



Loyola  
Institute of  
Business  
Administration  
(LIBA)  
*A Jesuit Business School*

# LiBiTES

(Monthly e-newsletter of LIBA Alumni)

February 2021

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## IN PURSUIT OF HAPPINESS

### IN THIS ISSUE

Illuminator

In Your LIBA

LIBA during February 2021

Call for Articles on LiBiTES



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## Director's Message



### Happiness as Mean

I believe that we are created for a purpose. When we achieve that purpose, we find meaning in our life. This should make us happy. Aristotle sees happiness as a central purpose of human life and a goal in itself.

Happiness does not come from someone else. It is our effort that gives us the feeling. What exactly is the effort? It is to make efforts to have a balance between two excesses, extreme ways of being good and extreme ways of pleasure seeking. It is to find a mean between these two extremes. Excess wealth does not really make you a happy person. Instead, it increases anxiety and fear of safeguarding the wealth. It is a material covering that is transient.

Don't we know this? Yes, we do. Cerebrally we know it, but emotionally we are attached to material wealth, we want more and more, the quantum of aspirations grows to a maximum level, even beyond. There is deep in the marrow of bones a craving to have more than be more. It is a conflict between having and being. We think that by having more things our life would be comfortable. We desire money, pleasure, and honour only because we believe that these goods will make us happy. It seems that all other goods are a means towards obtaining happiness, but we end up depressed.

However people who are interested in being true to themselves experience a sense of meaning. Truth, goodness and beauty govern the ways of being. In all that one feels, thinks and does, she should ask whether she is truthful, good to others and make life beautiful. Recognition is not expected from others. It is an act of self-acceptance, being comfortable with my body, my complexion, my family background and so on. We could call it as a cultivation of virtue by being what you are. Being what you are should not be construed as being satisfied with what you are. It is to make efforts to shape your person to feel and accept what is given and achieve what you want to be in life. In another words, it is to move from self-acceptance to self-realization. This is what gives real happiness.

Happiness is not a feeling that lasts for few hours just like someone feels intoxicated by a drink. Instant gratification is predominant in life today. In order to achieve a life of complete virtue, we need to make the right choices, and this involves keeping our eye on the future, on the ultimate result we want for our lives as a whole. We will not achieve happiness simply by enjoying the pleasures of the moment.

Real happiness lasts long, and it has an impact, to the extent of making a behavioural change in a person. That change makes a difference in lives.

Live happily,

A handwritten signature in black ink, appearing to read 'Dr. C. Joe Arun, SJ'. The signature is fluid and cursive, with a large initial 'D' and 'A'.

**Dr. C. Joe Arun, SJ**  
Director - LIBA

## Chairperson Speaks



Dear Alumni/ ae,

I am happy to release the February issue of 2021, on the theme, "In pursuit of Happiness".

The recipe for happiness is not the same for all. A mug of steaming coffee in the garden, the trek in the woods, success of our children, experiencing the flowering and growth of small plants, to witness the baked cake out of oven fluffy as expected, being around with people you love, good food when hungry and needed and the list goes on. Hence may be, happiness is something that we can only pursue, and cannot have it. Lets' pursue to be happy and choose to be happy and not just wait for something to happen and make us happy.

My appreciation and thanks to all the faculty members, and alumni who have contributed for this issue. It is refreshing and an enriching experience to go through your writings.

Coming up next issue is on the theme "HuMachines: The Future of Work" at [alumni.newsletter@liba.edu](mailto:alumni.newsletter@liba.edu).

I am glad to share with you that we held the Kerala chapter meet on March 14th, 2021, through virtual mode. We were so happy to see the enthusiastic participation of all our alumni from Kerala chapter. My thanks to Mr. Vinu Kurian, chapter president who spearheaded the event and made it a grand success.

We have a new building coming up for LIBA, we are looking, forward for all your participation for the inauguration of the new building in the next academic year.

Keep writing to us and give us your valuable suggestions on how we can improve our alumni relations. We are happy to connect with you as always.

Let's stay connected through LiBiTES!

Best wishes,

A handwritten signature in black ink, appearing to read "Aiswarya". The signature is fluid and cursive, with a long, sweeping tail.

**Dr. B. Aiswarya**  
Chair - Alumni Relations

**Auxilia Shirley**

EDHR 19

Assistant Manager- HR - Edlocus Solutions Pvt. Ltd.

# Illuminator

“Beauty lies in the eyes of the beholder” and the pursuit of happiness reconnects each one to the purity of their own soul through love.

Happiness is the thing that most people want, yet it is one of the most difficult aspects of life to quantify. How do we measure happiness? How do we define happiness? What is happiness!? Well, if you ask this question to one hundred different people, you’ll get one hundred different answers. Happiness differs from person to person. We also keep changing the symbol for our happiness from one possession or from a person to another. When I was a kid, I used to get happy whenever I watch my favourite cartoons or get favourite food and dine out with my family or going out and playing in the park and every other little thing gives me so much joy. Growing up as an adult I always wanted to have what my

friends had and always wanted to live like someone else, I thought that gave me happiness but NO. I always wanted to purchase the trendiest products and fashion released to the masses not because I actually needed them, but just because others bought them. After experiencing life in many ways, I discovered that just for the sake of looking and living like everyone else is one of the cruellest things that you can ever do to yourself.

My life was never meant to be lived like someone else. You don’t look the same, you don’t sound the same, and your personality is special. I am special and unique. It helped me recognise that I must be happy for what I have, not for what I don’t. Happiness is waking up on a Sunday morning and spending time with your loved ones, listening to the rain pour, going for long walk and not worrying about everything that needs to be done or everything that isn’t right. It’s about smiling at what’s in the moment. I believe the biggest happiness can be only found inside yourself. Feeling connected with yourself and appreciating what you have is the fundamental key to happiness.

And I’m happy and grateful for a lot of things in my life. For all that we have is now.

As Albus Dumbledore would say “Happiness can be found even in the darkest of times if one only remembers to turn on the light.”





**Namrata Drolia**  
EDHR 19  
Sr. IT Recruiter

Pursuit of happiness means pursuing something that one desires in return for the joy and pleasure they get by performing those actions.

As one of the species which exists in this world, every human being should also do what their hearts desire or pursue them to do. The most important commodity in everyone's life is time because it is the same for every individual who comes on to this planet. If we follow our desires and pursue all the actions that give us immense joy and happiness, we will live our lives the way we truly want to and there will not be any regrets at the end of it all.

Different people have different definitions of happiness. The most important of all the definitions is finding the real meaning of an individual's life. When the individual finds their true purpose of life that is when their life changes and transforms and they start marching towards their happiness.

An individual is bound to succeed in what they do willingly and with love.

There is a lot of debate behind what an individual should pursue and what they should not. When an individual follows their path of happiness, more often than not, they have to face a lot of criticism from others and are constantly demoralized on a regular basis because of the ideology of the society and other things that one must follow.

The secret of pursuing what you love is to always listen and follow your heart and finally, back your instincts because if there is something that gives you immense joy and happiness, then one must stick on to them and do them because at the end an individual would reach a stage for which every person aspires, and that is the state of blissfulness.

It is all about pursuing what you truly want which can give you abundance of joy.





**Sathya Prakash**  
EDHRM 19

Every citizens should be allowed to pursue achievement and happiness with freedom and honor. Here even passion and recognition also should be considered as happiness and achievement. America was already several steps ahead, when India was only half way to achieving the same. Most philosophers and scientists have agreed that it is human nature to follow their heart's desires and aim to achieve them.

It is a totally difficult task to follow our own desire and wishes. But those difficulties only makes the happiness more special when we pursue and achieve. With every achievement, our standards of happiness keep evolving and improving. This is what defines the pursuit of happiness of our life. Generally, people will know when they feel happy or when they are dissatisfied with the direction of their life and their achievements. This is one of the main disadvantages where every individuals know their own happiness level, dissatisfaction level and also the equilibrium where our feelings are balanced without jumping between the two extremes.

As they know their own levels they'll automatically move towards their happiness. If they fall into dissatisfaction even after they are aware of their own happiness it leads to huge disappointment. It will be same when they achieve their desired level of happiness. So the pursuit of happiness is always important and also dynamic in nature, as it changes frequently.

People always focus on the things which particularly feed more happiness to us. We can achieve happiness and enjoy it every single day. Happiness is not an end goal. It is only our thoughts and attitudes towards life's crazy cycles of joy and sadness. So make it a habit to be grateful every day and stay positive.





**Natasha Khaitan**  
EDHR 19

Everybody seeks happiness to maintain their good state of mind. A good state of mind leads to new thoughts, which leads to new ideas, which leads to actions, and actions leads to success. You need to pursue happiness in your own way.

#### Few Ways to Pursue Happiness in Your Daily Life

- Practice Gratitude. You've probably heard the term "gratitude" used a lot in recent times
- Do the Things You Enjoy. This may seem obvious: do fun things in order to be happy
- Learn to Love Your Job
- Celebrate
- Build Better Self-Confidence
- Dream Big

This way of pursuing happiness involves carving out time in your daily routine to do things that you genuinely love, whether it be writing, gardening, or connecting with loved ones. That is, the people who pursue happiness by seeking out pleasant experiences as part of their everyday lives are happier.

I think most people think "pursuit" in that phrase means "chasing happiness" — as in the phrase "in hot pursuit." This would mean that "the pursuit of happiness" has to do with "seeking it" or "going after it" somehow.

Psychology today points out that the chase is causing people anxiety, stress, and actually making people unhappy. When we spend so much time

chasing happiness, we may not even realize it's already there. That's because happiness can be found in being content and embracing the little moments that make life worth living.

Happiness is an enduring state of well-being involving satisfaction in the pleasant, good and meaningful aspects of life.

Family and other social relationships appear to be key factors correlated with happiness. Married people report being happier than those who are single, divorced, or widowed. Happy individuals also report that their marriages are fulfilling. The satisfaction with marriage and family life is the strongest predictor of happiness. Happy people tend to have more friends, more high-quality social relationships, and stronger social support networks than less happy people. Happy people also have a high frequency of contact with friends.

There are many life changing books out there, but it's important to identify your area of interest. Find out the topics that you like reading or want to have more knowledge about.

It's important to have goals and accomplish them. If you dream about something, and you don't have plans for your actions to accomplish your goals, it is just a dream. A dead dream. There is no meaning in just having dreams.

Helping others is one of the reasons of your happiness. You build connections while you are helping others. It helps you pursue happiness.





**Balaji N**  
EDHR 19

Happiness is a very broad spectrum, since the definition of happiness differs from one to another. In the process of seeking happiness we tend to forget the actual definition of life. We tend to grow and progress as we move forward in life. We tend to make mistakes and we regret a single choice for a long period of time until we realize that time is unidirectional. We miss out actual happiness without realizing that happiness cannot be achieved when we tend to search for it. Happiness is also another emotion in our life just like sad, anger, fear etc., Happiness is an emotional state characterized by feelings of joy, satisfaction, contentment, and fulfilment. While happiness has many different definitions, it is often described as involving positive emotions and life satisfaction.

Why do we try seeking it always??

We strive for happiness through setting and achieving goals. Happiness has undergone major changes in definition over the centuries. Happiness was historically considered a consequence of doing

good deeds or being good. But over the past couple of centuries, the popular understanding of happiness has plummeted to just 'feel-good'. If our pursuit is for 'feel-good', then we will always be miserable! But if we think of 'feel-good', as a result of something deeper, then there is every chance that we can attract happiness. The bottom line is that we can never pursue happiness, but only create something deeper within us that will make it easier for happiness to seek us. What that 'deeper' aspect is could change from person to person. But definitely the deeper aspect is what one should pursue! As humans we should realize that we grow every day, we strive to achieve different goals, we tend to make a lot of efforts and only an individual can make a difference in how one can be happy. Over the years we have been made to believe that being happy is normal by ignoring the fact every emotion is to a certain degree normal. We need to realize that we process various emotions and happiness cannot be pursued until we accept and process everything as we grow.

For many in our generation, happiness is a future prospect they chase and they believe being wealthy, famous and influential is what happiness is all about. However I believe that this mind set of chasing the mirage called happiness is certain to bring dissatisfaction and frustration in our life.

Happiness for me is enjoying the NOW and being healthy mentally and physically. It is being able to spend a few hours of the day with your family. It is

those special moments you have while tripping with your friends and family. It's about being passionate about what you are doing and learning and improving each day and stop comparing yourself with others.

Happiness should never be based on an attachment to material things or certain people. Rather it should be centred around our sweet memories and experiences. People and materials are temporary but memories and experiences stay on throughout our life.

**Adarsh A N**

F 18

FP & Assistant Manager



## BMI VIRTUAL TALK 1

### Building Business and Navigating it Through Years, by Mr. Shivashish Pandey



The BMI session of 3rd February 2021 was lit up by a very enthusiastic finance professional Mr. Shivashish Pandey, Director and CEO- KFC, Indonesia. The session commenced with a brief introduction about himself and how the companies like KFC is built and how the company navigates over changing times.

**BUILDING BUSINESS AND NAVIGATING IT THROUGH YEARS – Keeping it aligned with changing times.**

He spoke about Yum brands which currently runs companies like KFC and Taco Bell. Out of the various companies listed under Yum Brands, KFC is the number 1 unit in Quick service sector and has the largest number of franchises across the globe. He gave a detailed perspective about Indonesia, the food culture of Indonesia and played a beautiful video which explained the same.

The first topic he highlighted was how KFC was started in 1970 at Jakarta and now has so many branches. KFC has topped everything and has showed largest sales on CDs. KFC was first to go digital in Indonesia, doing CSR with clean diverse action. It was that first mover advantage which KFC got to be successful. The second topic he spoke about was how to reach the efficiency to withstand the Number 1 position. The third point he emphasized was about the structure of the business and people who work there.

He then spoke about how the company was impacted over COVID times. KFC had a lot of problems yet they saw each problem as an opportunity. He also highlighted how the restaurant staffs and delivery partners helped a lot during COVID times. Other sectors had the option to work from home but restaurant staffs and delivery partners could not do that. 71 percent of the respondents feel they would use the so and so brand if they put people first and the rest feel they would influence others so that they could buy those products. KFC has launched a lot of care packages for all the restaurant staffs who worked during COVID times and always takes good care of all the workers and employees.

“We always stick together; the brand always tops the list; KFC always understand growth of people only brings growth of KFC.”

– Varshini S.

## BMI VIRTUAL TALK 2

### Solving Legacy Liability Concerns Through Socially Useful Investments, by Mr. Shreyas Sridhar

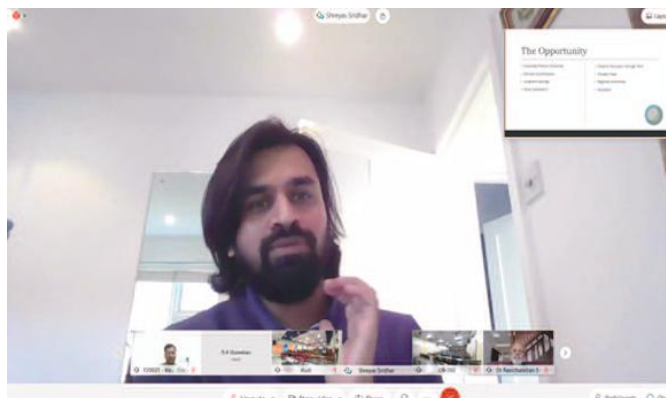
The BMI session of 10th February 2021 was graced up by a very energetic professional Mr. Shreyas Sridhar, Solutions Director of Legal and General’s Institutional Retirement Division, London.

This session was really a very informative one, where Mr. Sridhar, through his factual knowledge and expertise, was able to easily brief us about the opportunities in investing at the right places, to have a secured future, post

retirement. The session began with Mr. Sridhar giving a short introduction about himself. He relinquished the habit of people, not to think about their retirement at the early stages of their career and emphasised that we must start preparing ourselves for our retired life to be prosperous in the future and its essentiality. The causes and effects of ageing demographics was discussed, followed by the investment gap. Sectors such as Infrastructure, Regeneration, Housing and Clean Energy are in strong demand of funding. They rely on the traditional fund providers such as banks and governments, however, not all get benefitted from them.

Mr. Shreyas then poured in his ideas on how to fill the shortfall of funds in these sectors, for which the solution is "INVESTMENT". Towards the end, he mentioned about the different opportunities and liabilities in this sector, such as, Corporate Pension Schemes, Long-term savings, climate crisis, etc. The session ended with an interactive Question and Answer session.

- Aparna Sojan



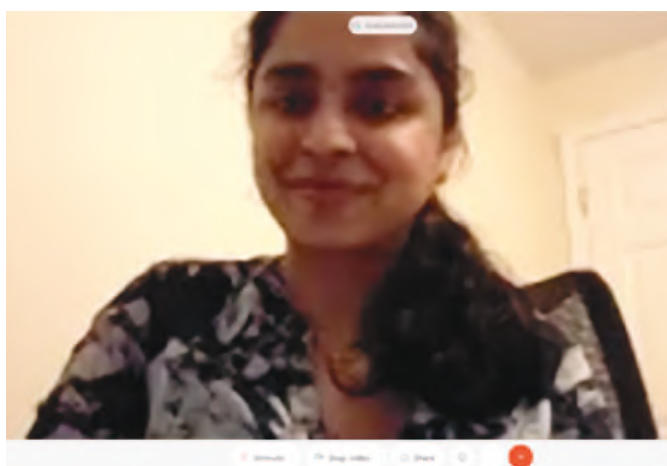
## BMI VIRTUAL TALK 3

### Networking in the Time of Accelerated Digitalization, by Ms. Isvaryalakshmi

The BMI session conducted on 17th of February'21 was graced by Ms. Isvaryalakshmi, Program Manager, Nike, USA. She started the session by mentioning about how networking in the last one and half years fascinated her. She also shared the three major reasons that led her to decide on doing MBA. The reasons were to get education that provides holistic development, to get connections, since in B school it starts right from class activities and for career advancement.

She gave us insights about how to utilise the chance of one-to-one communication. One has to be in a learning attitude and optimistic that the interaction will be mutual beneficial. She stressed the importance of maintaining connections with Alumni. Before identifying mentor to guide, she encouraged to do SWOT analysis of oneself, wherein you identify your own strengths, weakness. By doing this, one would be able to set an agenda to approach the mentor.

She iterated the importance of being diligent about how we are doing networking at this time of new normal. She shared her key learnings about



networking that networking is a life skill, make sure of your first impression and one's profile should speak for oneself. She also shared her insights about online communication and networking that the first 1:1 communication will set the path, to be patient and persistent, to adapt to the new ways of networking, to network at all times.

The emphasise on networking done by the speaker made the audience realise that, "No man is an island."

- Angeline Poorani Therese B.

## Faculty Seminar Series Session 11



Dr. Theophilus Dhyankumar shared his thoughts on the topic “Facility Location of Organ Procurement and Distribution Organizations: Efficiency and Equity”. He took the participants through different approaches for balancing and optimizing efficiency and equity in Organ transplant and the related choices on establishment of organ procurement and distribution organization. Dr. Ramasubramaniam, Area Chair- Business Analytics, moderated the session. The seminar came to end with vote of thanks by Prof.Chandiran, Associate Dean, Part-Time and Diploma Programmes

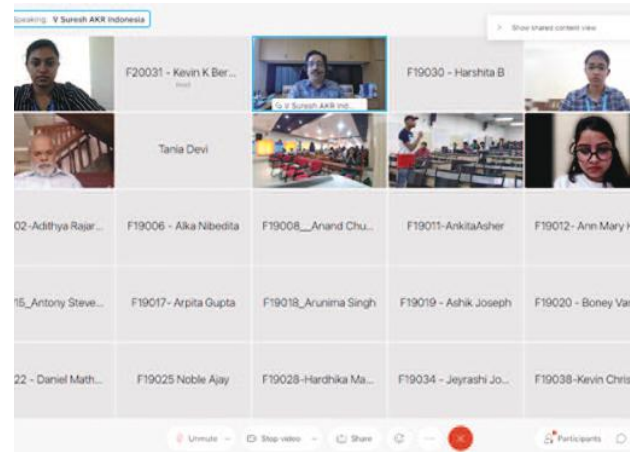
## Faculty Seminar Series Session 12



Dr. Renu Isidore shared her thoughts on the topic “A Study of AI Awareness among the Indian consumers”. She took the participants through importance of AI as an entity to be studied in the current scenario and spoke about the different aspects of consumer interactions, their preferences and knowledge when interacting with AI enabled systems. Dr. Akanksha Jaiswal, Assistant Professor – Human Resources & Chair – Documentation, Accreditation & Ranking, moderated the session. The seminar came to end with vote of thanks by Prof. Chandiran, Associate Dean, Part-Time and Diploma Programmes.

## BMI VIRTUAL TALK 4

### Global Trends and Outlook on ESG Investment and Reporting, by Mr. V. Suresh



The BMI session of 24th February 2021 was done by a very energetic professional Mr. V. SURESH, Director & Corporate Secretary at PT. AKR Corporindo Tbk, West Java, Indonesia.

The session was a very informative one, where Mr. Suresh, through his factual knowledge and expertise, was able to easily brief us about the global trends and outlook on ESG investment and reporting.

The session began with Mr. Suresh giving a short introduction about his company. He explained about the environmental issues that the world is facing right now, and how the world is going towards a positive path as governments across the world are focusing on building back the economy in a green way.

He explained the five trends for sustainable investing after COVID 19.

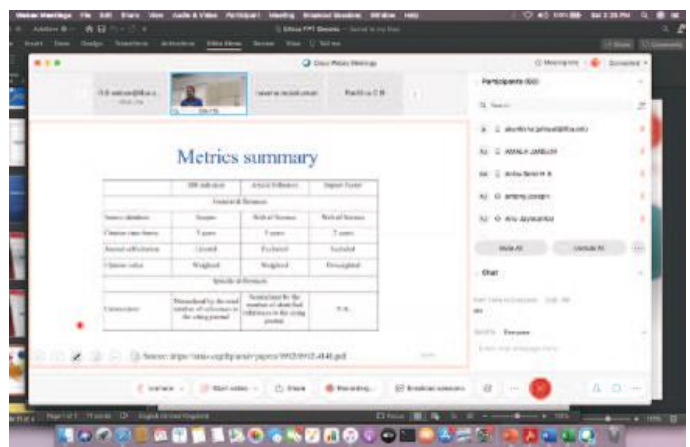
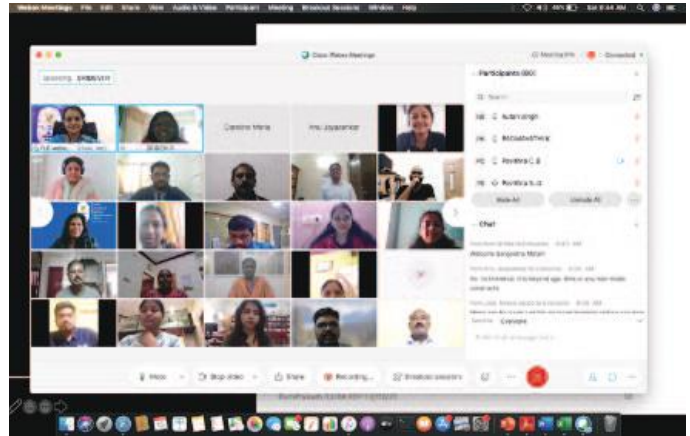
Increased investor focus on ESG, Elevated importance of “SOCIAL”, Strong environmental opportunities, Focus on sustainable investing across asset classes, Potential performance benefits.

He then mentioned about the measures to maintain a sustainable company, to maintain sustainability and how the company should manage carbon footprint and energy use efficiently. He concluded by describing the book “How to avoid a climate disaster” by Bill Gates which speaks about the global warming and social responsibilities of the corporates in tackling this. This was followed by a very interactive question and answer session.

- Priya George

## Virtual Faculty Development Programme on Research & Publication Ethics

More than 65 participants from different academic institutions from Kerala, Karnataka, West Bengal and Tamil Nadu/Pondicherry attended the online FDP on “Research and Publication Ethics” on 13th February 2021. The FDP, organised by the office of Associate Dean-Research Dr. Deepa Ittimani, gave an overview of the two-credit course mandated by UGC for PhD scholars and guides. Fr. C. Joe Arun, Director-LIBA inaugurated the session. Dr. Deepak Mathivathanan facilitated second session and Dr. Rajalakshmi RamPrakash facilitated the first session and also coordinated the FDP with assistance from Dr. Theophilus Dhyankumar. The FDP sensitized and equipped research scholars and guides on ethical principles of research, areas of research misconduct, understanding research metrics and open access publishing. The participants gave an overwhelming positive feedback and requested more FDPs from LIBA on research topics.



## Students' Conference on Ethics and Corporate Governance

Students Conference on Ethics & Corporate Governance was organized by the Center for Ethics and Corporate Governance, LIBA on 12th February 2021 through virtual mode. The event was conducted in two parts – keynote address and guest lectures followed by presentation of papers, case studies and poster presentation

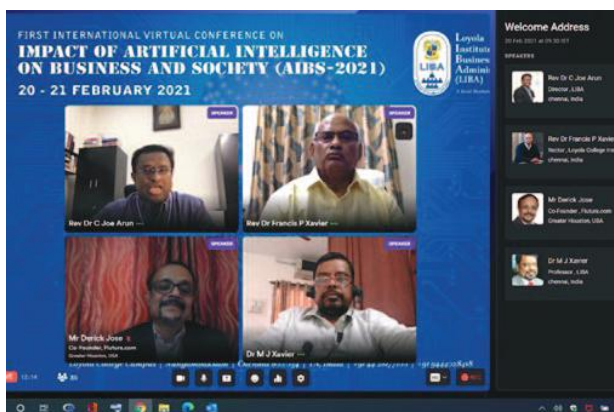


## First International Virtual Conference on Impact of Artificial Intelligence on Business and Society (AIBS-2021)

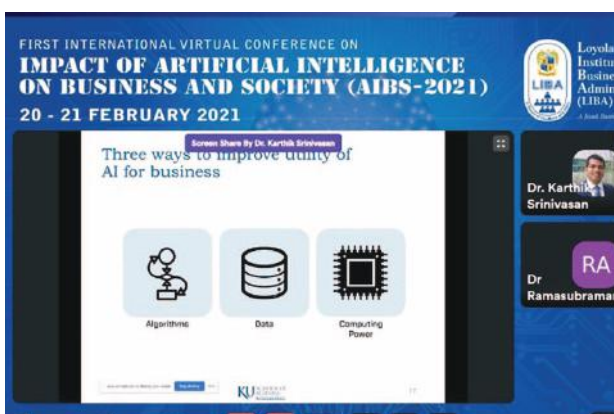


Artificial intelligence (AI) has already changed the way we live and work. AI in business involves the use of intelligent computer software with human-like capabilities to boost revenue, improve customer experience, increase productivity and efficiency, and drive business growth and transformation.

Realising the relevance of AI in today's world, Loyola Institute of Business Administration (LIBA) conducted its first international virtual conference on "Impact of Artificial Intelligence on Business and Society - (AIBS 2021)" on 20-21 February 2021.



The aim of the conference was to address the issues and impact of AI in business as well as society. The articles were invited from practitioners, academics, and research scholars to present their ideas that would help us understand the deeper ramification of AI and its impact. Rev. Dr. Francis P. Xavier, SJ, Rector of Loyola College Institutions, a renowned scientist, inaugurated the program with his thoughts on the theme. Fr. C. Joe Arun, Director of LIBA had been the moving force behind the conference and a great proponent of AI. He had made AI as the thrust area for LIBA in all its activities. He shared his vision of AI in education.



The conference had attracted 25 papers relating to the topic out of which 15 were selected for presentation after a double-blind review process. The highlight of the conference was the presence of many eminent speakers from around the world for sharing their ideas.

The keynote speakers in the conference were Dr. Karthik Srinivasan, University of Kansas Capitol, USA and Dr. Derick Jose, CoFounder of Flutura.com, Los Angeles, USA. There were also panel discussions on both days with leading Analytics industry experts: Dr. Kaushal Solanki, Founder of EYenuk Inc., Mr. Balaji Thiruvengkatachari, Founder of Business of Insights, Ms. Priti Ray, Senior Partner at Deloitte, Mr. Satinder Singh Product & Platform Leader at Rakuten Mobile Inc., Tokyo, Japan, Dr. Biswajit Rath, Raymonds India Pvt. Ltd., Mr. Ratul Ray, Aakash DTH (BEXIMCO), Bangladesh and Dr. Rahul Khare, Head at Giger Supply Chain at Gigforce, Bangalore.



The papers that were chosen for their relevance and standard will be published as a book.

## Soft Skills Training Programme for Department of Posts, GoI

Management Development Centre (MDC), LIBA, conducted a two-day Soft Skills Training Programme for the Public Relation Inspectors (PRIs) and Post Men and Women of Department of Posts, GoI on 22nd and 23rd February 2021. Dr Sunil Vakayil, Chair-MDC Welcomed the gathering, Prof. Lakshmi Narayanan, Dean Academics, LIBA, delivered the presidential address.

The dignitaries present were Mr Somasundaram – Director of Postal Service, Chennai city region and Ms. Sujatha – Regional Manager, Marketing.

The key skills imparted were Customer Relationship Skills, Time Management, stress Management and Transactional Communication. Dr Siluvairaja and Mr M Antony Nicholas were the resource persons.

About 80 participants from various region of TamilNadu participated.



## Outbound Training



From learning management to experience management is all about this outbound training. A group of people from all the three prestigious Indian military organizations – Sqn Ldr Unni Nair from the Army, Captain Seshadri from the Navy and Commander Vijesh K Ghat from the Air force and Sonali Menon, Director of Excel Pro organized a well-structured, exhaustive outbound training for the batch of 180



freshers at Loyola Institute of Business Administration. The training did all justice to its objectives – to orient the students in the aspects of introspection and individual and co-operative mindset as a leader and as a follower.

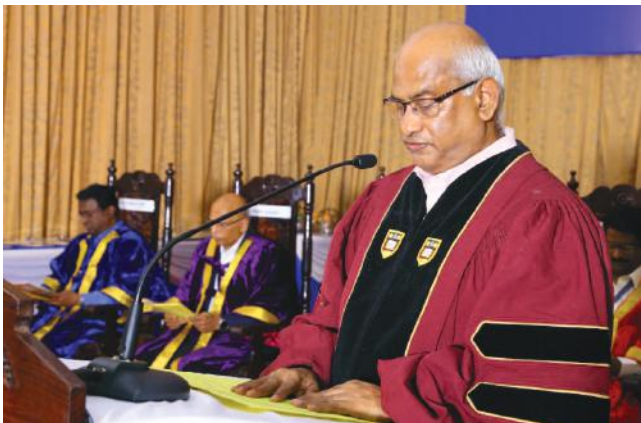
The period of the training spanned for three days at LIBA campus from 28th January to 30th January 2021.

## Annual Convocation 2020



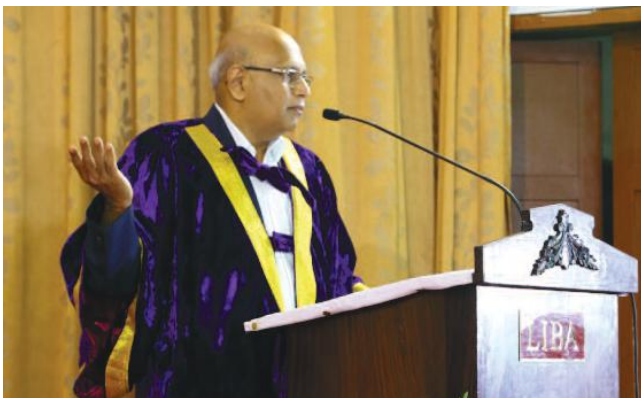
Loyola Institute of Business Administration (LIBA) conducted its Annual Convocation on 27th February 2021, Saturday, in Bertram Hall in the Loyola College Campus, Chennai.

The convocation ceremony was graced by the presence of Chief guest Mr. S Murali, Business Head – South, Vodafone Idea Ltd., Rev. Fr. Francis P. Xavier, SJ, Rector of Loyola Institutions and Chairman of LIBA and Rev. Fr. Joe Arun, SJ, Director of LIBA. The ceremony began with a regal procession of the professors of LIBA gracefully walking into the hall followed by the dignitaries. 186 graduands attended the grand occasion to receive their diplomas at the 41st convocation ceremony of LIBA.



Rev. Fr. Joe Arun, SJ, Director of LIBA, declared the convocation open and welcomed the gathering, congratulated the graduands and reminded the attendees of the constant growth and transformation that LIBA is undergoing to provide the best education to its students while instilling its motto, 'Excellence with Ethics'. Father Director proceeded to present the annual report – the most notable achievements of LIBA being ranked 6th among all Business Schools in India by Outlook India and being ranked 3rd among the Business Schools of South India excluding IIM.

Chief guest Mr. S. Murali, delivered the Convocation address emphasizing that "Learning is a continuous process, but it changes, so it is important for the individual to make himself a brand in whatever he/she does and always find time for hobbies."



Mr. Murali then conferred the diplomas on 120 Full-time PGDM students, 35 Part-time PGDM students and 31 Executive PGP students from Financial Services and IT Assurances employees from Maveric Systems Ltd.

The graduands were led through LIBA's Ethics Pledge by Prof. P. C. Lakshmi Narayanan, Dean of Academics at LIBA. Rev. Dr. P. Francis Xavier, SJ, Rector – Loyola Institutions and Chairman of LIBA, felicitated and blessed the new graduands to go out into the world as proud and successful Ambassadors of LIBA.



The ceremony was closed by Rev. Fr. Joe Arun, Director of LIBA and ended with the vote of thanks delivered by Prof. MJ Xavier, Chair of the Centre of Technology and Innovation(CTI). He expressed gratitude to the LIBA faculty and the Jesuit Fraternity for grooming the graduands to face the world. LIBA's highly acclaimed programmes in management continue to offer the best education to students inculcating in them 'Excellence with Ethics' – LIBA's motto. LIBA looks at business education differently, not just informing knowledge, but forming the character of students



## Graduation 2020

Loyola Institute of Business Administration conducted Graduation 2020 ceremony for the One Year Executive Diploma program 2019-20 on 28 February 2021 at Bertram Hall, Loyola College Campus at 5.30 pm.

Students turned professional managers & entrepreneurs received their diplomas after having completed one-year programs of rigorous training where students were trained to be industry ready using learning mechanism such as seminars, classroom discussions, case studies, workshops & many more. A total of 190 students were awarded their diplomas at the graduation ceremony and most of them work for leading corporates in India.

The event was presided over by Dr. Xavier Britto, Chairman, Kerry Indev Logistics Pvt. Ltd., and he delivered the graduation address. Also present at the ceremony were Director, Faculty, Staff & students of the Institute.

As the graduands were eagerly waiting to take their degrees the event started with a procession led by the LIBA faculty. The ceremony at Bertram Hall began with Fr. Director welcoming the gathering & introducing the chief guest.

The Chief Guest handed over the diplomas & special awards of merit to deserving students. First and second rank holders for best academic performance in each stream of Executive Diploma programmes were given prizes and merit certificates. Books & Medals were given to students from all the specializations.

The Chief Guest, Dr. S. Xavier Britto emphasized that Excellence should become a habit and asked Graduates to follow and practice it. He also emphasized the importance of being healthy and happy in one's life.

Over the years, LIBA has earned enviable reputation of being one of the finest business schools. The strength of the Institute lies in its diversity and academic excellence with ethics. The Institute presently boasts of outstanding students, excellent infrastructure and the best talent that make up its core faculty and above all, Fr. Joe Arun, SJ at the helm of affairs as director leading the Institute in its rightful path.

Prof. Shanthi Venkatesh, Associate Dean-Academic proposed the vote of thanks and the ceremony ended with LIBA Anthem and followed by National Anthem.



## Freshers Party 2021

Fresher's Party 2021 was held on the 1st Feb 2021 with the theme "Retro Redux-Blast from the Past". The event started off with Prayers to God Almighty. It was followed with a speech by our beloved Director Fr. Joe Arun., S.J., addressing the students on this wonderful occasion. Then the events kickstarted with various cultural programs organised by the students of F19. A

fun filled and energetic array of dance performances by the students of F19, left the audience with wholesome experiences. Various exciting rounds were conducted to decide Mr and Ms Fresher of 2021. Eventually Kevin Bernard and Anna were crowned as Mr & Ms fresher 2021. The event concluded with the DJ Night and a sumptuous dinner for the students



# LiBiTES

## *Call for Articles*

**LiBiTES** is a monthly e-newsletter of LIBA Alumni Association. We are happy to announce that this e-newsletter will reach your desktop on the 10th of every month.

**LiBiTES** was formulated to connect you with your Almamater and tell her how future ready you are, what you have achieved and your business insights. You are the powerful ambassador of LIBA in the social and business community. We are proud that you are shining in your respective fields. We love to know what and how you run your business and your career.

The newsletter is a platform to share such feelings with the alumni community. The letter will have the following heads:

- **SHINE:** Your professional achievements / success stories
- **RADIANCE:** Placement info (any placement offers your company announces or you wish to partner with LIBA)
- **ILLUMINATE:** your thoughts to the readers about your career, life vision, profession, values, feelings and experiences and about the theme of the month

Every month the letter will be based on a theme. The theme for the June issue is **HuMachine: The Future of Work.**

Please contribute your thoughts and insights by 8th June 2021 to [alumni.newsletter@liba.edu](mailto:alumni.newsletter@liba.edu). When you send your articles, experiences, job vacancy information, do not forget to mention your name, contact details, the batch of LIBA / the year of graduation, current designation and company.

Your suggestion/ideas/partnerships apart from the articles to the newsletter may be sent to [alumni@liba.edu](mailto:alumni@liba.edu)

Feel free to update your contact/job details on the Alumni portal below:

<https://alumni.liba.edu/>

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## About Loyola Institute of Business Administration

Loyola Institute of Business Administration (LIBA) is a premier B-school, established in 1979 within the premises of Loyola College, to form competent and committed leaders who are ethical, principle-centred and socially responsible with a global perspective and entrepreneurial spirit. LIBA is managed by Jesuits of the Loyola College Society well-known for their outstanding contribution to higher education. LIBA stands for 'Excellence with Ethics' which are the hallmarks of Jesuit business education and all its programmes and activities embody these two elements. LIBA earnestly strives to inculcate in the students the values of excellence, justice, honesty, inclusiveness and service to the society.

LIBA primarily offers a two-year Full-time PGDM course, approved by AICTE and recognized by AIU. It also offers other programmes: Part-time PGDM (AICTE approved), Ph.D. (affiliated to the University of Madras) and one-year executive diploma programmes. The Management Development Centre offers various customised programmes (short-term and long-term) with a focus on skill development. LIBA concentrates on the holistic formation of students in all aspects viz., intellectual, social, emotional and spiritual. The Institution works with an undeterred zeal to offer its students the best education, blending classroom and experiential learning.

### Disclaimer:

*The views expressed in the articles and other material published in LiBiTES do not reflect the opinions of the Institute.*