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(LIBA)
A Jesuit Business School

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HUMACHINE: THE FUTURE OF WORK

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LIBA during March 2021 - May 2021

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Director's Message

HUMACHINE: THE FUTURE OF WORK



More than ever now, human capabilities are transferred to machine/computers and artificial human intelligence is designed. The pandemic has accentuated this move quietly to help mitigate challenges and restrictions posed by Covid-19.

More importantly managing human resources demand today skills that could help HR managers work with machines. Moving away from the way human beings worked with other human beings, now one should have all the needed capabilities to work with machines. That is why all human beings should become HuMachines- Human + Machines.

This paradigmatic shift has a huge implication in many areas, particularly ethical realms. If human life and work is designed by machines that control and dehumanize the decisions we take and the kind of work we do, then how ethical machines would be made to be sensitive to humane qualities. The beauty of human dynamism will be lost and the whole life will be mechanized, which would lead to implications.

Nevertheless, the future of humanity will be determined by digital competencies in which familiarity with working machines based on Artificial Intelligence (AI) is crucial and important. Therefore the necessity of becoming virtually competent will connect the world of work and take us forward.

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



I hope, wish, and pray that all of you are safe and healthy. I am glad to release the June issue of 2021- the first LiBites for this upcoming academic year 2021-22.

Though we are far apart, LiBites is continuing to connect us by our sharing of information, thoughts, and ideas in the form of write-ups or articles, even during these tough and challenging pandemic times.

My appreciation and thanks to each contributor of this newsletter. It's a joy to read through the thoughts of young, energetic and innovative minds. I am sure our readers also experience the same.

It is we human beings who created machines to automate many of our activities in our daily lives. However, gradually we fail to realize that we are becoming humachines and start to live a life that is at the mercy of technology. We have placed technology at the center as master, and humans have become servants to technology.

It is not very uncommon to see people who cannot take their eyes off their smartphones. Humans have become addicted to screens. We have come to a stage where our lives would come to a grinding halt when not only oxygen, but also Wi-Fi is cut-off. Both compete with each other for human's survival. I always believe that technology must work for us, not the other way around, and it is to complement our work and provide us an enriching experience.

As Ginni Rometty, former CEO, IBM rightly states, "It will not be a world of man verses machine. It will be a world of man plus machines".

Our July issue is on the theme Agility. Looking forward to receive your articles at alumni.newsletter@liba.edu.

We have a series of chapter meets, annual meets and few other new initiatives lined up for this new year, excited to meet you all for a joyful and resourceful experience.

Let's stay connected through LiBiTES

Best wishes,

A handwritten signature in black ink, appearing to read 'Aiswarya'.

Dr. B. Aiswarya
Chair - Alumni Relations



Sakthi Tijori. M
F 19
Business Analyst

Illuminator

“The development of full artificial intelligence could spell the end of the human race. It would take off on its own, and re-design itself at an ever-increasing rate. Humans, who are limited by slow biological evolution, couldn’t compete, and would be superseded.”

- **Stephen Hawking**

Artificial intelligence (AI) is transforming businesses across globe and will contribute to worldwide economic growth by improving productivity at work. At the same time, there is a rising concern among the workforce if these technologies will transform the nature of work and the workplace itself. Machines will be able to outperform human beings at certain tasks and at times they would even complement the work that humans do. As a result, demand for some job roles would decline, few would grow, and many would see permanent change in how the work is done. The workforce needs to develop new skills and adjust to the increasingly capable machines alongside them at the workplace. They may have to move from declining occupations to growing and, in some cases, new occupations. Not all occupations will be affected by automation, only about 5 percent of job roles could be fully automated by existing technologies. Let us see few reasons why AI automation cannot replace Human beings at work.

- Human being must program AI: To have a fully AI enabled workforce, someone needs to oversee creating and implementing the AI programs themselves. Not just that, but as technology advances, machines will need frequent updates and replaced. There will always be jobs offered for those who understand the workings and functions of AI robots.
- Creative Thinking: Computers are good at iterative tasks. Whereas Human beings, on the other hand, are great when it comes to design and creative thinking. Human brain processes are complex, and it can be replicated by machines. Any job that involves creative problem-solving like photographers, musicians, writers, marketers, editors, artists etc cannot be replaced by artificial intelligence.
- AI Can’t handle highly complex and Strategic Jobs: This is one reason that would exist forever, AI is not capable of developing complex strategies or do critical thinking that would be required for complicated scenarios. The aspect of human intuition that’s critical for CXOs and other business leader positions. Many people in these jobs would use AI to assist them in thinking and help them through complex problems, but ultimately, human being would take the final decision.
- Empathy: There are jobs that require forming trust and a human-to-human connection to get people to believe, open and share information about themselves. While AI can to an extent handle the role of a teacher, therapist or a nurse, there is no substitute for the critical human connection made by people who work in these roles. Thus, computers can be capable in communication, but not effective in establishing human sentiments.

The future can feel a little scary, especially after watching lots of science fiction movies where robots rule the planet. The real future that we would encounter is going to be much more peaceful and different. Some roles will be replaced by automation, but that is just a gateway to make way for new jobs in the future world.



**Vimal Rajah**

F 16

I strongly believe that work is something we do, rather than somewhere we go. Yes this is the recently adapted organisational shift, and it is mainly because of the benefit it could derive out of 'work from home' approach which includes increased productivity, and reduced administrative expense which directly increase the organisation's profitability. Thus the era of routine day travel to work has started to shift to a need based travel. Indeed one day 'offices' will be a thing of the past!

The work from home approach has also changed the organisation strategy in building the human capital. To the surprise even the traditional organisations have now started to adapt the global approach on human capital hiring i.e. to focus on 'attitude' of the individual coupled with curiosity, creativity, taking initiative & multi-disciplinary thinking & empathy, instead of prime educational qualification. In short, the future of work consists of learning a living.

Does it end with the above two approaches. The answer is a big No!

Technology is going to disrupt the future of work, perhaps sooner than we thought. To the best of my

knowledge every single industry is going through a major business model, and technology oriented disruption focusing on an end-to-end digitization of customer journey i.e. digital transformation of physical process. The key technologies which would be on high demand will be 'Automation & Machine learning'. Even though organization would march towards these technologies to improve the finest touch points of the customer along the entire product/service lifecycle as a commendable business commodity, human skills will become more valuable.

The most prominent example of future work & technological disruption is the evidence of birth of the neo bank, overtaking the traditional banking methodologies. Not to forget the debate which is on sustainability & compliance, during the inception of the neo banks.

Yes expect the unexpected!

Because....."Uncertain challenges are gifts that force us to search for a new center of gravity. Don't try to fight around them. Instead just find a new way to stand them."





Mary Mereena Paul

F 18

Healthcare & Central campaigns, Service Marketing

It is not a stretch to say that the world is a markedly different place now from just a year-and-a-half ago. We have faced a lot of changes in every aspect of our lives. While some of them have a short term impact many of the changes would prevail for a longer duration.

Virtual clinical trials, AI Ops in banking, digital workforce are the new norm. The digital twin tech used in Iron man movies is now reality. Zara's responsive supply chains and many more examples that seemed a distant possibility have now become a reality. It is imperative to be agile and dynamic in order to remain competitive.

The world's focus on the digital and AI platforms has risen today. The way organizations work is evolving. Businesses now not only focus on lowering the total cost of operations, or increasing the efficiency, but also on creating an impact for the customer. While we weigh how the business requirements have changed we also need to look at how to fulfill these demands.

The pandemic and its related recession has altered the job market. This has put more emphasis on upskilling and reskilling. As per a World Economic Forum report over 50% of employees would need reskilling and over 40% of the core skills of the working population is expected to change in the next five years

This leads us to the question of how do we go about by staying on top of all these advances?- enter the age of Humachine.

What exactly is humachine and how would it work for us?

Humachine refers to a human machine collaboration where both kinds of intelligence - human and machine complement each other and fill in the gaps by using their strengths. The human plus machine combination has changed the way we use information in the real world.



The volume of data that we would need to process in the future would be humongous compared to the volume today. In order to process these large amounts of data we need to sort them in a structured manner. The rate of organizations adopting AI & ML has shot up by 270 percent in the past five years.

Phases of the future of work is already here. The concept of Industry 4.0 involves evolution of the human and machine interactions not only in the work environment but also in our daily lives. The world has been moving steadily towards the adoption of this kind of lifestyle.

Change is the only constant, even the humble coffee cup lid has evolved over years. So it's only right for us to adapt to the change in circumstances.

While we debate about digital enablement leading to people losing their jobs, we must also look at the bright side of how it has created numerous other opportunities for the skilled population. As rightly said by Jim Collins in his book Built to Last- rather than being oppressed by the 'tyranny of the OR', we need to rise with the 'genius of the AND'. We need to look at this movement as a bridge rather than a barrier and work towards keeping pace with the resilient future.



Franklin Karunakaran

A Batch
Aviation Consultant and Sr Tech Instructor

The caption can definitely be interpreted as Human Machine,

and then the eye brows lift up,... ... 'Who existed first, the human or the machine?'

Of course, I hear an unanimous echo, Human was first and then comes the Machine,

created by him.

Man created machine," For what?" Spirit of Socrates creeps in!

"For hunting?"

"Hunt what?"

"Hunt food "

"Why food?"

"To survive!" Answers follow suit.

If you patch up the first entity, 'the human' with the ultimate answer, 'survive, the concept evolves, as 'hunt for survival!' Even today, there is hardly any change in this concept, but the modus operandi has reached levels of sophistication.

Hunting for survival, simply relates to our work culture, toiling for bread or hunting for bread, in our context now. This process is from dawn to dusk. For some it prolongs to nights and beyond, till they see the dawn! By then the Globe would have come one full circle!

The Sun rises and starts shining. Unfortunately, our heroes are devoid of the shine in them.

Such working fashion closely associates with machines, and is branded as Mechanical Life!

Does this mean, man works like a machine, Yes, can say so, to be more appropriate, man becomes a machine! Unfortunately, he gets himself programmed to slog without even a tinge of human touch. May be he is with family, alright; but in sole and spirit, he has merged with the work, with bosses, colleagues and subordinates;

all interactions with these category of people are based on INPUT/OUTPUT style!

Before we could proceed, for a brief period of time, I would take you to the beginning, where we started with 'hunting' and compromised with the positive consequence of getting food, and quenching pangs of hunger.

Now, let me expose you to another angle of hunting; hunting takes place, with the animal in sight. You kill it. It becomes your food. In this scenario, if you do not succeed, leave the kill half way through, you become food yourself. Very unfortunate.

In the jungle of life, day in and day out, you encounter so many animals. You are facing them; may be, already you have cultured yourself to hunt. May be you are young, even if you have crossed your youth, you are still energetic; you feel yourself to be a machine, and that too a powerful one; But for how long? Time flies. A day will come, make you realise, your mental feeling of power and pride do not correlate with the physical set up.

Want this to be a lifelong drama? No, at this juncture, my beloved friend I would intervene, and encourage you to slightly disengage yourself from the 'slot machine' phenomenon; Refresh yourself with Birds and Bees in the sky, and the slow moving and carefree Bulls on the road. Relaxation springs up slowly from your inner self from the depths of bruises suffered! And a healing touch, so divine. You know why? You have started living a human life. Colours and laughter and chatter and warmth of your dear family, May be you had missed, Regain now. It's never too late.

Before I close, my friend, just look through the window, as the day dawns; you will see the Sun rising with the splendour of a Shine; feel rejuvenated; you are human again, away from the clasp of machine!

Forget your HuMACHINE, now you are totally HUMAN, and focus on the Sun, the SHINE will immerse you for the Future of Work and you are HUMAN SHINE now!

**Jency Flawrence**

F 19

The proliferation of technologies including Artificial Intelligence and Machine learning has made humans and machines engage at the workplace in new, unimaginable ways in the past decade. Innovative solutions covering IIoT, self-driving cars, smart assistants, proactive healthcare, etc have augmented human intelligence and improved productivity and efficiency exponentially.

According to Deloitte, the future of work is being shaped by two powerful forces: The growing adoption of artificial intelligence in the workplace, and the expansion of the workforce to include both on- off balance-sheet talent.

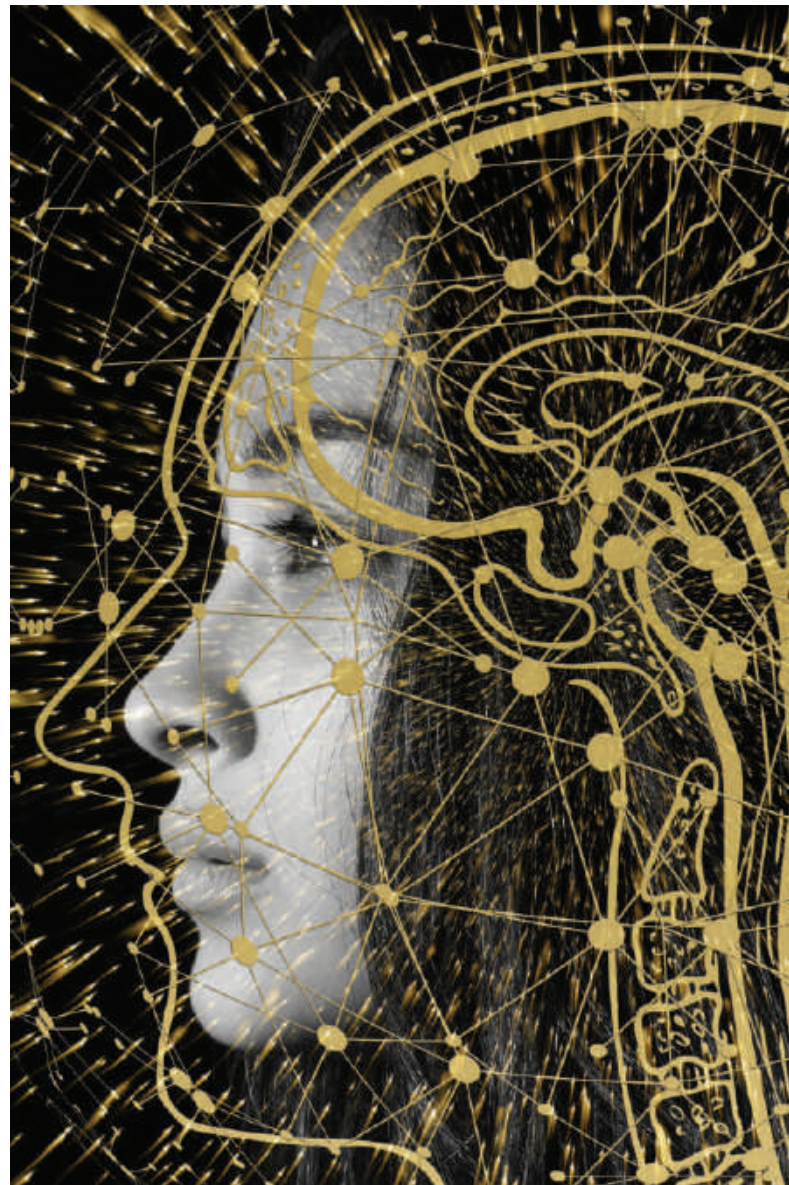
The author of 'Humachine: Humankind, Machines and the Future of Enterprise', John Wood, empathy and human values should be the core of the humachine workplace where humans and machines work together to achieve better solutions thus proving Kasparov's law. Kasparov's law suggests that relatively weaker agents (humans in this case) combined with a superior process (achieved by machines) can perform better compared to a stronger agent with weak or no process.

Accelerated by the recent pandemic, the traditional workspace has been reimagined to adapt to remote work, touchless transactions, and social distancing. The contribution of AI-assisted technologies has helped in this epic transformation with great agility. An increase in remote work, expansion of contingent workers, separation of critical skills and roles, humanization of workers are considered new trends for HR leaders post-COVID-19. These goals can be successfully implemented by employers at work through thoughtful leadership, long-term strategy, and effective policies assisted with AI tools.

The employees on the other hand are seeing their career opportunities expanding beyond the realms of physical location and traditional definitions of the work environment. Humans who can adapt to these changes through a focused approach to digital learning and information assimilation through various virtual channels and find creative ways to chart their entrepreneurial careers can thrive and contribute in meaningful ways to this exciting new era of employment. Setting aside intergenerational biases, the employees need to learn from one another especially across the diverse cultural, socio-economic background and political/religious affiliations. The future workforce would be called Gen-R i.e., Generation Recalibrate

who develop new skills, embrace new paradigms, and re-adjust their worldview. To attract them, companies should revisit employee mobility, enable a flexible work environment, strengthen work culture, and provide purpose-driven opportunities.

Even from the initial days of AI research, the POV of ethics involved has been widely debated. Therefore, humans are well-aware of the pitfalls in building superior intelligence into bots and are constructively working towards eliminating bias. This evolving perspective of humans will positively influence the tools and technologies, causing a chain reaction to the use of Responsible AI to eliminate inherent biases in the systems and promote ethical designing of Artificial Intelligence models which are transparent. These changes will in turn catalyze policies in corporate, social, economic, and political spheres to promote diversity, equity, and inclusion for a better world.





Ms. Ardly Melba Reena

Teaching Assistant

Massive growth of big data can only be analysed with the artificial intelligence technique like machine learning to compute knowledge. Business nowadays are focussing on big data and analyses them to draw an inference among the data to help in company's growth. Artificial intelligence has provided various techniques to evaluate these big data and one such technique is

LIBA Talks

machine learning. The concept of HuMachine was derived from the combination of big data, machine learning and knowledge of analyst. Artificial intelligence has enabled automated processes in various technologies thus providing a good impact not just on businesses and their performance but also on humans in their day to day circumstances. Humans should adopt themselves to the usage of artificial intelligence.

The future of the work force is HuMachine, as the use of both human and machine intelligence will result in a more productive, engaged, and meritocratic workforce. The top executives from a variety of industries, including healthcare, financial services, retail, and others believe that the term "workforce" will eventually encompass both human and AI systems. The automation cannot displace humans from workforce rather they are moved to other areas of the organisation where they are required to provide a better value in handling wider range of tasks. AI enable humans to make intelligent decisions and thus are beneficial to businesses since it means that automation will allow them to focus on higher-value jobs and establish more flexible working patterns.

Automation plays a larger role in some activities which entail more mundane repetitive work. On other hand, activities that are delicate requires empathic decision can be delivered only by humans. A remarkable blend of a human and a machine is capable of extracting likely fast, appropriate customer data. This demonstrates that both computers and people, complement one other and hence contribute considerable value. Human resources is another area where AI and automation could have a huge impact on hiring/recruiting people, writing evaluations/appraisals, and defining remuneration policies. The employee's each and every performance and their contribution to the company are fed as data to the intelligent system which assists in identification of talented individuals and promote them based on the track record of improving the organisation. The neutral and rigorous thinking of AI has become the foundation in establishing a more responsive and democratic workplace.



Ms. Ranjeni S.
Teaching Assistant

We are entering an era where we change from people doing the work supported by machines to machines doing the work guided by people. Human beings and machines are becoming increasingly intimate, considered as “HuMachine”. This is a never ending, everlasting process where one cannot work without another.

In healthcare, Artificial intelligence (AI) has created a smarter age of path toward an entirely new system that predicts disease and delivers personalized health and wellness services to entire populations. The inclusion of AI has helped achieve a more accurate diagnosis and greater efficiency, thus minimizing the errors. Today, empowered by the vast amount of health information available online and on apps, and by the array of health and fitness wearables, many people are much less dependent on their doctors for advice. Chatbots are also being used to revolutionize communication within hospitals and patients. AI reduces the complications and errors that can occur during surgery and makes the hospital stay shorter. AI in healthcare has assisted in creation of new drugs, predict early cancer and back Pain and in health monitoring and also initiated the successful implementation of robotic surgery & assistance as virtual nurses.

With AI and machine learning expanding & witnessing an unprecedented explosion of growth in healthcare, it creates a sense of insecurity among many healthcare professionals having their biggest concern that if they could be replaced by machines. AI in healthcare isn't to replace physicians or healthcare professionals, but give them better decision-making tools. AI should integrate with the human element of the healthcare service rendered, and not replace it altogether. AI can address challenges, such as analyzing the many shades of gray in medical images to arrive at a diagnosis with pinpoint accuracy, what AI cannot replace is human intuition, empathy and judgment. A warm embrace, encouraging or a smiling face from healthcare personnel to a sick patient cannot be replaced by AI-driven robots.

There is no denying that the capabilities made available by AI, Machine Learning & Internet of things (IoT) hold promise in making patient care more efficient and enhancing decision making but human touch still matters. It is about incorporating new technologies but maintaining that human factor. AI systems can't replace the human gifts of creativity, innovation or empathy. We must always remember nothing can replace the “human touch”. Human beings and AI should work collaboratively to change the way we deliver health care in the future.



**Dr. Theophilus Dhyankumar***Research Associate*

You could have seen daily, where mobile vendors sell the vegetables or fruits with recorded voice from a device and a speaker. This is just a simple example of automation where routine jobs can be replaced using a machine. I could remember in my childhood days, I used to mug up multiplication tables times upto 16. Now it need not be. After the advent of calculators and computers and lately android phones, the habit of wearing even watches have gone down, because of its multipurpose usage. These are some of the examples in our day to day life wherein the technology has become part and parcel of our lifestyle. It is a boon in a sense our routine activities which would take lot of our time that can be spent for useful purpose, whether it is the work of a mixing grinder, washing machine or a refrigerator. Each of these have become part of our homes else the family might be incomplete. On the other hand the bane is that we need to spend extra time specifically for exercise and walking in order to keep our body active, healthy and sound.

In the current era of Big Data, Internet of Things, Artificial Intelligence and Block Chain Technology, the decision making aid to human in terms of intelligence has increased manifold. The intelligence becomes very much vital when intervention had to be there especially in danger, which might be missed by mere human. Imagine how closer and familiar we have come in terms with the terms like Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and even moving towards Extended Reality (XR) and 360. The mix of human and machines as realities like we used to watch in science fiction movies are no more surreal to us. The technology used in decision making which was only outside us have now become part of individuals, where more importantly artificial organs do the function effectively more than real. The world will be happy only when machines work as 'good servants' and not as 'terrible masters'. The day is not near and is almost there when we get to realize the real meaning of this term - 'Humachines'.

Testimonials

BMI VIRTUAL TALK 1

India's March Towards Becoming a USD 5 Trillion Economy - Enablers and Challenges, by Mr. Mehul Pandya



The 26th BMI session for the current academic year was enkindled by a very distinguished personality, Mr. Mehul Pandya, Executive Director – CARE Ratings, India. The topic being quite discrete and fascinating was very well explained by Mr. Mehul, by throwing light on the challenges and enabling environment, which would help us achieve the target of a USD 5 Trillion Economy. He began the session by briefing some of the core aspects, which he calls the 'Parables of Revival'.

The first and foremost parable is the Banking Sector reforms. The government brought in changes such as recapitalization and privatisation of the public sector banks. The second aspect is about the NBFC sector. They would continue to be in dire need of funding sources and therefore, need to ensure credit availability, on an ongoing basis. The third one is regarding the Power Distribution sector. It is pretty evident that a much more focused private sector will be looked for, in the distribution segment, rather than a public sector unit. The fourth parable, deals with boosting the manufacturing sector and the exports. This sector, should be the goal of all the government policies,

"The BMI Session held today on the topic 'India's march towards becoming a USD 5 Trillion Economy – Enablers and Challenges' is a discrete topic that I have heard of and the way Mr. Mehul Pandya delivered the details was so nice, that even a layman could understand these aspects. Most of the topics covered were quite new to me, and thus, I am very happy that this BMI session has helped me to gain more knowledge in this field. Looking forward for more such knowledge gaining sessions and thanks BMI for such a wonderful experience."

- Angel Valancia A., F20067

"It was an absolutely informative, interactive and inspiring session! I personally liked Mr. Mehul Pandya's humbleness, despite achieving so much. I enjoyed the way how the speaker incorporated statistics and real-life instances to deliver a complete, thorough learning experience!"

- Sai Charan P.V., F20043

especially for a Athmanirbhar Bharat. The fifth one is Resurrection of Urban and Rural Demand. The government is fully cognizant of this aspect and they have been taking periodic steps towards its successful implementation.

Going ahead, Mr. Mehul continued to share with us his knowledge bytes through a presentation, which gave us a clear picture about the current economic status of India and how best it can grow in the near future. To achieve this feat of USD 5 Trillion GDP by the fiscal year 2026-27, the projected annual nominal GDP growth should be around 11.6%. Agriculture, being the backbone of the Indian economy, plays a crucial role for the GDP growth. The output of this sector, is in turn, aided by favourable monsoons. Further, he elaborated on the recovery of investments and its aiding factors. He suggested that the private sector must boost up investments. The next major area of focus must be on generating sufficient job opportunities for the country's citizens, across various sectors. Here, the MSME's contribute significantly to the GDP, exports and facilitates employment in both rural and urban areas.

Proceeding further, he stated that for all this to happen, the government must step in and play a vital role. It must create infrastructure, which would pave the path for a glorious economy in the future.

Testimonials

There was a very interactive Q&A session where the speaker participated actively. The speaker's insights to the questions asked and his thoughts on how an increase in the productivity of machines have reduced a considerable portion of human labour while also achieving overall global economic growth was brilliantly summarised by him and his classic comic style was loved by all.

- Akash U, F20123

"It was a very informative session conducted by the BMI team. Mr. Prasanna delivered the content very concisely. His speech was inspiring and interactive. I liked the way he linked the concepts with real life examples. Some of the topics he covered were new to us, this inspired us to learn it."

- Azam Hussain, F20012

"Today's lecture was taken by Mr Prasanna from Google. He covered the topic of top 10 tips to follow in a fast changing world. Change is the only constant in life and we need to be on our toes always, flexible, and ready to adapt. Mr Prasanna shared 10 very relevant tips for us to achieve this, which were explained beautifully with the help of real life examples. The tips he spoke about were not only relatable to us as college students, but we could also understand how we should connect with it when we move on to the corporate level. It was a very insightful and engaging session, with plenty of key takeaways that would surely benefit plenty of students."

- Sreesh kumar, F20053

"It was an honour for LIBA to have Mr. Prasanna Seshasayee, Head of Mid-Market Strategy & Operations (Google Customer Solutions) as one of our keynote speakers for BMI. The insights on "How to thrive in this dynamic changing world" has proven to be one of the most interesting topics of BMI. We believe that the knowledge and thoughts shared will help in the development and upliftment of budding managers like us. We appreciate and thank you for this valuable session."

- Catherine Althea Mariam, F20133



BMI VIRTUAL TALK 2

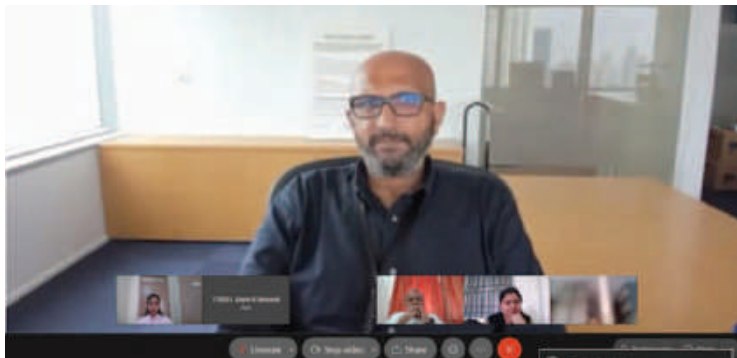
How to Thrive in a Rapidly Changing World, by Mr. Prasanna Seshasayee

The 27th BMI session for the current academic year was enkindled by a very distinguished personality, Mr. Prasanna Seshasayee, Head of Mid-Market Strategy & Operations – Google Customer Solutions, USA. The topic being quite discrete and fascinating was very well explained by Mr. Prasanna, by throwing light on how to thrive in a rapidly changing world. He began the session by saying how the business world is rapidly changing and what is to be done to thrive in it.

With the help of charts he went on to explain how the centre of gravity with respect to population is changing, what people do is rapidly evolving as they move from one sector to other, how the amount of work is decreasing and how the productivity is increasing because of the easier adaptation of new technologies. He then went on to explain how human resources replaced other resources as the most valuable commodity and how technology firms capitalize human resources and become the best in the world. Further he explained on how customer preference, innovator's dilemma, survival of the fittest acts as a fuel to this rapidly changing world. He then spoke about how to lead yourself by stating a quote that, "If you can't lead yourself you can't lead others". He has explained very nicely with real-life examples on 10 tips and how to thrive in this rapidly changing world.

BMI VIRTUAL TALK 3

Five Axioms of Business Turnaround Lessons Learned Over 25 Years of Growing and Turning Around Business Across ASEAN



The BMI session of 17th March 2021 was lit up by a very energetic professional Mr. Umesh Phadke, President Director, L'Oréal Indonesia.

This session was really a very informative one, where Mr. Umesh, through his factual knowledge and expertise, was able to easily brief us about how should we go about in turning around businesses.

The session began with Mr. Umesh giving a short introduction about himself. He also mentioned that he has had 12 years of experience in Procter and Gamble. He considers P&G his second Management school, where he has had lots of experiences on turning around businesses. He had an excellent mentor there, who taught him on how each and every small development can actually turn around businesses drastically.

He gave insight on what he considers to be the Five Axioms of Business Turnarounds and Lessons learned over 25 years of growing & turning around business across ASEAN. He spoke about the business drivers and how to allocate spending in order to help those business developments. The key thing he said about business drivers and spending allocation was that we should understand the situation. This helps us in analyzing how much we should spend to achieve what we have set out.

Mr Umesh summarized his points by asking us to understand the business deeply in accordance with the Vision. Have the right structure, right people, right policies and the right pay. Finally fuel the fire by eliminating the waste.

Finally he gave us the ten golden commandments of managing one's career. This Ten Commandments of Managing our Career was something that Mr. Umesh has given us from his experience of the past 25 years. It has some key points on how networking strategically can help any management graduate achieve great heights even if the market doesn't do well. He said that it is our only career and only we can handle it. He also insisted us to be

patient, because the market will always pay the right price. And he even stated a marathi statements equivalent to "Each and every drops we collect makes a pond", by telling these he said that recognise and be effective with small tasks as well. Because all the small things we do today, leads us to a successful career in the long run.

Testimonials

"Today's BMI session was really informative and interactive as well. I personally liked the Ten commandments which was an Original concept from the speaker and I feel that each and every point given in the ten commandments are really true. And if any management graduate follows these commandments in the right way, I guess they can go a long way ahead."

- Minu Paul, F20145

"Today's session was really good and informative. Mr Umesh was excellent in delivery of the content that he has shared with all of us, out of his own experience I personally learned lots of things. Today's session really taught me something that a curriculum will never teach us. Because all of what the speaker said was all out of his vast experience that he had in his long successful Career. Thank you BMI."

- Christy Joy, F20136

"The main point I liked was when the speaker had addressed all of us to understand the business deeply and to mainly focus on the fundamentals. The basic thing that one should always do is to focus on the fundamentals. If we build an organisation without strong fundamentals, it will affect the foundations of any business. Thus, the business might lose a solid structure, and without a right structure, there can't be any sustainable development opportunities in the business. Mr Umesh was really kind enough to share all these experiences"

- Simran Gupta, F20116

The session ended with 20 minutes of Interactive questions and answers session, where the students had asked lots of questions on how to have less employee turnover rates and on longterm and short term profits.

- Aparna Sojan, F20125

Testimonials

The session ended with 10 minutes of Interactive Question and answers session where the speaker interacted with the students and answered their questions.
- Priya George, F20105

“Today’s BMI session was really informative and interactive as well. I personally liked the categories of different types of people which was explained by the speaker. I feel that those points given are really true and can be noticed in any group of people working.”

- Noel Mathew. P, F20153

“Today’s session was really good and informative. Mr Sivaram was excellent in his delivery of the content that he has shared with all of us, out of his own experience I personally learned lots of things. Today’s session really taught me something that an curriculum will never teach us. Because all of what the speaker said was all out of his vast experience that he had in his long successful Career. Thank you BMI.”

- Marina Dacruz, F20101

“The main point I liked was when the speaker had addressed all of us to understand the importance of failure and how important it is for us to know how to overcome failures. The basic thing that one should always do is to focus on the fundamentals. If we build ourselves mentally strong to face any situation it will help us reach greater heights.”

- Jibin Jimmy, F20090

Mr. Sivaram also explained how everyone has the skills that one needs in life and the only thing that is important is how we work on it.

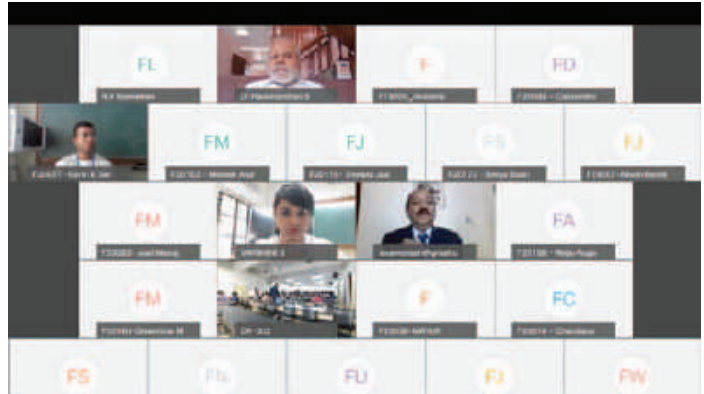
He also brought focus on the importance of certain attributes in life such as attitude and failure. He explained how the attitude of a person can change the way one thinks and works. He also said it is important that children face failure at a young age in life and learn to overcome it and how one handles failure is most important in life.

Mr. Sivaram also quoted “In life you do not get what you desire, you get what you deserve” this makes us understand the importance of hard work.

He also emphasized on the importance of making a brand for oneself and how your brand should speak for who you are.

BMI VIRTUAL TALK 4

Invest in Yourself, by Mr. Sivaram Srinivasan



The BMI session of 24th March 2021 was lit up by a very energetic professional Mr. Sivaram Srinivasan, Head-trade services, National Bank of Oman, Muscat, Sultanate of Oman.

The session was a very informative one, where Mr. Sivaram, through his factual knowledge and expertise, was able to easily brief us about how should we go about in investing more in ourselves to be the best version we possibly can.

The session began with Mr. Sivaram giving a short introduction about himself. He holds an MBA in Finance from Deakin University, Australia. He also possesses CAIIB qualification and he is certified as a Documentary Credit Specialist by Institute of Financial Services, London. His 22 years of experience in Banking & Finance Industry includes experiences with some of the top-notch Multinational Banks like HSBC, ABN AMRO & Standard Chartered.

He started off with explaining about the five different types of people that we would find in any group. They are proactive, very active, reactive, not active and pessimistic. He explained about the importance of being the first two and the skills and knowledge you would need to be the first two type of people as they are the most successful.

Mr. Sivaram also shared some real-life insights on how important it is to attain practical knowledge and how to use the theoretical knowledge that one has gained through years of education in real life. He emphasized the importance on focusing on yourself and investing more time and knowledge in oneself to be the best version of what you can.

He also focused on the importance of thinking big in life and not to compromise in your dreams or anything that you want in your life as it is just one life that we all have. He threw light on the importance of introspection and self-assessment where at every step one should turn back and see if we are in the right path.

BMI VIRTUAL TALK 5

Translating Insights to Action in Business and What I Learned from the Mistake I Made in My Career

The 30th and concluding session of BMI for this academic year was graced by Mr. Rohit Thali, Marketing Manager – Wound Care Innovation, Johnson & Johnson Consumer Inc, Philadelphia, USA. He iterated the core principles of LIBA before he started his engaging session, stressing on the importance of being ethical and creating a strong memorable society.

He shared a case study to give the listeners insights on how a new product of his organisation was launched into the market. Before conducting a research, their organisation identified the gap in the market that demanded them to come up with a new product. He shared us the history of the organisation, stressing on the tag line that their organisation emphasizes on.

“Never let the hurt hold you back” – keep progressing and moving on in life. He then spoke about new product development and launch. He told how he as a researcher decided on the technology to be used for the new product and about the 4p analysis. After Business focused part of his talk, he started with the personal focus of his talk. He gave his inputs on Career learnings, listed the four points as follows,

Collaboration not Competition – Do your best at work, at the same time help others by sharing knowledge.

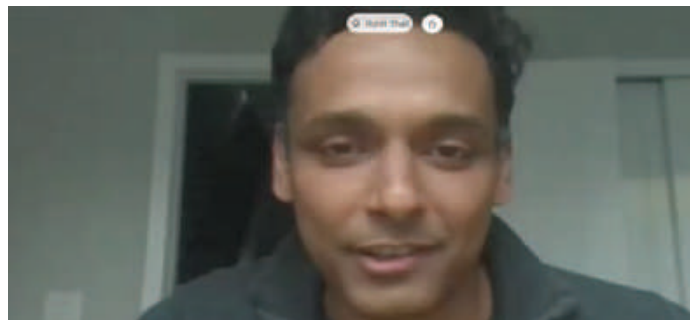
Performance, image, and exposure – To work hard and things will obviously happen and to be conscious of the image you carry in other’s minds

Spread your eggs around – To not have one leader but multiple leaders for better growth in career.

Contribute to community -To not only focus on work, but also to be a volunteer in your organisation like taking up sessions on your subject of interest thereby helping your community in an authentic manner.

He then moved on to his personal learnings, wherein he gave us the following insights, Read – To read more books to enrich your knowledge, Start investing early - To invest in mutual funds, build equity and avoid rents, Prioritize your health - To take care of both physical and mental health and at the end - Family is what matters- he stressed the importance of striking a balance with your own family and the family that nurtured you.

The insightful and interesting session was concluded with a Q & A session with the speaker.



Testimonials

“At the outset he appreciated the Emphasis of LIBA on ethics. He discussed a Case study which threw light upon the importance of diversity and he imparted knowledge from his personal learnings from his career journey. He encouraged the students to go in for collaboration and not competition, strengthening the performance image and exposure, spreading your eggs by taking calculated risks and ensure contribution to community. He also focused on the importance of financial savings as a personal note to the students. Overall, it was a power packed knowledge session Delivered by Rohit Thali and we look forward for many other such sessions”

- Jeffrey Selvaraju, F20026

“It was indeed a great pleasure listening to such insightful talk of Mr. Rohit Thali, who enlightened me with his various insights on career learnings and personal learnings.”

- Daniel Joseph N.A, F20084

“It was a highly engaging and inspiring session by Mr. Rohit Thali. His eloquent presentation provided great insight on product development and launch. He talked about the consumer insights of his organization’s products. It was an absolutely interactive and inspiring session! We are grateful to him for gracing us with his personal and professional experience. Loved the way how Mr. Thali incorporated real-life instances to deliver a wholesome learning experience! Thoroughly enjoyed his session! Thanks for the interesting and interactive session!”

- Simran Gupta, F20116

Faculty Seminar Series Session 13



Dr. Ragu Prasadh Rajendran shared his thoughts on the topic "The Influence of Authenticity and Electronic Word of Mouth on Customer Satisfaction". He took the participants through process of how the positive E word of mouth helps in improving customer satisfaction with perceived trust as a moderating variable. Dr. Deepa Ittimani Tholath, Associate Dean – Research and PhD Programmes 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 14



This Faculty Seminar session was by our Director Dr. Fr. C. Joe Arun, SJ. His topic of discourse was "From Pipeline to Platform line: Changing face of Business" where he discussed the concepts regarding what is a platform scale, the key factors and drivers of platforms, the dynamic and aggressive shift occurring towards a platform based business model and also the need for it to be applied to the educational sector to scale up. Following which there was a debate and discussion on the same. Prof. M J Xavier, Chair, Centre for Technology and Innovation, moderated the session. The seminar came to end with vote of thanks by Prof. Chandiran, Associate Dean, Part-Time and Diploma Programmes.

Transgender Program

CK Prahalad Centre for Emerging India in LIBA as part of its activities on empowering the marginalized, trained Transgenders in ICT skills under a project titled "Transformation" which increased their employability and most of them are now employed, this helped them escape their life in the streets. On 23rd April 2021, 30 transgenders participated in a program at LIBA and received their certificates from Dr.C. Joe Arun SJ, Director, LIBA. The transgender representatives appreciated this initiative of LIBA towards their community.



LIBA Enviro Club Activity

In the month of March, 2021 the students of F19 restarted the sapling development activity in LIBA. We are very glad to see the saplings sprouting. These saplings will grow into big trees benefiting the environment and the society in the long run. We hope these saplings will be taken by the students and planted across the country in the years to come.



Inauguration of Executive Program in Artificial Intelligence, Machine Learning, Deep Learning

Artificial intelligence (AI) is transforming the lives of the human. The intelligent systems have been helping the humans in providing a tremendous growth in productivity, revenue, customer service and transformation of business. Machine learning is a AI method that automates analytical model in learning the data, identify the pattern and provide the decision. Deep learning is another AI function having the ability to mimic the working of human brain in processing, detecting, recognizing and translating data.

Loyola Institute of Business Administration (LIBA) has designed an executive program for the working professionals to enrich their knowledge with artificial intelligence concepts, practical problems solved by the practitioners, real world challenges in the business and case studies. One Year Executive Diploma Program in Artificial Intelligence, Machine Learning, and Deep Learning (AI/ML/DL) is a hop-on hop-off program for graduates, structured into three modules. The completion of all the three modules will lead to the award of 'One Year Executive Diploma Program in Artificial Intelligence, Machine Learning, and Deep Learning (AI/ML/DL)'. The programs are offered only in week-end mode in which classes are held between 1.00 p.m. and 8.30 p.m. on Saturdays and between 9.00 a.m. and 4.15 p.m. on Sundays.

Rev Dr. C Joe Arun, Director of LIBA inaugurated the program with his thoughts of AI and shared his vision of AI in all sectors. He is the driving force behind the concept of AI/ML/DL course. Prof. M J Xavier, Chair of Centre for Technology and Innovation (CTI) welcomed the gathering and introduced the chief guest Mr. Karthik Kannan, Head of Data Science – Cricket.com. The chief guest Mr. Karthik Kannan, addressed the need of the analytics for the big data. He explored how analytics have helped in increasing the audience and revenue in the game of Cricket. He discussed their role on criclytics and future expectations. Dr. Kishore Kunal, Chair online education initiatives, concluded the program with the vote of thanks.



Chrysalis 2021



25 years since its inception, Chrysalis celebrated its silver jubilee and has without fail maintained its position as one of the major management fests in India. The theme for Chrysalis 2021 was “Phoenix –Rising to the Future” held on 13th and 14th of March 2021. The theme focused on a wide array of opportunities and inspire the future managers/leaders imagine the unthinkable and transcend to adopt emerging technologies for building a better post-pandemic world. The two-day event offered multitude of competitions in all domains of management forging fierce competition amongst different specialisations from top B-schools across India leading to the discovery of future leaders and managers. Following the new normal, for the first time Chrysalis was conducted online.

On the first day, our Director, Rev. Fr. Dr. C Joe Arun inaugurated Chrysalis, in the presence of key officials, faculty and students. The chief guest for the event was Dr. A. Amalraj, I.P.S, Additional Commissioner of Police (ACP), who gave a thought-provoking speech on Leadership and how students should shape themselves as future leaders. The two-day inter-collegiate competitions were conducted by ten clubs Mark-IT (Marketing), Finesse (Finance), Le Vox Populi (HR), Arista (Operations), K-scope (Business analytics), Mindworks, Espire, BMI, Coders club and the Student Activities Council (SAC) simultaneously. The winners of the competitions were from top B business schools in India including IIMs, which was made possible hosting the competitions online. As per the words of our Father Director, rightly said, COVID has always been an opportunity for LIBA and once again it was proved right with Chrysalis 2021.

BEACON 2021

Loyola Institute of Business Administration (LIBA) organized its flagship event, the Annual Business Ethics Conference, BEACON on March 12th, 2021, at OAT, LIBA. This year's topic was "Ethics of Leadership during the Pandemic". Rev. Dr. C. Joe Arun, SJ, Director, LIBA, delivered the welcome address and the concept note, and set the tone for the evening's proceedings highlighting the significance of the event to LIBA along with another flagship event INSIGHT. He stated that both these events reflect LIBA's motto – Excellence with Ethics. The event was graced by Rev. Dr. Francis P. Xavier, SJ, Rector, Loyola College Institutions, who gave an orientation on ethics, especially during the times of pandemic. In his speech laced with thought provoking insights, he threw light on some questionable ethical practices of the industry, especially the healthcare industry, and urged the budding managers to travel the path of ethics.

The honorable guests of the day were Mr. Arjun Ananth, CEO Medall Healthcare Pvt. Ltd and Mr. Sujith Kumar, AVP and HR Business Leader, Infosys Ltd and Founder, Maatram Foundation.

Mr. Arjun Ananth provided insights into the topic 'Did healthcare really care during the pandemic?' and shared his experiences on how his company Medall healthcare, followed ethical practices during the crisis. Mr. Sujith Kumar explored the topic 'Did Information Technology connect with the people ethically?' He threw light on ethical practices of his organization, Infosys. He also shared how Maatram foundation helped students from the underprivileged sections to pursue their education. He also threw light on how IT enabled the students to follow their classes during the pandemic and how Maatram foundation helped in their pursuit. This was followed by an engaging question-and-answer session where the students interacted with the industry leaders. The event ended with the sharing of the reflective learning of the day by the students.



Sports Day 2021

The Sports Club of LIBA is bigger and brighter with the collaboration of both LIBA Premier League and Sports Committee this year. Together we geared up for another exciting year with more new events and more participants. The entire college was divided into 4 teams Kochi, Mumbai, Chennai and Hyderabad. The LIBA Sports Club conducted events throughout the month from Indoor sports like Carrom, Chess to Outdoor sports like Cricket, Football, Badminton, Volleyball, etc.

The LIBA Annual Sports Day commenced on 17th March 2021 morning, with prayer song and flag hoisting by SAC Coordinator Mr. Sakthi, followed by an inspiring and encouraging inauguration speech by our Director Rev. Fr. Dr. C. Joe Arun, SJ. The Director kickstarted the events by declaring the sports day open with athletic events namely 200m and 800m race. The day was packed with exciting sporting events engaging both the Faculties and Students. Students and Faculties were split into 4 teams and competed in various games for the Championship trophy. Faculty teams were pooled along with Teaching assistants and Research associates to engage in sports events. People from LIBA, actively participated in track events, Badminton, Basketball, Carrom and fun open events. The day finally ended with tug of war between F19 and F20.

18th March 2021, the second day of LIBA Sports day started with the most fun and exciting event – Faculty Gully Cricket followed by Athletics and Field events in the Loyola Football Ground. After a tiring day, the Prize distribution commenced at 4.00pm at the OAT. Starting with the prize distribution for Faculty events the winners, runners and third place medals were awarded along with an overall performer award from the faculty side. The students' events were awarded similar medals along with points delegated to each of the teams based on the winning positions achieved. Based on the cumulative points collected by each of the four teams, the overall Championship trophy was bagged by Kochi Warriors followed by Hyderabad Hurricanes. Rev. Dr. C. Joe Arun, SJ. and Dr. Lakshmi Narayan gave away winner's trophy along with the prizes. The Annual Sports day at LIBA came to an end after 2 days of Fun and Excitement.

The LIBA Sports Club aims to foster Sportive interaction between batches with an atmosphere that encourages competition and collaboration to bring out the best talents in them. Congratulating the winners, and, In the end, the Director addressed those participants who have not won any of the awards but still put up a great show in the competition. The Director also reminded the students on “why do we fall? It's So that we can learn to pick ourselves up and rise. It's not whether you get knocked down? it's whether you get up back and finally concluded the event by emphasizing that Sports brings this quality in everyone



LIBA Day

“The value of achievement lies in achieving”. The most anticipated event of the year “The LIBA Day” was held on the 23rd of March 2021, at OAT, LIBA. The achievers of F19 batch were nominated for various awards and were selected based on votes and were rewarded for their performance for the past two years at LIBA. The event started by praising the almighty God with a prayer song followed by Tamil Thai Vazhthu. Rev. Dr. C. Joe Arun, S.J, Director, LIBA delivered the welcome address and threw light upon the event. This was followed by an enlightening speech by Prof. P.C. Lakshmi Narayan, Dean Academics about the achievements of students of batch F19, a thought provoking speech by Administrator, Mr P. Janarthanan. This was followed by a heart melting speech by Christus Coleman, a student of F19, where he brought together the entire 2 year memories within that duration of speech. Then the certificates for students of F19 for their contribution to various clubs starting from Admissions and public relations, Alumni club, placement committee, radius club, sports club and Student Activities Council were given followed by the LIBA awards.

The following students were awarded “The LIBA awards” under various categories:

1. Ignatius award – Harikishore; 2. Kalam award – Sagar Chaudry; 3. Tata award – Ankita Asher; 4. Beschi award – Koyal Mithra; 5. Gandhi award – Anand Inigo; 6. Ambedkar award – Rishab Sharma; 7. Pope Francis award – M.J. Niranjana; 8. Chaplin award – Elizabeth; 9. Good Samaritan award – Joel Nathan; 10. Swarnathamal award – Agnetta Michelle Arulraj; 11. St. Cecilia award for men – Benjamin Jeffree for women- Percy Jasmine; 12. LIBA Star Award for men – Sakthi Tijori; for women - Maria Kadavan; 13. Finally the event came to an end with the LIBA anthem and the cherished hearts of students with the awards.



Farewell Day 2021

“Every new beginning comes from some other beginning’s end.” - Lucius Annaeus Seneca

The Farewell Day for F19 was held on the 23rd of March 2021, at 6PM at OAT, LIBA. The event started with a prayer song sung by Cassandra of F20. Rev. Fr. Joe Arun addressed the F19 with a touching and motivating speech followed by heart-touching speeches by Dr. Lakshmi Narayanan, Dean-academics and Dr. Shanthi Venkatesh, Associate Dean. The F20s had prepared a surprise video for the seniors in which all the faculties

addressed the F19 and shared their experience of the 2 years journey with them. Denin Akash of F20 Batch spoke about his wonderful experience with the seniors followed by Jeshurun Roshan of F19 who took us down the memory lane of his journey in LIBA. A rocking performance by the Band of F20 was showcased after which our beloved Fr Director Joe Arun, set the stage on fire by his moves. A fun filled and energetic array of dance performances by the students, gave the audience a wholesome experience. The event concluded with a lavish dinner.



Annual Convocation 2021



Loyola Institute of Business Administration (LIBA) conducted the 42nd Annual Convocation Ceremony on the 27th March 2021 at LIBA campus. The convocation ceremony was graced by the presence of Chief Guest Mr. K Moses, Managing Director, Allison Transmissions, Rev. Dr. Jebamalai Irudayaraj L. SJ Provincial Jesuit Chennai Province & Chairperson LIBA Governing Council and Rev. Fr. Joe Arun, SJ, Director of LIBA. The convocation began with a ceremonial procession of the teaching faculty of LIBA along with the dignitaries.

A total of 135 students received their Post Graduate Diploma in Management (PGDM). Rev. Fr. Joe Arun, SJ, Director - LIBA, declared the convocation open and welcomed the gathering. He congratulated the students and reminded the attendees of the constant growth and transformation that LIBA is undergoing to provide the best education while instilling its motto, 'Excellence with Ethics' in its students. He also presented the Annual Report for the academic year 2020-21, highlighting many important milestones achieved by LIBA during the period.



Rev. Fr. Provincial guided the day's proceedings through the prayer. He also addressed the students where he insisted that students should develop competence, professionalism and the right attitude to excel in their lives.



Addressing the graduates, Rev. Fr. Joe Arun, SJ, Director - LIBA, said, "I wish all our graduates today all the very best for their future endeavors. Follow your passion with compassion, but always remember your roots. The journey of knowledge is never-ending. Keep imbibing knowledge without ego and always exhibit gratitude."

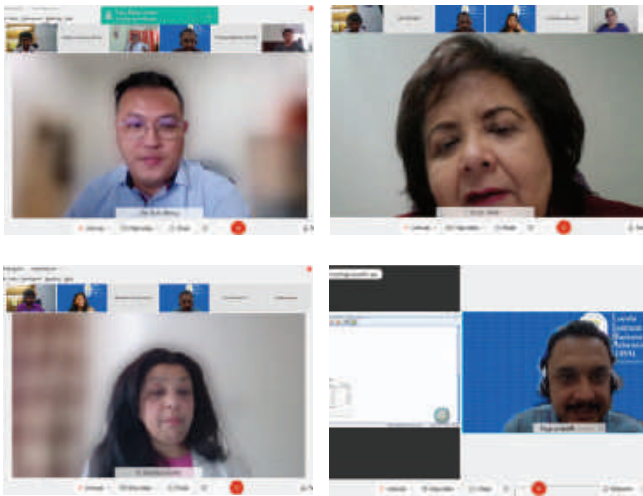
Mr. K Moses, Managing Director, Allison Transmissions delivered the Convocation address emphasizing that honesty and humility are extremely important in life. He also requested the graduating students not to be self centered. He stressed upon the students to be focused on goals that could lead to a win - win situation for all stake holders.



Mr. Moses then conferred the diplomas on 135 PGDM students and Ph.D degree to one Research Scholar .

LIBA's Placement Brochure for the academic year 20-21, The Monograph from the Virtual International Conference on Impact of Artificial Intelligence on Business & Society, A Monograph consisting of Compilation of Abstracts from the Faculty Seminar Series & the latest issue of Management Matters - LIBA's Journal of Management was released during the ceremony.

Faculty Development Program (*virtual*) on Thesis Writing



LIBA in collaboration with Assumption University, Thailand jointly organized the online FDP on Thesis Writing on 21st April 2021. More than 77 participants attended the online FDP from different academic institutions from Karnataka, Maharashtra, Meghalaya and also an International participant from France. The FDP organised by the office of Associate

Dean-Research Dr. Deepa Ittimani, gave an overview of the importance of Thesis Writing.

Fr. C. Joe Arun, LIBA inaugurated the session speaking on Why, What, How, When and With Whom of Thesis Writing. Dr. Akanksha Jaiswal facilitated the first session on writing quality journal article and writing of abstracts. The second session was taken by Dr. Marrisona Fernando, MMOD, Assumption University, Thailand on the title literature review. Dr. Shanthi Venkatesh took the topic on justification of methodology.

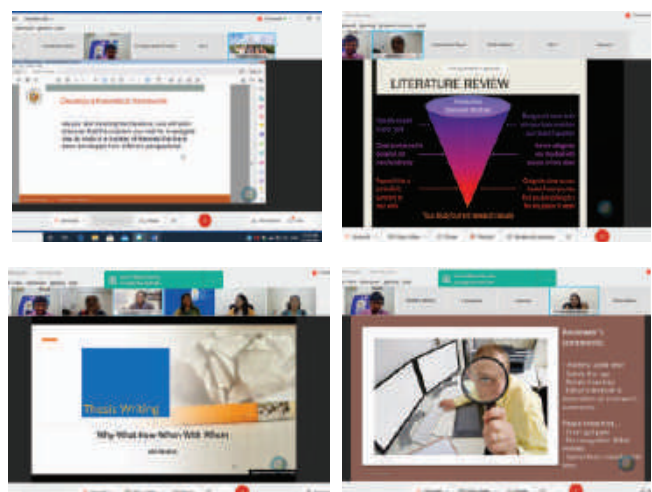
The final session on the topic of research database software Mendeley and plagiarism checking was handled by Dr. Deepak Mathivathanan. The FDP motivated and enlightened Phd scholars and guides on principles of research, organization of chapters, and hands on training of research database software Mendeley and a demo on plagiarism checking using Turnitin software. The participants gave a positive feedback and requested more such FDPs from LIBA in the future, especially on the research topics.

Faculty Development Program (*virtual*) on Quality Research

A two-day Online FDP on Quality Research organised by LIBA concluded on April 27th, 2021. The FDP was attended by 40 participants from different colleges and universities and focused on the process of formulating the research questions and developing the effective research design.

The FDP covered many important topics related to research, such as research paradigms, hypotheses testing, sampling techniques, data collection, data analysis using SPSS, PROCESS, and AMOS, fallacies of research, plagiarism, and professional ethics. Prof. P.C. Lakshmi Narayanan, Dean, Academics, LIBA, inaugurated the FDP. He said research should be done with highest professional and ethical standards.

Three international facilitators (Dr. Sulochana Nair, Dr. Jee Teck Weng, and Dr. Sandhya Sastry) from Malaysia and U.K. shared their thoughts on Philosophy of



Research and Research Process, Research Questions, Plagiarism, and Future Trends in Research. On the concluding day of the FDP, Dr. Deepa Ittimani Tholath, Associate Dean, Research collected feedback from the participants, who requested that more such FDPs to be organized in the future.

ERP Go-Live Event

A long cherished dream of our Director, Fr. Joe Arun S.J. was realized on the auspicious Tamil New year day (14th January, 2021) with the launch of LIBA's own ERP system. Dr. M J Xavier, Chair CTI welcomed the gathering and narrated the journey of reconfiguring and automating processes in different departments, including Finance, Admissions, Library, Hostels, academics and HR, and thanked all the department heads and the staff for their cooperation. He thanked the Director for his vision and support that helped LIBA reach this historic milestone.

Father Director, explained how this remained an unfinished task for over 11 years and thanked Dr. Kishore Kunal and Mr. Murali and his team from e-Varsity (vendor side) and Prof MJ Xavier for finally making it happen. Based on his experience of ERP introduction in three institutions, he insisted that everyone should get trained on their modules of interest and start using ERP for its success. He said that the availability of data for decision making and accreditation purposes will significantly be enhanced with the introduction of ERP in LIBA. He narrated his vision to get dashboards built with analytics developed from the data captured by the ERP system.

The Director launched the ERP by the press of a button on his laptop. When the home screen opened up for the ERP portal of the Director, Mr. Murali explained the various features and gave an overview of different modules. The program concluded with Dr. Kunal sharing his experiences and a vote of thanks by Dr. Ramasubramaniam.





LIBA Cares

LIBA Cares is an initiative by Loyola Institute of Business Administration to help and to create awareness on the Covid-19 pandemic and other related diseases. Being the brainchild of Director. Fr. Joe Arun S. J, LIBA Cares administers to deliver authentic updates on the disease and stands to eliminate myths and rumours associated with it.

Regular updates on vaccines, pre- covid and post-covid measures are also posted on the official social media handles of the institution in relation to this.

Creating awareness by giving the appropriate information at the right time will be the key objective of this initiative.

When to seek Medical Attention

Patients/Caregivers to keep monitoring their health. Immediate medical attention must be sought if serious symptoms or signs develop. These could include:

- Difficulty in breathing
- Dip in Oxygen saturation ($\leq 95\%$)
- Bluish discoloration of lips/face
- Weakness in any limb or face
- Mental confusion
- Persistent pain/pressure in the chest
- Slurred speech/seizures

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Prevent the spread of COVID-19 in 7 STEPS

- 01 Wash your hands frequently
- 02 Avoid touching your eyes, nose and mouth
- 03 Cover your cough using the bend of your elbow or a tissue
- 04 Avoid crowded places and close contact with anyone that has fever or cough
- 05 Stay at home if you feel unwell
- 06 If you have a fever, cough and difficulty breathing, seek medical care early — but call first
- 07 Get information from trusted sources

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COVID - 19 IMMUNE SYSTEM BOOSTERS

- VITAMIN C**: Lemon, Orange, Broccoli
- IRON**: Spinach, Tofu, White beans
- ZINC**: Pomegranate, Fish, Seafoods
- VITAMIN A**: Sweet potato, Carrot, Mango
- VITAMIN B6**: Chicken, Green vegetables
- VITAMIN E**: Avocado, Nuts, Shrimps

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10 WRONG PRACTICES

- 01 Wearing handsets, gaiters, clear shield & masks with substandard valves
- 02 Touching mask with face
- 03 Sharing mask with others
- 04 Unwashed mask at mouth
- 05 Reusing mask in public places
- 06 Sharing of masks
- 07 Circulation of unverified information
- 08 Sneezing in open areas
- 09 Unnecessary travel
- 10 Touching eyes, nose or mouth

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Loyola College donates for TNCMPRF

Loyola College had donated Rs. 30 Lakhs towards Tamil Nadu's Chief Minister Public Relief Fund to help support the states initiatives to combat the Covid

pandemic. Provincial, Rector and unit Directors of Loyola Campus handed over the cheque to MK Stalin, Chief Minister of Tamil Nadu on June 1, 2021.



Birthday Celebrations for Faculty - Online

Dealing with the pandemic has never been an issue for LIBA, in fact every event in LIBA has been celebrated with the same amount of enthusiasm be it offline or online. Just as our Director Fr. Joe Arun used to tell the students that they should not miss out any event or celebration in LIBA due to pandemic or lockdown, think positively. The same applies for the faculty members as well.

The institution never fails to surprise the faculty members on their special days. Same way we had celebrated the birthday's of our faculty members, Dr. Ramasubramaniam, Dr. Deepa Ittimani Tholath, Dr. Uma Priyadarshini whose birthday had fallen in the month of May through Zoom virtual platform and as well as sent birthday gifts to their home.

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 15th 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 July issue is **Agility**.

Please contribute your thoughts and insights by 20th July 2021 to 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

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

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



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Institute of
Business
Administration
(LIBA)

A Jesuit Business School

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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.