



LOYOLA
INSTITUTE OF
BUSINESS
ADMINISTRATION

BEYOND MANAGEMENT

N E W S L E T T E R

July 2014 - March 2015



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

BEYOND
MANAGEMENT



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The Beyond Management Initiative is a student resource aimed at providing a path of knowledge beyond academics and classroom. In addition to the full time faculty, guest 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 artists, Consultants, Entrepreneurs, Faculty from International Business Schools and Executives of a high mandate. 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 - July 2014 - March 2015

Sl. No	Date	Speaker	Topic
1	2/7/2014	 Mr.R.Ramaraj Serial Entrepreneur & Venture Capitalists	Beyond the Classroom at LIBA
2	9/7/2014	 Ms. Aarati Krishnan Deputy Editor, Head of Research, Hindu Business Line	Budget and Financial Markets in India
3	16/7/2014	 Mr.Kumar Sachidanandan Senior Director, Innovation group, Cognizant Technology Solutions	Creativity, Innovation & Entrepreneurship
4	23/7/2014	 Carol, Praveen Maria & Priya- LIBA Students	EKALAVYA - American Experience - Internship Abroad
5	23/7/2014	 Ashwath & Robin Singh- LIBA Students	EKALAVYA - American Experience - Internship Abroad
6	6/8/2014	 Mr. Karthik Manoharan AGM, Marketing & Strategy, Kaar Technologies	Challenge Yourself
7	13/8/2014	 Mr. K.J Mohan Kumar GM-HR, Trimex Group of Companies	Rights of the Employer & Employee
8	20/8/2014	 Ms.Saraswathi Secretary General, Madras Chamber of Commerce & Industry	Emerging Trends in Business Management
9	27/8/2014	 Ms.Aishwarya Co-Founder & CEO of AutoRaja	Story of Auto Raja
10	17/9/2014	 Ms.Sulakshana Badani Entrepreneur - Image Consultant	Effective Communication - Personal Style Statement
11	23/9/2014	 Ms.Nickala Torkington Social Entrepreneur from North West England in association with British Council	Building Ecosystems of Support for Social Entrepreneurs
12	24/9/2014	 Mr.Justin Jesudas Deputy General Manager - Research and Analytics at Cognizant	Strategies to Achieve Success in Life- A Personal Experience

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Sl. No	Date	Speaker	Topic
13	9/10/2014	 Prof.Sudio Sudarsan Professor of Marketing, HULT International School of Business at New York	Brands & Branding
14	30/10/2014	 Mr.Jia Haitao Associate Professor of Political Science and International Relations, Jinan University, Guangzhou, China	Relationship between India and China on the Commercial and Trade Front
15	5/11/2014	 Mr.Vasudevan Promoter and Managing Director of Equitas Holdings Private Ltd.	Microfinance and Financial Inclusion
16	10/12/2014	 Mr.J.V . Patil Joint Director General, Indian Trade Service, Ministry of Commerce, Govt. of India	Foreign Trade Policy and Foreign Trade in India
17	7/1/2015	 Mr. Ramesh. K. Narain Founder, CEO Medley Consulting Private Limited	Sales and Distribution Strategies
18	21/1/2015	 Mr. S.J Surya Indian Film Director, Screenwriter, Actor, and Producer working in the Tamil, Telugu and Hindi film industries	Art of Managing Life Skills in the Professional Scenario
19	28/1/2015	 Dr. Ravi Thilagan Head - HR, Financial Services and Software Solutions(FSS).	Leadership in Organisations
20	05/2/2015	 Mr. K. Ashok Vardhan Shetty, I.A.S Vice Chancellor, Indian Maritime University	Effective Administration
21	11/2/2015	 Mr. R. Sekar DGP, Vigilance, TANGEDCO	Law and Order Administration
22	25/2/2015	 Mr. AVIS Viswanathan Life Coach, a Happiness Curator, an Inspired Speaker, Author and Organizational Transformation Consultant	Being Happy, Living without Money and a Spiritual journey
23	04/3/2015	 Mr. Deepak Varma Founder and Director, Technospirit Consulting  Mr. Lakshminarayana, Director, Technospirit Consulting.	Campus to Corporate (C2C) Interactive Session
25	11/3/2015	 Gitanjali and Geetha LIBA students - F13 Batch	EKALAVYA - The Science of Yoga



Beyond the Classroom at LIBA

Mr.R.Ramaraj,
Serial Entrepreneur & Venture Capitalists



LIBA was privileged to have Mr.Ramaraj address its students on 2nd July, 2014 at the Inaugural session of the Beyond Management Initiative. Mr.Ramaraj is the Co-founder of SIFY, a Senior Advisor with Sequoia Capital India and is on the Board of Governors of IIM Calcutta.

He mentioned that people should team up and work together to create wealth and make profits in the right way and with the right attitude.

He asked the students about the buzzword VUCA and got a tremendous response. VUCA is the acronym for Volatile, Uncertain, Complex, Ambiguous. Mr.Ramaraj, explained the volatility and the uncertainty of today's world with the examples of BlackBerry, Orkut, Nokia etc. These are the companies that did very well in the past. At present it is a different scenario for them because they failed to be consistent with the changing world. They did not Learn, Unlearn and Relearn to stay in the race. Real world examples such as fluctuating fuel prices were provided by him and that helped students gauge the crux of VUCA. The explanation helped them understand that changing in accordance to the world is essential for survival.

Mr.Ramaraj used VUCA as an acronym for Vision, Understanding, Clarity and Agility. He defined VISION as a clear purpose that is not fuzzy but measurable. He narrated the story of a girl from a village near Sunderbans and it was extremely motivating. The girl was trained by a company in

Calcutta to provide IT services to clients in foreign countries and she rose to the position of a team leader in 12 months. Recently, she was invited by Microsoft to Seattle to make a presentation of her vision. Her vision is to help her village develop from its current dilapidated condition. Her presentation was well received and Microsoft has decided to provide more projects to the team that is lead by her. He explained UNDERSTANDING as the curiosity to know what was happening around us. This understanding would help us stay ahead of others in today's competitive world. He defined CLARITY as the ability to understand the problem clearly, which in turn leads to better understanding of the available options. AGILITY was explained as the ability to make things happen. It is the most important quality that is expected of managers. He quoted Mark Twain and Dhirubai Ambani to explain the importance of attitude.

Mr.Ramaraj mentioned that students should have an attitude that helps them see opportunities and not hindrances. He went on to explain the concept of Wierarchy vs Hierarchy. He explained that the idea of hierarchy is long gone and managers should not have the notion that their word was final and they were always right. Now is the time of Wierarchy, wherein deserving people from various sectors are pulled in to bring new and efficient ideas. He emphasized the importance of networking. He concluded by stating that we live in an exciting world where there is no scarcity for opportunities.



Ms.Aarati Krishnan,
Deputy Editor & Head of Research,
Hindu Business Line

Budget and Financial Markets in India

The Beyond Management Initiative on 9th July, 2014 hosted Ms.Aarathi Krishnan. She is a highly qualified financial consultant who has lent her expertise to several renowned organizations such as Franklin Templeton Investments, Institute of Chartered Financial Analysts of India and McKinsey. She is currently a columnist and editor for 'The Business Line' and 'The Hindu' where she writes articles on financial markets and advises investors on stocks, personal finance and mutual funds.

The lecture was aptly titled "What Financial Markets want from the Finance Minister". She highlighted the five most important problems faced by the current Finance Minister in setting up the Union Budget.

1. Reviving Growth - She stressed on the growing need to revive the economy due to the steadily declining growth rate. GDP growth has halved from 9.3% to 4.7% in the last four fiscal years. The three main sectors, Agriculture, Industry and Service have shown a steady decline. This is primarily caused by slowdown in investments and consumption, which is a direct effect of inflation. Some of the measures that could be adopted to revive the growth rate can be to encourage public spending by raising the minimum income tax slab, decreasing interest rates, allowing Foreign Direct Investment into the areas of defense and Insurance to create jobs and capital.

2. Restarting Stalled Investments - Several Investment Projects are stalled and lay waste because of the stringent rules imposed by the Government and the Law. The delay in securing clearances, increasing interest rates, low ease of doing business due to

bribery, Land Acquisition Bill etc. are other causes of concern to investors. She cited the Jet ETIHAD strategic Alliance as an example wherein the company's losses had tripled by the time the deal came through. Fast track clearances, Government spending on public sector projects, providing incentives to private investors and resolving land/fuel issues can play a huge role in encouraging investments.

3. Containing the Deficit - The Union budget (2014-15) mainly focuses on containing the fiscal deficit and reviving the economy. The deficit has been a result of the depreciation of the rupee, growing number of subsidies in oil, fertilizers and food (Food Security Bill). She drew attention to the UPA's strategy of suppressing the deficit by postponing expenses and collecting incomes. Eradicating the middle-men when distributing subsidies, raising import duties on goods like sugar, electronics and non-merit goods like cigarettes etc. can help contain the deficit to a certain extent.

4.Tackling Inflation - Whole Sale Price Index and Consumer Price Index have moderated this year and they are not as erratic as they previously were. The major cause of inflation are fluctuating oil prices, seasonal spikes in the cost of vegetables and fruits and the depreciation of the rupee are the major causes of inflation. Lowering duties/tariffs on fuel, reasonable hikes in MSPs, regulation of farm imports by hiking the import duty can contribute considerably towards decreasing inflation.

5. Increasing financial savings -As a result of inflation, savings has considerably reduced and the savings rate has plummeted. More money has been invested in real estate and gold. This has lead to meager investments in developmental projects and other financial instruments. The net result is reduction in economic growth. This can be combated by incentivizing equity investments and offering liberal tax returns on debt investments to increase the flow of money into the economy.

This was a very informative session followed by an intense Q & A session.

Queries:

1. Question: Does STT affect cash traders?

Answer: STT affects only short term investors, not long term. Also, this is easier to collect as it is imposed on every transaction as opposed to imposing taxes on capital gains since people don't always declare their assets/profits.

2. Question: Is FDI pulling out of India, a threat/risk to the market?

Answer: Foreign Direct Investors can't just dropout without incurring losses themselves but there is a growing need to encourage domestic investors by providing incentives such as liberal taxation on stocks.

3. Question: Will the Insurance Law Amendment Bill introduced by the UPA materialize?

Answer: The BJP may not immediately introduce the bill in the Parliament after vehemently opposing it as the opposition. But we need to allow foreign agencies to enter and invest in our market since we are severely lacking in funds.

4. Question: I heard of such a thing as a growing parallel economy? How can we deflect all this money into the mainstream economy?

Answer: The parallel economy comes into play due to taxes and tax laws. This money can't really be directed to the mainstream economy since we can't do away with taxes.

5. Question: In the real estate market, with prices going up by the square foot, shouldn't prices and tax rates be regulated?

Answer: There is no way to regulate prices, only malpractices can be regulated.

6. Question: How is the growing unplanned expenditure affecting the economy?

Answer: Unplanned expenditure is a misnomer. Anything that falls outside the gambit of the allocated budget is considered unplanned but it doesn't necessarily have a bad effect on the economy. In fact it may actually help the economy when the goals and priorities of the Government/economy changes.

7. Question: Will the goods and services tax be imposed in this economy?

Answer: It will not be imposed in this budget since they need state government's approval. The idea of the tax is to avoid multiple taxes (excise, customs, sales, etc.) but the state will need to be compensated for the loss of revenue from sales taxes.

8. Question: Is the Food Security Bill, a publicity stunt? How is it different from the Public Distribution System?

Answer: The Food Security Bill is different since it covers a larger section of the population and is restricted to food only.

9. Question: Is the slowdown in real estate sector due to Land Acquisition Bill?

Answer: The bill hasn't been passed yet since it's been opposed by corporates as they can't compensate the farmers and land owners.

10. Question: Won't tax cuts lead to increasing the tax deficit?

Answer: Cuts in taxes will lead to more people paying taxes.



Creativity, Innovation and Entrepreneurship

Mr. Kumar Sachidanandan
Senior Director, Innovation group,
Cognizant Technology Solutions

Mr. Kumar, addressed the students on 16th July 2014 and showcased himself as the 'technology evangelist'. His idea emphasized on how one could break the barriers of why, how and what.

He stressed that his mantras for growth in career was as follows :

- 1) Be happy
- 2) Be curious-this gives rise to magic and curiosity in life
- 3) Question everything-he gave the example of the Toyota way- 5 whys
 - a. Socratic form of questioning-conversation style
 - b. Clarification
 - c. Probe assumption
- 4) Be lazy-Hlade's law- to find an easy way
- 5) Get bored
- 6) Think opposite
- 7) Measure everything (eg. Marketing by metrics)

- 8) Find patterns-observe
- 9) Develop insights
- 10) Simplify-business process re-engineering
- 11) Co-create
- 12) Sell your stories
- 13) Dare a little
- 14) Make it work
- 15) Evolve
- 16) Fail gracefully

The session was informative and deliberated on the importance of Creativity, Innovation & Entrepreneurship



EKALAVYA - German Experience

Programme at WFI, Ingolstadt
School of Management, Germany

Carol, Maria Praveen & Priya
LIBA students

Every year, following a rigorous screening process, students are selected to attend academic programmes at WFI, Ingolstadt School of Management, Germany.

Carol Dennis, C. Priyadarshini and Maria Praveen attended the programme during the spring of 2014.

They shared the details of the selection process and the

immense learning that they received from the programme. They highlighted details of the international exposure which imparted intense knowledge. They mentioned that their interaction with international students, equipped them greatly to excel in the realm of Business and to deal with different cultures.

EKALAVYA - American Experience

Foreign Exchange Programme
at the University of Dayton,
Ohio, USA

Ashwath & Robin Singh,
LIBA students



LIBA and University of Dayton, Ohio, USA have signed a memorandum of understanding to foster academic collaborations.

Every year two students from LIBA are selected to attend University of Dayton during the summer term. This is a fully funded scholarship.

B. Robinsingh and K. Ashvath attended the programme during the spring of 2014. They shared their immense learning and enriching experience with the students.



Challenge Yourself

Mr. Karthik Manoharan,
AGM, Marketing & Strategy,
Kaar Technologies

On 6th August 2014, LIBA invited Mr. Karthik Manoharan to speak to the students and his talk focused on "Challenge Yourself". An energetic and exuberant, Mr. Karthik Manoharan with a management degree and Marketing as specialization is the youngest member of Kaar's dynamic management team. Drawing in fresh insights and a global outlook, his value addition to the team's marketing function is immense. He constantly pushes his own limits by taking up challenging business assignments and new innovative endeavours. "Raise your own benchmark as frequent as possible" is his signature statement which he adheres to with deep regard.

As Assistant General Manager, Marketing & Strategy, he oversees Corporate Marketing, Market Research and Inside Sales. Karthik is also responsible for strategic initiatives on service innovations, corporate planning and business expansion. Over the last three years, Karthik has scripted the company's business presence in the significant Qatar market, with

comprehensive strategies focused on critical areas like brand visibility, customer acquisition and local alignment with SAP. Before Kaar, Karthik was with the TCS Presales and Business Development team in the telecom domain. He is a digital technology and social networking enthusiast, who loves to explore innovative social media platforms.

He spoke on the challenges he faced and his experiences in restructuring the marketing team according to Kaar's greater business objectives. He has molded an internal sales team that secures critical business leads and creates a fountainhead for global sales managers. He spoke on how he had instituted market research as an important activity at Kaar to provide business intelligence for the company's growth strategy.



Emerging Trends in Business Management



Ms. Saraswathi,
Secretary General,
Madras Chamber of Commerce & Industry



Rights of the Employer & Employee

Mr. K.J Mohan Kumar,
GM-HR,
Trimex Group of Companies

Mr. K.J Mohan Kumar, a Senior HR professional with more than three decades of rich experience in Industrial Relations, Human Resource Management, TPM & ISO 14001 addressed the students on 13th August 2014.

Associated for more than 30 years with a Leading FMCG having its Head Office in Mumbai, its various units spread out across India, manufacturing among other products like Cosmetics and Toiletries, Beverages, Full Shoes and Shoe Uppers (Export), Clinical Thermometer and Mushrooms. Mr.Kumar from 1992 to 1996 was the Factory Manager in one of their Units, which Manufactured Full Shoe and Shoe

Uppers for Export. He was a Core Member of the Employees Relations Team of the Company, for negotiating, drafting and signing Long Term Wage Settlements in their various units. He Negotiated, drafted and signed 33 long term settlement in the Companies various units.

He is currently GM-HR with Trimex Group of Companies.

The session addressed by him deliberated on Rights of the Employer & Employee and he explained in detail their rights at the workplace. It was a very informative session.

LIBA hosted Ms. K.Saraswathi, Secretary General, Madras Chamber of Commerce & Industry, on 20th August 2014. She was a student of Special Economics at graduate level (Secured University second rank and was a recipient of National merit scholarship) and Mathematical Economics at the post graduate level from Madurai University. She is also a qualified certified Associate Member of Indian Institute of Bankers (CAIIB). She has an MBA with specialisation in Operations Management through ICFAI.She has more than 30 years of experience out of which nearly 2 decades in industry and trade development areas.

She joined TANSTIA-FNF Service Centre (TFSC), a collaboration between Tamilnadu Small and Tiny Industries Association , Chennai and Friedrich Naumann Foundation, Germany in 1992 and was the Director of this Centre from 1999 to 2008. From TFSC moved to UK Trade & Investment (UKTI), the commercial arm of British Deputy High Commission, Chennai as Senior Trade & Investment Adviser in 2008. Presently holding the post as the Secretary General of Madras Chamber of Commerce & Industry. She has the honour of being the first woman secretary General of MCCI.

Ms. Saraswathi's talk focussed on the "Emerging Trends in Business Management". She spoke about Trade and Industry, her experience with the delegations of various Countries across the globe. She deliberated on how liberalization of Indian economy has helped it grow. The main interest would be to see if it is 'business as usual'. The common point is 'profit is the bottom line'. Towards this one would need to manage the 5Ms-men, machinery, material, money and markets.

She mentioned that The Chambers of Commerce helps in building and working with the government on issues of regulatory framework. She gave the example of how the chambers have worked towards better understanding of the most favoured nation and national treatment of our businesses.

She said that the most difficult part in trade would be to check for non-tariff barriers practiced by different countries wherein she gave the example of leather export to EU and the issue of using chemicals in leather industry which is not permitted.



Story of Auto Raja

Ms. Aishwarya,
Co-Founder & CEO of AutoRaja

Ms. Aishwarya (with an M.Sc in Sociology from the University of Oxford) was in LIBA on 25th August 2014 to share her experience in setting up a business as a social entrepreneur. The venture is named AutoRaja and is co-owned by Mr. Anubhav and Ms. Aishwarya.

It began with Mr. Anubhav spending six months in the slums of Chennai in an attempt to understand the lives of auto drivers in the city. When researching their lives, he came across a paper on them, written by Aishwarya and contacted her about the same. They realized that they were on common ground since they'd both been fleeced by autodrivers several times and were also sympathetic to the poor living conditions of the drivers at the same time. So they decided to start a venture that would benefit both autodrivers and commuters. Thus, AutoRaja was born.

They came to realize that the autorickshaw industry is a pretty large industry since India is home to over 75% of the global rickshaw population. Even though, 23 crore trips are made everyday by 1 lakh autodrivers, all of the revenue falls under the unorganized sector of the Indian

economy and is unaccounted for. Another inherent problem is that, there are no regulations while setting the fares. Drivers demand exorbitant amounts based on the customer and attempt to fleece them. AutoRaja was started as a solution to address these issues.

AutoRaja follows a fleet based system. A customer makes a call and the auto picks them up from their doorstep and drives them to their destination. The meter fares are fixed at Rs. 12 per km and the company charges a nominal rate of the fare for its services. This rate was set by the founders of the venture after researching the market and was later approved by the Government of TamilNadu and the stakeholders. This contribution was noted by Shell foundation and the founders were awarded \$25000 to further their venture.

AutoRaja doesn't only serve the customers but also provides assistance to its enlisted drivers. They provide the autodriver's children with access to quality

education and affordable healthcare. Currently 1700 drivers are employed by AutoRaja including 30 women (mostly single mothers). They also employ transgenders and former sex workers to recruit more drivers. Future plans include autos functioning as ambulances and autodrivers working as 'police buddies'. In effect, AutoRaja is an altruistic social enterprise that benefits everyone involved in it.

Questions:

1. What are some of the threats faced by the organization/roadblocks ?

Initially, the Government and stakeholders didn't approve of the set meter rates. It required a lot of cajoling on the part of the founders to convince them to accept it.

2. The Auto drivers do not comply by the rates set by the Government . How can this be regulated?

A lack of education leads the drivers into such practices but it is seen that drivers who comply with the rates earn Rs.1200 more than those who don't since they attract more customers.

3. What is the rationale behind employing transgenders and former sex workers?

They are employed to integrate the outcast community into the working environment and the drivers identified with and responded when approached by members of their own society.

4. How are Autorajas regulated and kept from fleecing their customers?

A feedback is obtained from each customer. In case of a complaint, the customer is reimbursed and the driver is reprimanded. If the driver repeats the behavior, he is taken out of the program.

5. Why is there no advertising strategy in place?

There is no advertising employed since it may lead to a large influx of customers and the company does not possess the resources to handle a large influx.





Effective Communication - Personal Style Statement

Ms. Sulakshana Badani,
Entrepreneur - Image Consultant



Ms. Sulakshana Badani, an alumnus of LIBA, is currently an image consultant. She addressed LIBA students on the 17th of September, 2014. She started her career in a brand consulting firm, D&Z Advertising Pvt. Ltd and worked there for four years before starting her own firm, Sulakshana Image consulting.

She spoke on the importance of self-image and how it contributes to the success of business. She mentioned about the five pillars of self-image, namely, appearance, mood, voice, confidence and trust. She also explained these important traits during the course of her lecture and threw light on some interesting facts.

She defined Appearance as the external persona that people judge us by. It is therefore important to always look our best and dress to impress. One must also keep in mind the audience one is catering to and dress accordingly since different situations call for different attires. The color of the attire also tends to set the tone of one's self- image. Moods are primarily affected by our thoughts and eating habits and can therefore be controlled by regulating these two factors. Both positive and negative thoughts tend to impact one's performance. Moreover positivity is contagious and

helps in motivating other people. Voice also plays a major role in how one is perceived. It's what determines if one can hold a person's attention or not. Singing lessons and simple breathing exercises are a good way to improve our voice. It is also important to use the right tone of voice since it is indicative of one's mood. Confidence depends on one's perception of oneself. It is influenced by appearance, mood, voice and belief in one's ideas. Care must be taken to see that one does not overestimate one's abilities as it can result in arrogance. It helps to be assertive whilst still respecting our peers.

In today's business world ridden with unfair practices, Trust is the hardest thing to build and the easiest thing to be broken. It is important to be true to ourselves and only make promises that we can keep in order to establish trustworthy relationships. An aura of genuineness and integrity will encourage people to believe in us.

In conclusion, all these factors will work together to create self-image synergistically.



Building Ecosystems of Support for Social Entrepreneurs

Ms. Nickala Torkington, UnLtd, UK
Social Entrepreneur

This session was organized at LIBA in association with the British Council and Centre for Social Initiative and Management on the 23rd of September, 2014. Ms. Nickala Torkington shared her insights on the topic, "Building Ecosystems of Support for Social Entrepreneurs".

Ms. Nickala Torkington noted that with Government assistance, social enterprises can be the business model to sustain growth while tackling social and environmental issues. What is the Social Enterprise? How has the Social Enterprise movement developed regionally and internationally? What are the challenges and directions to develop the Social Enterprise Movement? All the above questions were answered by her and the importance of Social Entrepreneurs was highlighted. She showed a lot of real time data that was consistent with her views.

Ms. Nickala remarked that there was a new trend of social enterprise development all over the world. She mentioned that social entrepreneurs play an important

role, resolving social issues and taking part in sustainable economic growth of countries by mobilizing financial sources and initiatives from not only central Government but also from private sector and social communities.

The limitations faced by social entrepreneurs are poor official recognition by the Government and limited perception about social enterprises of the society, shortage of capital and less opportunity to gain access to financial sources, backward management methods and a lack of supporting services.

All encouragement towards social enterprises should enhance their positive impact to social development. All of social enterprises must have social targets. This is the point that distinguishes between a social enterprise and others. Ms. Nickala helped the students see entrepreneurship from a different angle.

Strategies to Achieve Success in Life - A Personal Experience



Mr. Justin Jesudas,
Deputy General Manager -
Research and Analytics at Cognizant.

LIBA was honoured to have Mr. Justin Jesudas on the 24th of September, 2014 to share with us his experiences from life and strategies to achieve success. Mr. Jesudas is a market strategist with 11 years of corporate experience. He has lent his expertise to companies such as RR Donnelley, UBS, etc. and is currently working as a Deputy General Manager with Cognizant Technology Solutions.

Mr. Jesudas met with an accident on the 11th of December, 2009 and sustained serious injuries in his spinal cord. Since then he has been a tetraplegic and confined to a wheelchair but he hasn't let his disability get in the way. In fact, he sets and pursues goals more diligently and aggressively than before. He deliberated on ways to achieve success and crossing hurdles by relating it all to the challenges he faces every day and how he overcomes them.

He begins his day at 6.30.a.m. and drives himself to the swimming pool located at Velachery which is 18kms from his residence since it is the only paraplegic friendly facility in the city. He trains every day in preparation for the Paralympics. He religiously swims 1km everyday despite all the medical issues he experiences, associated with being disabled, such as Hypotension (lowering of blood pressure), spasticity of muscles (muscle stiffness) and varying body temperature with respect to changes in the external environment. Even though doctors have declared his level of disability to be over 90%, he still perseveres and gets through every day with minimal assistance.

According to Mr. Justin there are four main strategies that one has to follow in order to succeed in life. To begin with, one must make the right choices. Every situation we are faced with offers choices and it is up

to us to pick the path best suited to us. Post accident, Mr. Justin consciously made a choice, "to not just exist but be the driver of his life". He realized that it was better to channel his energy into more productive ventures than just thinking of his disabilities. Once the choice is made, it is important to set goals, measure ourselves against benchmarks and we need to take concerted efforts to achieve these goals. An important tool to achieve this goal is diverse thinking. Diverse thinking encompasses lateral thinking, critical thinking and disruptive thinking. Lateral thinking is thinking out of the box. It is also important to recognize that sometimes the easiest solutions are the best solutions. For instance, Mr Justin bought himself a car after considerable research. Given his condition, he customized his car to suit his needs. It was only on driving his car for the first time did he realize that his hands slipped off the steering when negotiating sharp turns. Dejected, he returned home, but later a simple fix to the problem, dawned on him. He realized that by attaching 3 rods to the steering wheel, he could drive the car using his wrists.

Another kind of thinking, to be avoided is disruptive thinking wherein one is so engrossed in one strategy so much so that one fails to see the bigger picture. In case a problem arises on the way to achieving these goals, one must employ inventive problem solving techniques to find a solution.

Finally, perception of success differs from person to person. Some people climb mountains to impress others while some do it to see the world and prove themselves but ultimately if we impress ourselves, we will impress the world.



Brands & Branding

Prof. Sudio Sudarsan,
Professor of Marketing,
HULT International School of Business,
New York



Prof. Sudio Sudarsan, Professor of Marketing, HULT International School of Business was with us on the 29th of September, 2014, to talk about "Brands and Branding". Prof. Sudio Sudarsan is widely followed in social networking sites and he commands a fan base which is spread across the globe.

Prof. Sudio drew attention from the very beginning of the session when he explained the difference between Advertising and Branding. He explained that Advertising is the actual work whereas branding is an idea which gets etched in the minds of the customers.

He went on to explain that Branding has its roots in Brainwashing which was a common religious practice in ancient times. He was applauded when he equated the modern day branding activity to 'ICON'ing. He said that branding must aim to create devotees and not just customers. This will make them brand loyal and they tend to purchase every other product of the same company. He noted that only few people like Gandhi need no branding and hence branding is vital for a

product to have a long lasting success. According to Prof. Sudio, branding must turn the product into an Icon and eventually make the product to be loved by the devotees of the product. He later touched upon the concepts related to Neuroscience to explain branding. He stated that a particular product may be made to be perceived by the customers as the only available choice to them by making the product etched in their minds. He explained the structure of a Lizard's brain in order to illustrate the fact that behaviour is hardwired. Efficient branding will make a product a part of the life of its users. He used Apple and Harley Davidson as examples to explain human behaviour. He stated that there are people who own nothing but a Harley Davidson bike and there are people who have permanent tattoos of the famous Apple symbol.

Overall it was an entertaining and enthralling experience and Prof. Sudio Sudarsan increased his fan base at the end of his session.



Relationship between India and China on the Commercial and Trade Front

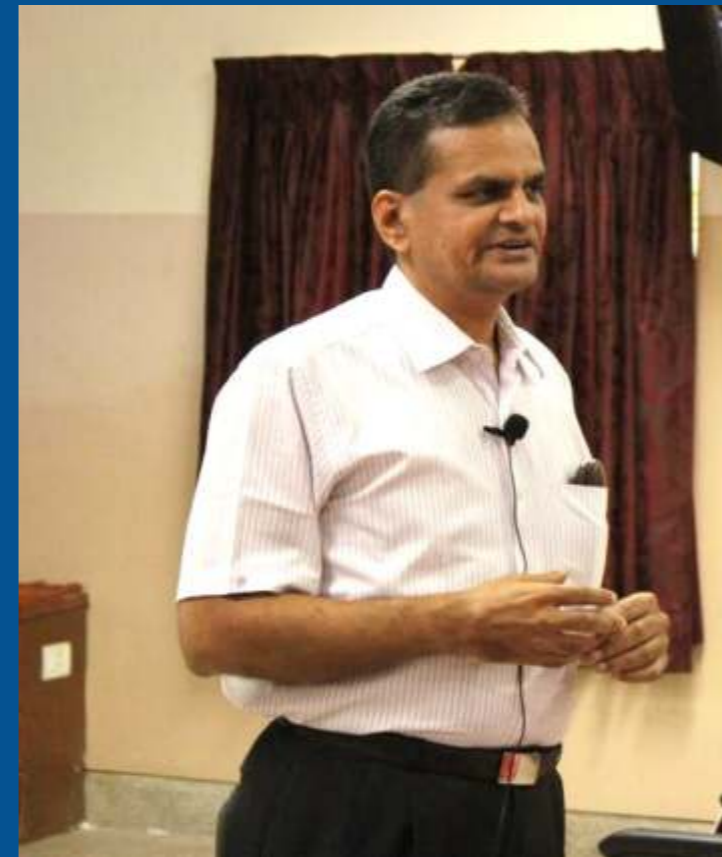
Mr. Jia Haitao,
Director, Institute of Chindian Studies,
Republic of China

Mr. Jia Haitao, Director, Institute of Chindian Studies, Republic of China, was on campus on 30th October, 2014 and spoke on the relationship between India and China on the commercial and trade front. Mr. Jia Haitao has spoken about International Politics and Science in universities all over the world. He has organised a lot of seminars and has published a lot of articles related to International Politics.

He started the speech by drawing out the similarities between India and China such as developing economy, population etc. He emphasized the emergence of Asian powers in world economy and the major contributions of India and China towards the same. He noted that businesses hold a key position in the development of a country's economy and added that a

conducive environment for trade between countries will go a long way in the growth of businesses. He opined that wealth creation must be followed by efficient wealth distribution for a sustainable growth. This could be achieved by investment in growing businesses.

Mr. Jia Haitao observed that there was a lot of room for improvement of relationship between the countries. Social interaction must increase in order to increase the business interactions. He praised that when compared to China, India is more open to world trade. He mentioned that steps would be taken in the near future to facilitate smooth relations between the two countries.



Microfinance & Financial Inclusion

Mr. P.N. Vasudevan,
Founder and Managing Director of
Equitas Micro Finance India Pvt. Ltd

Mr. P.N. Vasudevan, Founder and MD of Equitas Micro Finance India Pvt. Ltd., visited LIBA on the 5th of November 2014. He has a proven track record in banks and NBFCs as a leader. Equitas, which has been featured in a HBR case study, is a micro finance company based in Chennai. Its business model is the trendsetter in India for the sector and it has been validated by the RBI. It has the most customer-friendly and flexible repayment terms in the finance industry, taking into consideration the financial stresses faced by the borrowers. The company is also a great place to work, which is evident from the unique HR practices followed in the company.

Mr. Vasudevan threw light on the micro finance sector and the modus operandi. Micro finance is a source of money for entrepreneurs and small businesses that don't have access to banks and other sources of credit. Providing affordable interest rates is also a big challenge because of the high transactional costs associated with low loan size but Equitas offers a very low interest rate. The entire micro finance industry works for a single purpose-people with low income are also entitled to save, insure, invest and transfer money.

He pointed out the contribution of micro finance to the

country's economy. Only when poor people are supported with cheap credit, small scale industries will flourish. Thereby it increases the purchasing power of those people who form a part of the bigger consumer base. So, micro finance promotes industries and trade within a nation. He also listed the challenges in the micro finance sector. He mentioned that this sector must be given more importance and must be included into the country's mainstream financial system.

He revealed an interesting fact about the defaulters in micro finance. Contrary to popular belief, the non-performing assets of Equitas are unimaginably low, which implies that the number of people who default is very low. But business magnates like Mr. Mallya have been declared willful defaulters by leading banks. Thus he made everyone reflect on the diligence and commitment of the low-income people of the society in repayment of the loans. He highlighted the concept of Financial Inclusion, which is delivering financial services at affordable costs to the weaker sections of the society.



Foreign Trade Policy and Foreign Trade in India

Mr.Patil.J.V, Joint
Director General,
Indian Trade Service

Mr.J.V. Patil, Joint Director General, Indian Trade Service, shared his thoughts with the students of LIBA on the topic "Foreign Trade Policy and Foreign Trade in India" on the 10th of December, 2014. Mr.Patil having worked with the Indian Government for the past 27 years, is a part of the NIRYAT BANDHU initiative which aims to contribute to the country's economy by helping people understand international trade specifically from an export perspective.

He mentioned that our country exports less and imports more and this has resulted in our country having a huge Foreign Exchange Gap. The excess Foreign Exchange gets covered by the Foreign Direct Investment which in turn restrains the option of FDI contribution in various important sectors. Mr.Patil opined that more people must get into exports for a sustained economic growth.

He explained that exporting goods is relatively easier than importing as exporting doesn't need a licence. He mentioned that only certain items that are a cause of environmental issues require a licence. He threw light on some of the initiatives undertaken by the Indian Government to promote exports.

He explained the significance of Export Oriented Unit and Special Economic Zones. Every item that is needed by the EOU shall be made available sans duty provided that the unit shows a positive growth at the end of five years. Special Economic Zone may be considered as a foreign territory as it is independent of

the Income Tax that is otherwise applicable. The Government also provides certain other added benefits to exporters who export goods to specific export destinations in order to promote exports to unchartered regions. Mr.Patil, garnered a lot of attention when he mentioned that India has given the status of Most Favoured Nation to Pakistan but Pakistan hasn't done the same. Most favoured nation(MFN) is a status or level of treatment accorded by one nation to another in international trade. The term means the country which is the recipient of this treatment must, nominally, receive equal trade advantages as the "most favoured nation" by the country granting such treatment. He later discussed some of the issues faced by the Indian exporters such as the differential treatment rendered by certain host countries.

Mr.Patil, spoke about the important aspects such as timely delivery, quality of the product as per the specification given by the foreign buyer and packing standards that need to be taken care of while exporting. He noted that exporting contributes not only to the economic development but also to the brand image of the Nation. The lecture immensely helped the students to get an insight on International trade.



Sales and Distribution Strategies

Mr. Ramesh. K. Narain,
Founder and CEO
Medley Consulting Private Limited

Mr. Ramesh Narain is the Founder and Chief Executive Officer of Medley Consulting Private Limited, a boutique Management Consulting firm specializing in Business Strategy Development and Execution, Corporate turnaround through Interim Management, Performance Enhancement and Business Advisory services for Small and Medium Enterprises across industry.

Mr. Ramesh shared with the students of LIBA his learnings from his 26 years of professional work experience spanning across sectors such as Computer hardware, Office automation, Telecom, Telematics and Business Process Outsourcing industries. He emphasized on the great learning's he had gained while he held senior level positions in prestigious MNC's

including RPG Enterprises, Bharti Airtel, Tata's and Uninor. His functional areas of expertise include Marketing, Sales, Retail Distribution, Service Delivery, Budgeting, P&L Management, Project management, Strategic alliances and Start-up operations.

He shared his thoughts on Direct Sales and Channel management experience. He is the pioneer in the Telecom industry to conceptualise and establish a full-fledged Retail model for distribution of prepaid products mirroring the FMCG model of distribution, which ultimately became the norm in the industry.

Mr. Ramesh gained immense expertise in building brands from the start-up stage. He played a pivotal role in the launch of four successful brands RPG Ricoh, Skycell, Airtel and Uninor in the Southern markets of India.



Art of Managing Life Skills in the Professional Scenario

Mr. S.J.Surya,
Director, Screenwriter, Actor, and Producer - Tamil, Telugu and Hindi film industries

On 21st January 2015, Mr. S. J. Surya, Director & Actor of South Indian film industry addressed the students on the Art of Managing Life Skills in the Professional Scenario.

Mr. Surya, an alumni of Loyola College was happy to be back on campus and the students were overjoyed and excited to interact with him. Mr. Surya shared with nostalgia his memorable days at Loyola College.

He shared the experiences and learnings that he gained from life and the film industry. He also shared the struggles and challenges he faced and the methods he used to overcome them to win success in life.

It was an exciting session for the students of LIBA who were overjoyed and thrilled to interact with Mr. Surya





Leadership in Organization

Dr. Ravi Thilagan,
Head - HR,
Financial Services and Software Solutions (FSS)

Dr. Ravi Thilagan addressed the students at LIBA on 28th January 2015. He creatively linked movies with management very effectively.

He effectively explained the role and importance of Leadership in an Organisation using clipping and

examples from the famous yester years movie 'Helen of Troy'.

The students gained insightful learnings through this innovative and creative presentation.

Law and Order Administration

Mr. Sekar. R.,
DGP, Vigilance,
TANGEDCO



The Beyond Management Initiative at LIBA, adding myriad hues to the knowledge spectra of the students, had Mr. R. Sekar, I.P.S., Director General of Police, Vigilance, TANGEDCO, Chennai, elucidating on the topic ' Law and Order Administration' on 11th February, 2015.

He stressed on the importance of innovative strategies, with workable solutions for ultimate success in any profession.

This enriching session helped students understand the intricacies of the Legal Framework of the Nation.



Effective Administration

Mr. K. Ashok Vardhan Shetty, I.A.S.,
Vice Chancellor,
Indian Maritime University

The Beyond Management Initiative at LIBA, hosted Mr. K. Ashok Vardhan Shetty, I.A.S., Vice - Chancellor, Indian Maritime University, Chennai on 5th February, 2015.

Mr. Ashok spoke on Professionalism in Management and provided inputs on the art of managing people in an organization. He deliberated on the importance of lateral thinking, divergent thinking and innovation. He

provided insights to the students to improve their skills to become performers in organisations and not just degree holders.

He urged the students to walk the extra mile and strive to become high performers and exceptional leaders in organizations. He also shared his experience as a bureaucrat in various Government positions held by him.



"Fall Like A Rose Petal" based on the True Story of his Life: Being Happy, Living Without Money and a Spiritual journey

Mr. AVIS Viswanathan,
Life Coach, Author and Organizational
Transformation Consultant

The Beyond Management Initiative at LIBA, had Mr. AVIS Viswanathan, address the students on 25th February, 2015.

Mr. AVIS Viswanathan has been ranked among the Top Ten Motivational Speakers in India by The Week magazine.

He authored the book - Fall Like a Rose Petal .

He shared his experiences on how he faced failures,

struggles in life and the many challenges and hurdles that has been instrumental in making him a well renowned Motivational Speaker.

"There is no beginning to the story. There is no end either. There are simply experiences. Of hopelessness. Of fear. Of insolvency. Of pennilessness and also of faith, patience, love, companionship, abundance and soul." -AVIS Viswanathan

Campus to Corporate (C2C) Interactive Session



Mr. Deepak Varma,
Founder and Director,
Technospirit Consulting



Mr. Lakshminarayana,
Director,
Technospirit Consulting.

We had with us on March 4, 2015 speakers with rich corporate experience, Mr. Deepak and Mr. Lakshminarayana from Technospirit Consulting.

Mr. Deepak, the Winner of APJ Excellence award in SDP (Singapore) in 2011 and Mr. Lakshminarayana, an FCA, with knowledge and experience in the insurance

industry and global consulting services addressed the students.

They spoke on how the students can make their transition from campus to corporate smooth and how the change could be accepted with grace.



EKALAVYA - The Science of Yoga

Gitanjali and Geetha,
LIBA students - F13 Batch

On 11th March 2015, Gitanjali and Geetha, students of F13 Batch, shared their experience with Yoga at the Ekalavya session of the Beyond Management Initiative.

They mentioned that Yoga is derived from a Sanskrit word 'YUG' called Union, The word union here denotes the union between Human Mind, Body and Soul. Yoga's origin dates back to 5th & 6th centuries BC in ancient India, originating from the Vedas. Patanjali, author of Yoga Sutra, talks about yoga as basic guidelines to living a life of personal fulfillment that will also benefit society.

They said, "Today, most people practicing yoga focus on the 3rd limb, asanas, which is a series of physical postures to purify the body, and to provide physical strength and stamina. Yoga does not belong to any specific religion or culture .It is for people who want to align their mind, body and soul towards achieving oneness".

Yoga is more than just physical postures, it acts as a medium for connecting the mind, body and breath and helps us move our attention 'inward'. It is an exercise for both our body and mind. It helps us to relax. Yoga is not like a task to be completed, but a lifelong experience that everyone should have in their life.

They explained the Healing Benefits of Yoga:

Many postures in yoga strengthen the back and abdominal muscles and help the body maintain a proper upright posture and movement. It increases blood circulation, which brings healing nutrients to the injured tissues. Yoga also helps to maintain a natural curvature of the spine that is crucial in avoiding lower back pain. Yoga is an excellent therapy for healing injured and sore back muscles, speeding time to recover from an injury and preventing re injury.

Press Coverage

CITY EXPRESS
The New Indian Express | Chennai, Saturday, 21 February, 2015

News



Going Beyond Mgmt Studies

Chennai: Loyola Institute of Business Administration (LIBA) and Loyola College organised a 'Beyond Management Initiative' for the students recently. As part of the academic curricular activities, the forum offered the students an opportunity to interact with experts from various fields. Several industrialists, civil servants, police personnel, lawyers, judges, cinema artistes, politicians, sportspersons and others were invited to share their experiences with the students.

K Ashok Vardhan Shetty IAS., vice-chancellor, Indian Maritime University, Chennai, addressed the students.

Shetty spoke about professionalism in management and the art of managing people in an organisation, importance of lateral thinking, divergent thinking, innovation and others. R Sekar IPS, Director General of Police, Vigilance, Tamil Nadu Generation and Distribution Corporation, Chennai, delivered a guest lecture as part of the initiative. He stressed on importance of innovative strategies, with workable solutions for ultimate success in any profession. **ENS**



Business Standard CHENNAI | WEDNESDAY, 25 FEBRUARY 2015

CAMPUS TALK

Guest lecture at Loyola Institute



Shri. K. Ashok Vardhan Shetty I.A.S., Vice - Chancellor, Indian Maritime University, Chennai, delivered a guest lecture for the students at Loyola Institute of Business Administration, as a part of Beyond Management Initiative at LIBA Cam-

pus on 5th February, 2015.

He gave lot of insights to the students of LIBA on a professionalism in management. He motivated the students to improve their skills to become performers in organisations, and not just hold degrees.

He shared his experiences as a bureaucrat in various government positions.

COMMENTS & SUGGESTIONS of SPEAKERS

Karthik Manoharan
Assistant General Manager - Marketing & Strategy

Worful to be here in the midst of budding CXO'S. Thanks for the opportunity.

Thanks for the invitation & an opportunity enjoyed.

Jinan University
Professor of Political Science
Director, Institute for Chindian Studies

Worful to be here in the midst of budding CXO'S. Thanks for the opportunity.

"Challenge Yourself"
By learn to unlearn
reach me on linkedin ...

Beyond Management is one of the few sessions / series across the country, I'm sure, that really goes beyond managing an enterprise and understands the exciting journey of an entrepreneur. I had a pleasurable time sharing the story of "Antelope" with MBA students, and hope that these students are inspired to start social enterprises of their own in the future. Good luck!
Aug 27, 2014

Mr. K. Ashok Vardhan Shetty

I am grateful to LIBA for the invitation. It is an invitation with a grand history and its students are among the best in the country. I wish LIBA to flourish & its students to very best.

Thanks for the opportunity to interact with the students. Good and interactive group and quick on the take. Very interesting to have spent time with them.
Pooja
P.N. Vandevani

S. Justin Selvaraj is an Indian film director

All the Best
S. Justin Selvaraj

Gudis Sudhakar

LIBA is my home. I wish my family nothing but success.

AVIS Viswanathan www.avisviswanathan.in

"Let's Go & be Happy!"
LIBA - Thanks for an opportunity

Thank you for a fantastic experience. The best initiative approach around really well. You have great team, highly organized, motivated and helpful. I've never received so many gifts for giving a presentation & was great to meet some social entrepreneurs linked to the university and hear of the work staff are already planning to support the SE agenda. (Love it to bits!)

Beyond Management is a great initiative of LIBA and is definitely a reason to be proud of. I especially liked them away from what is being taught in the classroom. Keep the good work going. I enjoyed speaking on this platform.
Sudhakar
11/02/2015

SILAKSHANA
Group Director
SILAKSHANA
www.silakshana.com

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R. SEKAR, I.P.S.

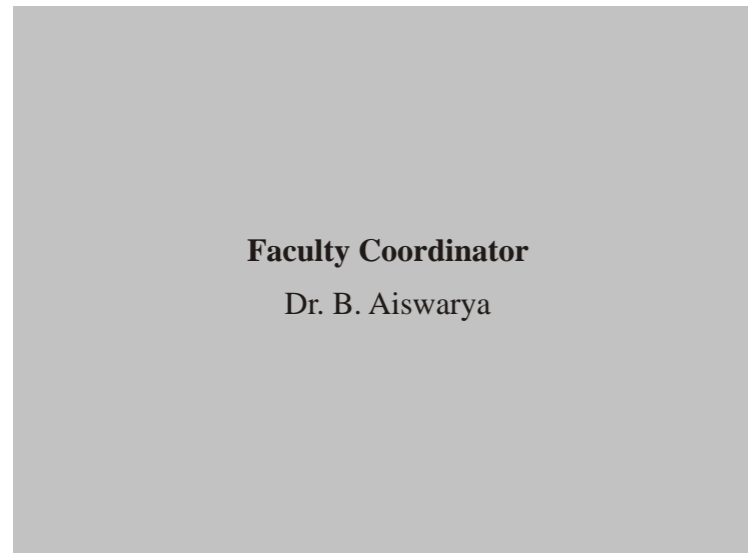
The students have been wonderful. I wish them all the best!
K.V. Bharan Kumar

The students have been wonderful. I wish them all the best!
K.V. Bharan Kumar
E-mail -
Tel. - 80 560 40379

BEYOND MANAGEMENT TEAM



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Faculty Coordinator
Dr. B. Aiswarya



Staff Coordinator
Ms. Christine A Fernando



Student Coordinators



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- Aarthy N F13
- Alan Koshy Ninan F 13
- Arvinda Bharathi S F 14
- Benny Sharon M F 14
- Avinash A F 14
- Viplav Kashyap F 14
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