & Address**  
**T.A. Arindam, M.F., M.B.A.**  
 E-mail - arindam@liba.com  
 Mobile - 94340 70097

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**Name & Address**  
**T.A. Arindam, M.F., M.B.A.**  
 E-mail - arindam@liba.com  
 Mobile - 94340 70097

**Comments & Suggestions**  
 It was a very good session. I was able to learn a lot from the speakers. The format was very good.

**Name & Address**  
  
**T.A. Arindam, M.F., M.B.A.**  
 E-mail - arindam@liba.com  
 Mobile - 94340 70097

**Comments & Suggestions**  
 It was a very good session. I was able to learn a lot from the speakers. The format was very good.

**Name & Address**  
**Sudha Kargara -**

**Comments & Suggestions**  
 Superb audience!!  
 I need a guy to manage r lives better :)

**Name & Address**  
**Sudha Kargara -**

**Comments & Suggestions**  
 It was a very good session. I was able to learn a lot from the speakers. The format was very good.

**Comments & Suggestions**  
 It was a very good session. I was able to learn a lot from the speakers. The format was very good.

**Comments & Suggestions**  
 Being a product of LIBA I know how much focus it gives to make students think beyond limited horizon. This format of thinking is the strength of LIBA students.

**Dr. Arindam**

**Name & Address**  
**SUBJO SUDARAN**  
 E-mail - subjo@liba.com

**Comments & Suggestions**  
 I am a student of LIBA and I think it is very good. I think the format of thinking is the strength of LIBA students.

**Name & Address**  
**Mr. Jitendra Lunge**  
 Director - Social Services (C&V)  
 E-mail - jlung@liba.com Tel - 9801609122

**Comments & Suggestions**  
 Good event, great atmosphere and a wonderful way to connect with the students. Need to connect it more to bring the more focus to the college.

**Name & Address**  
**Dr. Arindam Chatterjee**  
 Business Manager  
 E-mail - (MILLSMART) / Kemite  
 Industries South Asia Pvt. Ltd.

**Comments & Suggestions**  
 It was a very good session. I was able to learn a lot from the speakers. The format was very good.

**Name & Address**  
**Ms. A G Nanda Kumar**  
 Head KB Support - PPC,  
 Hyderabad Motor India Ltd.

**Comments & Suggestions**  
 I am very happy being associated with LIBA as a part of BAI. This experience was great and I will have more talk away from the students, Faculty of LIBA.

## Beyond Management Team



**Dr. A. Indira**  
BMI Faculty Incharge



**Ms. Christine. A. Fernando**  
BMI Staff Coordinator

### Student Coordinators:



- Benny Sharon
- Avinash A
- Alvin Joshua Earnest
- Anjana Minj
- Ankita
- Gomathi
- Naga Subrahmanyan
- Prince
- Siddhant Biswal
- Sindhuja

### Contributors:

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- Naga Subramanian S

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**BEYOND  
MANAGEMENT**



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INSTITUTE OF  
BUSINESS  
ADMINISTRATION**  
In pursuit of Excellence and Ethics