



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

LiBiTES

(Monthly e-newsletter of LIBA Alumni)

September - October 2021

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DE-HABIT

IN THIS ISSUE

Illuminator

LIBA Talks

In Your LIBA

LIBA during September - October 2021

Call for Articles on LiBiTES



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CASE DEVELOPMENT CONFERENCE

17 & 18 FEBRUARY
2022

- FDP and Case writing workshop by an eminent faculty from IIM
- Attractive cash award for top 3 cases
- Publishing opportunity in Management Matters, LIBA's Journal of Management in Emerald, <https://www.emeraldgrouppublishing.com/journal/manm>
- Case Conference Proceedings: All selected cases will be published in the form of conference proceeding with ISBN number
- Submissions to be sent to: cdc2022@liba.edu

IMPORTANT DATES

Case Study submission deadline	:	6 th February 2021
Revision	:	1st February 2022
Acceptance	:	7 th February 2022
Case Development FDP	:	14 th February 2022
Case Writing Workshop	:	17 th February 2022 (Forenoon)
Case Conference	:	17 th February 2022 (Afternoon)
	:	18 th February 2022



Link for brochure & registration:
<https://portal.liba.edu/cdcreg/>



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Director's Message

De-Habit, You Will Transform



Life is centered on ideas.

Ideas become actions.

Repeated actions become habits.

Habits are customs and rituals, resulting in creation of cultures.

Culture gives an identity.

You can break atoms, but not habits.

They are naturalized to show what you are.

Companies gain unique brand identity
by unique and different habits that are ritualized.

Right habits were crucial to the success of
Olympic swimmer Michael Phelps,
Starbucks CEO Howard Schultz, the runner Bolt and
civil-rights hero Martin Luther King, Jr.

Read Charles Duhigg's *Power of Habit*.

You will understand why I say these.

When you want to understand someone,

You should study her habits.

That will open to her world.

You will know the patterns that guide her behaviour.

If someone says stopped smoking, lost weight, and changed her life,

It means the patterns inside her brain have fundamentally changed.

Marketers at *Procter & Gamble* study detected
an imperceptible pattern in consumers
to make them buy new products.

It is just a question of how you identify patterns.

This is what gives labels to algorithms.

It often helps you predict behaviour.

Business, centred on this, thrives.

Success of a business lies in identifying patterns.

And breaking that pattern to direct to new ones.

Should you be interested in changing the behaviour,

You should help her de-habit, by understanding the patterns.

Tough and hard, though.

If successful, you will change the behaviour to your design.

In fact, you don't need a pandemic to make people de-habit.

All you need is persevering acts to the plan and

Disciplining your person to repetitions.

Habits are the patterns in behaviour.

De-habiting leads to new patterns to change the behaviour.

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 am happy to release the September & October 2021 combined issue of monthly alumni newsletter – LiBiTes.

I extend my thanks to all the alumni contributors for this issue on the theme De-Habit.

Most of the choices we make each day may feel like the products of the well-considered decision making, but they are not. They are habits. – Charles Duhigg.

When organizations adapt to new normal it is time to De - Habit, in terms of workplace, work timings and work culture. The hybrid model of working necessitates De - Habit for employee. Now is the right period to break from the inertia of old habits and systems. De - Habit involves reimagination and reconstruction of the existing system to embrace the philosophy of agility and resilience. De- Habit in organizations is no longer bringing people to work, it has shifted to taking the work to people wherever they are.

LIBA newsletter has regular readers and is widely circulated not only among our alumni, but also our industry partners, recruiters, B-schools and all our stake holders. You can make use of your alumni newsletter platform which provides you an opportunity to write and share about your business and new ventures to gain more visibility.

I appreciate Mr. Anto Selvakumar from F01 batch, who has donated more than 200 books to the LIBA library. We are happy to acknowledge him as the alumni of the month.

Write to us on the theme “Discernment” for the upcoming issue. Coming up next is our Kerala Chapter meet on 19th February 2022. Please do join us virtually and make this event a joyful and a memorable one.

LIBA wishes you Happy New Year.

Let us stay connected through LiBiTES!

Best wishes,

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

Dr. B. Aiswarya
Chair - Alumni Relations

Illuminator



James Idhayan Britto

F 15

Analyst – Refined Metals Operations, Trafigura



This article is intended for B-School students who take it upon themselves to individually complete a task when it comes to presentations, assignments or projects, despite being part of a team. The Self-satisfaction of completing a group task single handedly does give a sense of pride and a good night's sleep.

In the process of doing so, one tends to lose trust in teamwork and starts weighing the other ideas from team members against his/her own idea and leading to rejecting a potential quicker, effective outcome to the given task. Repeatedly taking the responsibility of doing a task single handedly leads to the most ineffective characteristic called Micro-management, unknown to the performer. Over a period of time this becomes a personality trait. This is the first and foremost to be de-habited.

In the workspace, Micro-managing leads to ineffective time management, disruptive rapport among colleagues (most of the times between managers & their subordinates) and eventually affecting business outcomes. Since business outcomes rely not only on mutually beneficial results for stakeholders but also the time taken to provide it to them.

In these fast paced business environments; especially in global logistics, micromanaging information would lead to cost leakages in the form of demurrages & detention at the point / port of loading or at the point / port of discharge or destination. Logistics in the form of truck movements / shipping containers / bulk cargo shipping heavily relays on team work. Physical movement of goods along with traceability of the goods' current position heavily depend on information transparency among the logistics forwarder, the logistics service provider and the person in-charge from both the supplier and buyer.

Information transparency could only be achieved if the person receiving the service trusts the other stakeholders in the trade being executed. For example, you are responsible for shipping say 10 containers of metal from Port A to Port B. The liner informs the forwarder and the forwarder informs you on a potential congestion at the destination country's port. An effective operations person would hold this information sacrosanct by keeping all the stakeholders informed about this potential delay and instead of trying to find a solution on his/her own, he would choose to seek assistance from all channels possible (either from a colleague within the organization/ a third party who is not related to the trade after taking appropriate approvals from the senior management / from the buyer themselves as they would be the best know-all in the intended port of destination). One such potential resolution could be to split the bill of lading and sending a portion of the cargo to the buyer and supplying the remaining from a warehouse nearby and replenishing the warehouse stock with the remaining of the delayed shipment. Other would be to look at differential cost sharing with the buyer for choosing a less congested port for the shipment at the destination country. The effective resolution could only be achieved, after discussing all the viable options from available stakeholders.

So to be an efficient instrument on the professional front; learn to trust the team and unlearn to micromanage.



Srikumar Ravindran

F 19

Management Trainee – Equity Research, CRISIL

B-Schools are generally perceived as “placement factories” where one walks inside with dreams and walks out with assured jobs. The key problem here is that the primary focus is on the outcome and not the process involved. Goals are essentially about the results one wants to achieve- getting that job at that dream company and grabbing that highest salary package. But many fail to understand the systems and processes that leads to those results.

Habits drive individuals to shift the focus from the outcomes they desire to achieve, to the person they want to become when they graduate. The B-School environment fosters that mindset by consciously engineering social experiences and interactions to cultivate habits for success. Students quickly adapt to high-performance routines that involve rigorous academic schedules, cohort-based assignments with unrealistic deadlines, interaction sessions with industry leaders and extra-curricular activities. This

eventually becomes a “habit loop” and compounds itself to transform individuals into future leaders. Even a 1% of improvement in habits each day means one can be 37 times better by the same time next year. Here’s the math: 1.01 to the power of 365 days is 37.78 (in other words, 37 times better). These habits would then enable to gain more clarity on one’s vision, mission, and imparts a sense of purpose and direction in their life.

Growth mindset is formed through leadership habits – Seeking clarity by asking large difficult questions on a regular basis, focusing on a core primary skill by minimizing distractions, increasing productivity, and demonstrating courage in every action. The B-School journey is further catalysed by a high-performing peer group that offer diverse perspectives to problems and influences one to make better decisions along the way. Real transformation comes from the compounded effects of these hundreds of small decisions or habits that over the course of time accumulate to enable students achieve remarkable outcomes.



Jaswanth A

F 18

Senior Associate Analyst, Corporate Credit Ratings

‘Automation’ is a buzzword that echoes in the 21st century corporates. Automation broadly refers to the development of systems to repeat the same tasks and aims to achieve increased efficiency. Habits are similar; these are what we do time and again and the good ones aid our development.

LIBA ingrained multiple good habits in me; chief among them being reading regularly. At LIBA, newspaper reading was infused in the curriculum, thereby rewarding regular reading. Although I was a sporadic reader prior to joining LIBA, the manifold effects of becoming a regular reader cannot be understated. This habit first bore fruits during the placement season wherein I was able to tackle the questions on recent developments in the world of business. Fast forward to corporate life, reading is again a part of my day-to-

day assignments. From tracking industries to keeping an eye on the economy, all these skills were imparted at LIBA, thanks to the incentivisation of reading. In short, whether it is getting a job or excelling in the same, reading helps.

Glance through any business juggernaut’s autobiography – you will find one thing in common – the emphasis they put on reading. Regular reading leads to constant updating of one’s knowledge base, and this is even more significant in today’s world which is evolving at a rapid pace.

My fledgling career has taught me that one cannot forego reading, irrespective of the size of the dreams. In essence, programming reading into oneself to make it an automated second-nature is more imperative than ever.



Vigneshwar K
Teaching Assistant - LIBA

De-habiting the Auto-Pilot Mode!

Yes, you read that correct! I am not talking about the innovation all Tesla cars come standard with advanced hardware capable of providing Autopilot features, and full self-driving capabilities—through software updates designed to improve functionality over time. I am talking about us, WE HUMANS!!

De-habiting entails not only replacing out poor habits for good ones, but also replacing out or re-patterning our everyday routines.

We cruise according to our routines, just as we live. We would squander a lot of time without them and would almost likely be late for work. Imagine waking up and doing the routine auto-pilot morning task year after year the same way every day. To be creative, you should break your routines.

No, I am not asking you to quit brushing your teeth or bathing/shaving instead let us de-habit these routines. For example, one of our daily morning routines includes

- Brushing upper teeth first, then your lowers
- Button your shirt from the collars to the cuffs

LIBA Talks

- Strap your wristwatch onto your left wrist
- Wearing your right ear ring first, then your left

Let us choose one auto-pilot habit to de-habit for next three days, maybe you can brush your bottom teeth first or button your shirt from bottom to up.

Breaking habits is hard. We all know this, no wonder we've failed our latest diet (again). This is largely because we are constantly barraged by stimuli engineered to make us crave and consume, stimuli that hijack the "reward-based" learning system in our brains designed initially for survival.

Thus, we have to replace "reward" with "creativity". As Albert Einstein said, "You can't keep doing the same thing and expect a different result." And so, it is with habitual thinking. You can't keep thinking the same thoughts and expect to build creative muscle; you've got to re-route your mind.

De-habiting will feel strange. Indeed, you may hate it, and don't be surprised if you slip back onto autopilot. Nonetheless, you'll get a feeling of how influential even seemingly little behaviors can be in shaping our lives.



Tisha Meriam Cherian
Teaching Assistant - LIBA

In today's world, continuous learning is appreciated in companies to move forward. In order to stay in the current world it is necessary to unlearn, learn and relearn. In this modern era it has become essential to change, as change is continuous.

De-habit means unlearning the old habit and relearning with a new one. It means discarding something from the memory that is not needed. It helps to get rid of a bad habit or something that is not correct.

When the pandemic started and all businesses were crashing, there was a great apprehensive what lay ahead. People were thinking what next, how to collaborate with people and how to communicate. It created a panic among the employers and employee. But technology has led the way ahead. Work from home, Zoom, Google meet, Teams have changed the life of corporate and academics. Even though it took time to adapt to the new environment, it has created a lot of flexibility.

De- habits encourages critical thinking by analyzing and evaluating continually for an updated and relevant knowledge.

People started to unlearn their old ways and relearn the new one. The key takeaways to unlearn and relearn the habits are:

1. Recognize: Identify which habit is creating problems and need to be removed or polished.
2. Willingness to change: Should be willing to unlearn and relearn the habit. Invest more time and energy for that.
3. Location Change: Better to change the location while relearning, this helps to avoid the previous repetition of bad habit.
4. No going back: There are chances of going back to old habits. Need to practice over time to re-wire our brain to take the new thing rather old one. This helps our brain to respond fast.
5. Enhance curiosity: Encourage to adopt new habits and unlearn past habit.

Technology has created a lot of changes in the world and helped to move ahead. According to Alvin Toffler, futurist and philosopher,

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”



In your LIBA

BMI VIRTUAL TALK 1 Inaugural Session



The Beyond Management Initiative (BMI) is a student resource aimed at providing a path of knowledge beyond academics and the classroom. Eminent speakers with special expertise in various domains are invited throughout the academic year to share their knowledge and experience with the students.

The BMI session for the academic year 2021-22 was inaugurated by Dr. C. Joe Arun, SJ, Director – LIBA on September 1, 2021. The session hosted, Mr. Surojit Bose, Associate Vice President – Hindustan Coca Cola



Beverages as the guest speaker. Mr. Bose, addressed the topic “Climate change net zero – from a large company perspective”. The session began with him enlightening the students about the importance of climate planning and resilience, among companies at large. He discussed the need for a circular economy in India, highlighting its effectiveness as ‘every ounce of waste is now a wealth or an investment’, which has been a matter of concern for the past decades. The session concluded with an interactive Q&A session with the students.

BMI VIRTUAL TALK 2 Business Model of Start-Ups



The Beyond Management Initiative (BMI) is a student resource program aimed at providing a path of knowledge beyond academics and the classroom. The third BMI session for the academic year 2021-22 hosted, Mr.R. Lokesh – Founder, R. Lokesh & Associates, Chartered Associates as the guest speaker.

Mr. Lokesh, spoke on the topic “Business Model of Start-Ups”. The session began with him enlightening the students about unicorns among start-ups, seed financing, angel investors and venture capitalists.



The importance of aligning missions with UN SDGs to attract Angel investors and Venture capitalists for funding was explained.

He concluded his speech by stating that, all online start-ups are developed by the lazy mindset of people.

It is important to think from the perspective of a lazy person to come up with innovative ideas – ‘Think LAZY’. A highly interactive Q&A session concluded the session on a vibrant note.

BMI VIRTUAL TALK 3

The Art of Visual Branding

The seventh BMI session for the academic year hosted Mr. Harish Kumar, Public speaker and visual experience expert, Director of Hypnautyx and Out de Box Pte Ltd on October 20, 2021.

Mr. Harish, through his factual knowledge and expertise, addressed the students on, 'The Art of Visual Branding'.

He briefed on the branding checklist of Why-What-Who-How. WHY - knowing what you are good at, WHAT - defining your brand, WHO - knowing your audience and the finally HOW - brand story, was elaborated. The importance of visual selling - online presence an extension of offline was discussed. He urged the students to be consistent in whatever they do, be it a podcast or a YouTube video, but consistency is key.

The session ended with 10 minutes of interactive question and answers session where the speaker interacted with the students.



BMI VIRTUAL TALK 4

Pandemic Era Perception



The 8th session of BMI for this academic year was graced by Mr. Asif Mahbub Karim, Head of Research and Dean, Binary Graduate School - Malaysia. Mr. Asif addressed the topic, 'Re-Strategizing Career Development and Communication Skills: Pandemic Era Perception'. In his speech, he cited findings from Mckinsey studies predicting that 14 percent of the global workforce would have to switch occupations or acquire new skills by 2030 due to automation and Artificial Intelligence. He remarked that the essence of career advancement is thinking without limitations and re-strategizing.

The new skills for the distance economy as termed by him would be to have, resilience and patience, continuous learning, empathy and respect, intrapreneurship, adaptability and flexibility and emotional intelligence. Among the other skills, he stressed the importance of being resilient and having intrapreneurship skills. He shared about future job opportunities such as, biofilm installer, earthquake forecaster, makeshift structure engineer, human-machine teaming manager, digital currency advisor, drone traffic optimizer, and trash engineer.

He emphasized that regardless of the role, the key skills that one should possess are creative talent and imaginative thinking to find solutions rather than focusing on problems. 'Anything that is imaginable is doable, and anything that is doable is achievable,' Mr. Asif concluded his address.

BMI VIRTUAL TALK 5

Self – Energy Healing

The BMI session conducted on the 8th September 2021 was graced by Mr. Suresh Govindrajan, Founder Director, Meisters International Educational Advisory Pvt. Ltd. This engaging and informative session was all about self-energy healing.

He started the session by empathizing the importance of silence in life and how technology exhausted people in their day-to-day routine. He then spoke about a technique to release all the worries from life which he termed as “Jin shin Jyutsu”, and he went on to speak about the benefits of this technique. He also added that this technique will be helpful for the students in the corporate world. He also mentioned that the Jinshin Jyutsu technique will help to maintain good health.



BMI VIRTUAL TALK 6

The ABCD Principle



The 6th and the first offline BMI session for this academic year was graced by Mrs. Nina John, Public speaking coach, mentor and motivator. She initiated the session by telling how EXTRA's always gives us happiness be it an extra scoop of ice-cream or goodies when we shop in a super market. She shared her insights on how to stand out in the workplace. One should reach a stage of being accountable for one's own actions. According to the speaker, this is the stage when the insecure feeling of considering oneself low will fade away. The speaker also advised to be independent, to accomplish a task by hard work. She also threw light on LLL principles – Life Long Learning. This principle involves dynamic interaction with other people, one has to do self SWOT analysis, family has to be the basis on which we validate our work and actions. It is highly essential to treat humans rightly.

BMI VIRTUAL TALK 7

Change Management and Entrepreneurship

The 5th session of BMI for the academic year 2021-22 was dignified by the presence of Mr. Varun R Mirlay, Research analyst, Helyxon Healthcare Solutions-IIT Madras, with his eloquent briefing on the topic “Change management and Entrepreneurship”. To relate the changes with various industries, he picked up some of the interested industries from the students like edu-tech industry and agricultural industry along with healthcare and e-commerce industry.

Proceeding further he talked about the well known example for the change management, Work from Home. Companies are adaptable to whatever changes happening around them. It is showing the importance and need for the change management. There was a very interactive Q&A session, post which the session came to an end with the Vote of Thanks.



Faculty Dialogue Series I



LIBA launched its Faculty Dialogue Series, an initiative conceptualized by Dr. C. Joe Arun, SJ, Director – LIBA on September 8, 2021. The dialogue is aimed to engage faculty in peer-led conversation on research, teaching and learning strategies and upcoming trends in their respective domains.

The dialogue began with a silent prayer followed by a disposition addressed by Dr. Deepa Ittimani, Associate Dean – Research. Fr. Director initiated the series with the topic “Making sense of Human Thought” from his thesis. The session was critiqued by Prof. M J Xavier, Chair – CTI. The series concluded with a Q&A session followed by a vote of thanks by Prof. P. Chandiran, Associate Dean Part-Time and Diploma Programs.

Faculty Dialogue Series II

The second Faculty Dialogue series for the academic year was moderated by Dr. Archana Raja, Assistant Professor – Marketing on the topic “Role of social media in promoting sustainable tourism in India”. Dr. E. Pradeep, Assistant Professor – Marketing, critiqued the session. The session concluded with thoughts and views about sustainability and the role of social media from the audience that included Faculty, Research Associates, Teaching Assistants and Ph.D Scholars.



Faculty Dialogue Series III

The third Faculty Dialogue sessions was presented by Dr. Deepak Mathivathanan, Associate Editor, Management Matters & Coordinator, Beyond Management Initiative (BMI) on the topic “Orchestrating Platform Based Ecosystem Business Model in Higher Education”.

The session was critiqued by Prof. MJ Xavier, Chair – CTI and Dr. Kishore Kunal, Chair – Online Education Initiatives. Thoughts and views on ‘Business of Education and Education as a Business’ were discussed. The session was followed by a Q&A session with the Faculty, Research Associates, Teaching Assistants and PhD Scholars. Prof. P. Chandiran, Associate Dean Part-Time and Diploma Programs concluded the session with a vote of thanks



Faculty Dialogue

Series IV

The fourth Faculty Dialogue session was presented by Dr. Kishore Kunal, Chair - Online Education Initiatives on the topic, 'SaaS to AaaS' on October 27, 2021.

Dr. Ramasubramaniam, Associate Professor, assessed the session and gave his insights on the topic. Faculty, Research Associates, Teaching Assistants, and PhD scholars were among those in the audience who actively participated in the discussion. They reviewed various platforms, CRM solutions, and other real-world instances from industry. Prof. P. Chandiran, Associate Dean Part-Time and Diploma Programs, brought the session to conclusion.



LIBA International Webinar

Series I

LIBA International Webinar Series 2021 was inaugurated on 1st September 2021 at 3:00pm (IST) by Rev. Fr. C. Joe Arun, S J, Director, LIBA. He argued that all the educationalists should focus on the outcomes especially in the areas of learning and technology. He also expressed his sincere thanks to all the International Partners and welcomed the guest speaker Dr. Bhumiphat Gilitwala, Professor, Graduate School of Business Management, Assumption University, Thailand.

Dr. Bhumiphat Gilitwala, spoke about "Digital India and The Impact of Technology on Business Models". He explained the importance of Digital Infrastructure and its core utility in the for delivery of services to citizens. He further elaborated on the Governance & Services on Demand towards Digital Technology and how it would be empowering the common man.

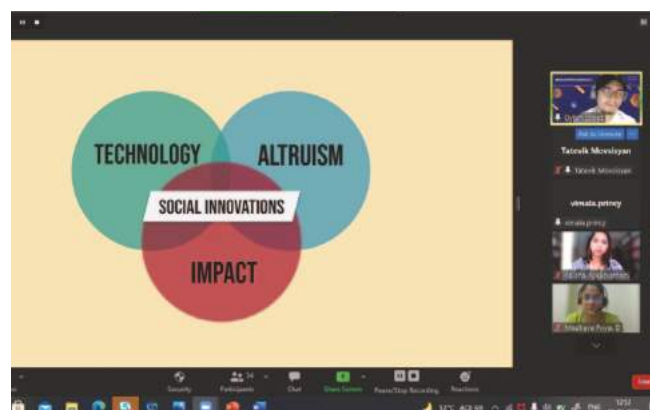


LIBA International Webinar

Series II

LIBA International Webinar Series 2021 was conducted on 9th September 2021 at 12: 30 pm (IST) through the Zoom Platform. The webinar was graced by Engr. Dylan Josh Domingo Lopez, Project Development Officer-Project HEIRIT, Innovation and Technology Support Office; Faculty, Computer Engineering Department, Adamson University, Manila, spoke on the topic "Sustainability, Responsible Innovation and Technopreneurship"

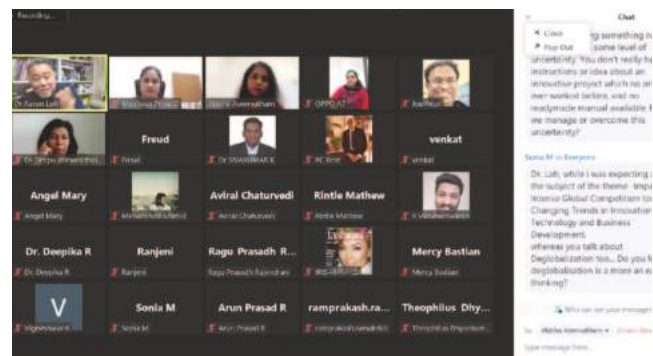
He spoke about the importance of Technopreneurship and said that it is a procedure to brainstorm human innovations with the help of technology. He also explained about the problems which is experienced by a common man in the society and indicated that every individual should align the innovation with the vision. The Q&A session was witnessed by many questions from the students and faculty members.



LIBA International Webinar Series III

The International Relations of LIBA advances the global networking goal of the Institute by developing and strengthening international partnerships, providing international opportunities for faculty and students, and hosting foreign delegations and events.

The 3rd International Webinar Series 2021 was organised on 12th October by Dr. Aaron Loh, Director – Universities Collaboration and Networking, Senior Faculty Member – Graduate School of Business Assumption University, Bangkok, Thailand. Dr. Aaron, addressed on the topic, ‘Impact of Intense Global Competition towards Changing Trends in Innovation, Technology and Business Development’. He explained business is just ‘an exchange’, its existence is for maximising profit and a major factor for enabling the quality of life. He described how to strengthen international collaborations through emerging technologies and global infrastructure. A highly interactive Q&A session was witnessed with questions posed by students and faculty.



CEG Webinar Environmental, Social and Governance (ESG) – A Key to Sustainable Development

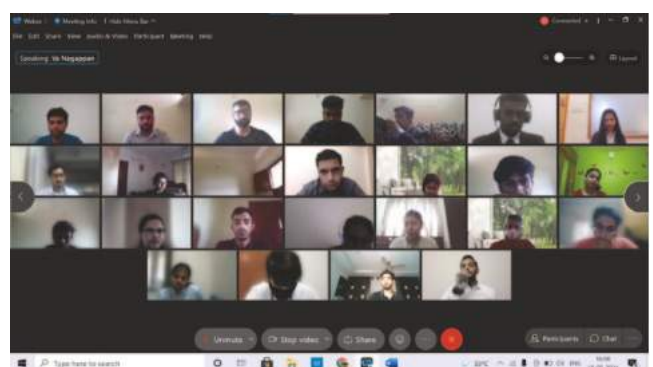
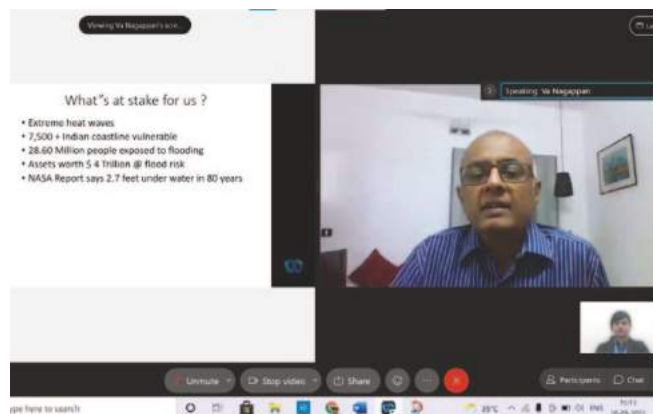
LIBA established the Centre for Business Ethics and Corporate Governance in 2005, to propagate business ethics and internationally accepted corporate governance practices for the benefit of students. This centre is a Government of India recognised Centre for Corporate Governance.

The first webinar of the Centre was held on September 18, 2021, with the blessings of Rev. Fr. C. Joe Arun SJ, Director, LIBA and inaugurated by Prof. P.C. Lakshmi Narayanan, Dean – Academics.

Mr. V. Nagappan, Managing Trustee, Foundation for Financial freedom, addressed the students on the concept “Environmental, Social and Governance (ESG) – A Key to Sustainable Development”.

He highlighted the red alert report of the Intergovernmental Panel on Climate Change (IPCC 2021) and the rising need for the concept of ESG.

Mr. Nagappan gave a broader perspective on the topic with two live case examples of corporates and asserted the importance of demonstrating ethics in all walks of life.



Inaugural Prayer

The Inaugural ceremony started on an auspicious note with the prayer song, 'My Soul Rejoices'. Followed by Tamizh Thalai Vazhthu. Jesuit's principle of 'Caring of our Common Home' is symbolized by the act of watering the tree saplings done by - Fr Director, Fr Dean Administration, Prof P C Lakshminarayan, Prof M.J. Xavier, Prof. P. Chandiran, Dr. B. Aiswarya, Dr. D. Madhava Priya, Dr. Ragu Prasad, Mr. Vigneshwar, and Student representatives. Rev. Fr. C. Joe Arun,

SJ, Director, LIBA addressed the gathering and spoke about the New Normal, New LIBA building and the New Curriculum.

Prof. P.C. Lakshmi Narayan, Dean-Academics briefed the students regarding the rules and regulations and the SOP to be followed. Rev. Fr. C. Joe Arun, SJ, led the gathering in the Prayer of the Faithful followed by student readings.



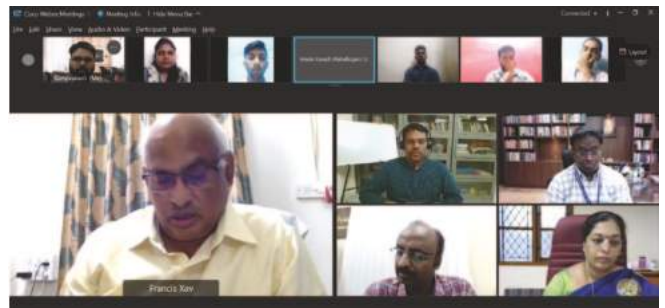
Marketing Training Programme for SHGs

The CKP Centre of LIBA as one more notch to its training programmes for nurturing rural entrepreneurs, conducted a Marketing Training Programme for Self Help Group (SHG) women on 14th September 2021. The SHG members brought their products like handicrafts, bags, scented candles, garlands, and artificial jewellery. They were trained on how to identify the right segment of market and attract the buyers. At the end of the session, the members realized the unique advantage of cost minimization they could have while entering the market.



Inauguration of XAT Coaching 2022

The CKP Centre inaugurated 2nd XAT Coaching for the undergraduate Dalit students from the colleges of Jesuit Chennai Province who wanted to pursue management education. This programme is jointly organized with LSSS of Loyola College of Arts & Sciences inside the campus under the leadership of Fr Roch. The programme was inaugurated by Fr Francis P Xavier, Rector, Loyola Institutions in the presence of Fr Joe Arun, Director-LIBA, Fr Thomas Amirtham, Principal of Loyola College Chennai, Fr Selva, Secretary of Loyola College Vettavalam, and Fr Maria Joe, Principal of Loyola College, Mettala-Salem. In his speech, Fr Joe Arun said that it was like preparing for a competition with the students who have had the opportunity and social background to aim at early stage in their lives. Whereas for the Dalit students, this XAT coaching is a great opportunity that they should be disciplined to follow the course and get ready for the XAT exam in January 2022.



Career Planning and Guidance program for the youth

Prof. C. K. Prahalad Centre for Emerging India at LIBA hosts a sequence of activities servicing the most at-risk and disadvantaged of our society. In a motive, to help individuals acquire the knowledge, skills, and experience necessary to identify options and explore alternatives to succeed in society. A comprehensive Career Guidance programme for the Srilankan Tamil Youth at Gummidipoondi Rehabilitation Camp was organised on September 4, 2021. The developmental program, designed to assist in making and implementing informed educational and occupational choices was attended and well received by 35 youth from the camp.



Mentors with Mentees – Celebration of Teachers' Day @ LIBA

"Let us remember: One book, one pen, one child, and one teacher can change the world." – Malala Yousafzai.

LIBA celebrated Teachers' Day on September 6th 2021 with uniqueness – A celebration for 'Mentors with Mentees', postulated by Rev. Fr. Dr. C. Joe Arun, SJ, Director-LIBA.

The ideology behind this initiative is in LIBA's new curriculum, wherein the teacher is a mentor who accompanies students in their learning and formation. In return, Mentees will honour and thank the Mentors, paving an opportunity to renew Mentors' commitment to the mission of forming men and women for others.

The event commemorated by Mentees meeting their Mentors in groups, cutting cakes, exchanging gifts, sharing, and relishing memories. The motive behind this is to realize our value of *Cura Personalis*, care of the individual in this process.



LIBA family joins for celebrating birthdays

LIBA family came together on September 22, 2021, at the Inigo Courtyard to wish and pray for all the members who celebrate their birthdays in September. Six members including one faculty and five staff had their birthdays celebrated. Rev. Fr. C. Joe Arun, SJ, led the prayer and wished all of them, following which the birthday cake was cut and distributed to the gathering. Dr. C. Joe Arun, envisions creating spirited teams and cultures at work. Regularly coming together through these occasions, breathes life into the Institute by keeping everyone aligned to the mission and values. Doing so, our value of *Cura Personalis*, care of the individual will be realized in this process.



LIBA Binary MBA-Batch V Inauguration

LIBA Binary MBA programme developed in partnership with the Binary University, Malaysia, a 5 Star rated University by the Ministry of Higher Education, Malaysia was inaugurated on September 24, 2021, for Batch V. Designed to help the participants develop their thought leadership and legitimacy in their area of expertise the programme is a unique opportunity for LIBA executive diploma graduates for an internationally recognized Binary MBA. Prof. P. C. Lakshmi Narayan, Dean-Academics, LIBA in his welcome address urged the students to focus on the outcomes in the areas of learning and technology. He thanked Prof. Asif Mahbub Karim, Dean and Mr. Gilbert, Chair - International Relations, Binary University for ensuring academic continuity by taking this course online. Mr. Gilbert introduced the modules and the final capstone project in the programme. Finally, the students were briefed on the code of conduct to be adhered to by Dr. D. Madhava Priya, Chair - International Relations, LIBA.



Logistics Conclave – ‘Logistics in the Digital Era’

The Centre for Logistics and Supply chain Management and Arista, the Operations club of LIBA organized the Logistics Conclave on 9th October 2021. This Conclave, an annual business event is an initiative to ignite young minds about the business world by eminent industry experts. The theme of this conclave was “Logistics in the Digital Era”. The forenoon session of the Conclave hosted three industry experts. Mr. Vinod Alex Kadavan, Senior General Manager, M+R Speedag addressed the digital transformation initiatives of the logistics industry. Mr. Gopalan Parthasarathy, Area General Manager, CMA CGM presented on the shipping Line perspective of digitalization of logistics. Mr. Jayachandran Seeman, General Manager, OfficeFramework Operations Centre Pvt. Ltd. discussed the digitization initiatives in the Freight forwarding business of Logistics. The afternoon session was a panel discussion on the theme “Digitalization of Logistics – The way forward”. The panel discussion was moderated by Mr. Guinness Girivasan, Strategic Advisor, Kerry Indev Logistics Ltd., Mr. Antony Allapat, Founder and CTO of Axonn Networks, Mr. Asokan Sattanathan, Chairman and Managing Director of Aahaa Technologies and Mr. Bobby Mohan, Chief Information Officer, TVS Supply chain Solutions Ltd. The discussions revolved around priorities for digitalization of logistics, challenges faced by logistics companies in the context of technology risk, cyberattacks, vendor risks and business continuity plans. The session was well received and a great experience listening to eminent speakers.



Fit India Freedom Run 2.0

LIBA (Loyola Institute of Business Administration), Chennai organized the “Fit India Freedom Run 2.0” in support of the “Fit India Campaign” launched by the Ministry of Youth Affairs and Sports.” This Run is a meaningful initiative by AICTE (All India Council Of Technical Education) as a part of the nationwide “Azadi ka Amrit Mahotsav” celebrations commemorating 75 years of Independent India.

The event took place on September 25th 2021, in the Loyola College Campus. An impressive number of 214 participants including the Faculty, Staff and Students took part in this run.

The Director of LIBA, Rev. Fr. Joe Arun, SJ, enthusiastically lead the run around the cricket ground in the campus. This invigorating run covered a distance of 1.5 km and it was a heartwarming sight to see the ebullient participation of the Faculty, Staff and Students alike. The atmosphere was charged with the spirit of their fervor. The run concluded with the National Anthem and the participants were then served some refreshments.



Special Guest Lecture – ABCDEF mantra by Mr. Shiv Shivakumar

A special guest lecture was organized on October 15, 2021, for the students, aimed at providing a path of knowledge beyond academics and the classroom. The session was graced by Mr. Shivakumar, the Group Executive President at Aditya Birla group for Strategy and Business Development. Being industrious, he has accomplished several laurels by working with more than 50 brands throughout his career in the corporate world.

Mr. Shivakumar addressed the topic “ABCDEF mantra”, – Attitude, Basics, Commitment, Discipline, Energy and Focus. He urged the students to give their 100% in whatever they do, as discipline and conceptual knowledge are two vitals that the industry expects. ‘A

healthy body leads to a healthy mind’ – Mr. Shiv then emphasized the importance of staying fit and healthy as a healthy person will have a sound mind, which would reflect on his work and results. He claimed that being the best at 1 or 2 things is far better than being an average at 10 or more things, similar to the familiar phrase, ‘Jack of all trades, but master of none’.

The session was very interactive and ended with the Q&A session, which was quite lively and filled with zeal. While responding to the queries and concerns of the students, he touched upon work-life balance and emotional factors related to work, quoting examples of personal and real-time instances.



Inauguration of the New LIBA building by the Hon'ble Chief Minister of Tamil Nadu Thiru M.K. Stalin

LIBA held a ceremony to inaugurate the new AI-enabled state of art building based on design thinking by the Hon'ble Chief Minister of Tamil Nadu Thiru M.K. Stalin on October 15, 2021. The ceremony held at Xavier Britto Auditorium began with the words of welcome from Rev. Dr. C. Joe Arun, SJ, Director LIBA. In his speech as a leadership institute director, he quoted leadership strategies and models of development employed in the State by the Chief Minister. The gathering was then walked through a virtual tour of the stunning new building.

The members of the Parliament Mr. Dhayanithi Maran and Mrs. Kanimozhi, Dr. K. Ponmudi, Hon. Minister of Higher Education, Tamil Nadu, Dr. Ezhilan, M.L.A., Dr. Inigo b Irudhyaraj, M.L.A, and Dr. Xavier Britto, Chairman, Kerry Indev Logistics were the special invitees for the inaugural ceremony.

The Hon'ble. Chief Minister in his address enunciated the integral role, that Loyola College Institutions have played in higher education over the years and encouraged the students to become future leaders who would be responsible in contributing to the upliftment of marginalized people. He honoured the architects, IT personnel and designers of the new building with the mementos.

Rev. Fr. Jebamalai Irudayaraj SJ, the Provincial of Jesuit Chennai Province, Rev. Fr. Dannis Ponnaiah SJ, the Provincial of Jesuit Madurai Province and Rev. Fr. P Francis Xavier, SJ, the Rector of Loyola College Institutions, Chennai offered their felicitations.

Mr. Shiv Shivkumar, Executive President, Aditya Birla provided an overview about the book "Business Moves: The Eight Energies of Leadership", authored by Rev. Dr. C. Joe Arun, SJ, highlighting the key elements of leadership.



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 20th 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 next issue is **Discernment**.

Please contribute your thoughts and insights 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/>

MEET OUR ALUMNI OF THE MONTH!



Anto Selvakumar is an alumnus from '01 batch. His constant support to his Almamater has not only been contributing books to the LIBA Library also guiding to his fellow juniors. Promoting to ensure about exploring the management practices across the globe, he has generously donated more 200 books like International Management, Pearson, International Management - Competing in the Global Market Place, Charles Hill and many more. He has profound concern for the fellow human beings, he also extends his support by being a Rotary club member. We are extremely happy for his journey and LIBA is privileged to acknowledge him as 'Alumni of the Month'.

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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.