



LIBA ALUMNI NEWSLETTER

ISSUE 1

NOVEMBER
2012

REWIND



**Rev. Fr. Peter Xavier S.J.,
Director, LIBA**

DIRECTOR'S ADDRESS

Dear loving Alumni/ae,

It gives me great joy to wish you all peace and joy through this online newsletter. The alumni/ae are the torch-bearers of any institution. They are the honourable members who represent their Alma Mater for the world outside. LIBA has been fortunate to have many distinguished personalities who have passed through its portals. They have indeed held LIBA's banner very high.

LIBA would like to reach out its alumni/ae and one step in this direction is the launching of the online newsletter - REWIND . It is the perfect place to obtain pearls of wisdom from our distinguished faculty as well as getting a dose of all the happenings on the campus. It is certainly something great that would remind you of your own golden days at LIBA. Yet another important feature of this online newsletter is the Alumni/ae Editorial section wherein alumni/ae are invited to share their own success stories which would indeed be an inspiration to many. My sincere thanks and wishes to the current LIBAites who have taken lot of efforts to come up with the concept of the online newsletter and also to make the alumni/ae gathering a grand success and unforgettable event. God bless you all. Wishes from Peter Xavier.s.j.



**P. Janardhanan Menon
Chief Executive Officer
Flame Advertising Co.
Pvt. Ltd**

DIRECTOR — ALUMNI'S ADDRESS

Dear LIBArated Kin,

At the outset let me thank you for having given me this opportunity to involve myself in the activities of LIBA Alumni Association.

LIBA has come a long way since its inception in 1979. Our alumni have gone global and have been doing well. There have been instances where our alumni have changed careers or have hired for their corporate requirement of resources from the LIBA network. I therefore would urge you to carry this initiative forward to have more bonding with your Alma Mater.

With Corporate Social Responsibility being the buzz word today, I feel that our strong alumni outfit can go a long way in supporting the underprivileged. One such initiative of ours is the 'Outreach' project, wherein we have adopted a school in Kuppayanallur, a village in Kancheepuram district. On our collective behalf, a commitment to support atleast 100 students at the rate of Rs.2500 per student is an easy task to achieve. Your contributions can be made in favour of 'Loyola College, Chennai, LIBA Outreach Fund' and mailed to our Director, LIBA, Loyola College, Chennai 600034. All contributions are 100% tax exempted under IT laws. To take the LIBA movement from strength-to-strength, I invite you to involve actively in the LIBA Alumni activities and also bring in as many LIBArated members back into the family. I also invite your ideas and suggestions on how we could together make LIBA Alumni Association scale new heights with every passing year.

Looking forward to a frequent and lively interaction.

P. Janardhanan Menon

EDITORIAL COMMITTEE



POOJA



MARIO



SHRAVYA



AHONA

ALUMNI EDITORIAL COMMITTEE

Passed through our portals, the world to lead
To guide the future, help those in need
Soaring eagles in business, reaching for the sky
Through our distinguished alumni, LIBA's
banner held high!

Times keep changing, we too must evolve
Meeting new challenges, LIBA's firm resolve
Through the class of experience and vibrance
of youth
Managers are formed, armed with ethics and
truth.

You may contact the Editorial Committee
with suggestions and feedback at:
liba.alumnicommittee@gmail.com

The committee is specially grateful to
Mr. Arnold Nitin, 1st year, for his design-
ing support.

Alumni, our LIBA family's integral part
To you we reach out and 'Rewind' we start,
An online newsletter, all you would want to
know
Pooja, Mario, Shravya and Ahona promise you
so!

To make ourselves heard, 'Rewind' is the
choice
The perfect forum to sound our inner voice
Its time to sing and voices raise,
Our Alma Mater deserves this praise!



**DR. VANDANA
ZACHARIAH**

*Faculty In-charge,
LIBA Alumni Committee*

FACULTY SPEAK - DR. ALAGU PERUMAL

LIBA to me has always meant freedom. I have been a student and a faculty in this great institute and I can say with confidence that LIBA is a liberating experience. LIBA has a liberal work culture, which promotes maximum individual freedoms. Further, the emphasis on ethics and excellence gives me a great sense of pride and satisfaction in what I do. The example with which I can best explain my experience in LIBA is through the Indo – International Initiative for Billions of Fruit Trees (IIIBFT) initiative I have been associated with since my joining LIBA as a faculty in November 2008.

When I joined LIBA, Fr. P. Christie, the former director, entrusted me with a research project to study the level of entrepreneurship among rural Dalit women and during my several visits to various villages I found one alarming trend that most of the people were letting go agriculture as a source of livelihood and migrating to urban areas leaving agricultural lands to be converted into real estate properties. This could impact food and social security of our country in the long run. That set me thinking about what I could do to minimize the damage. Then came the idea that fruit trees can act as food banks and also help sustain the ecosystem. But, the challenge was to plant a few billion trees within the next ten to fifteen years to provide food security at a low cost to all and to be done through the support of the governments to help preserve them. Thus I started IIIBFT.

I started with a few tamarind seeds and plastic covers right in front of my faculty room. I thank Fr. S. Peter Xavier, Fr. Emmanuel Arockiam for allowing us to do our good work. The entire LIBA fraternity has contributed to the IIIBFT project. Today, we have LIBA Enviro Club, spreading the message through campaigns such as Adopt a Plant Initiative, Seed Your Future Campaign, Donate Plastics Campaign, Donate Seeds Campaign and Gift a Tree. IIIBFT model has already been implemented in three schools in the city. It is an outcome of LIBA's culture that promotes independent thinking, intellectual freedoms and growth.



FINANCE CONCLAVE

'Finesse' - The Finance club of LIBA as they organised the Finance Conclave titled - 'Bow and the Waves : Negotiating the Financial Crisis' in the LIBA Auditorium on Saturday, 3rd November 2012. Eminent speakers from the industry graced the occasion and gave their insights on various aspects

of modern day Finance and the role young leaders would have to play in the future.

The session helped provide the students an overview on negotiating the Financial world by touching upon topics like Global Finance, Financial Institutions and their Regulations, Corporate Finance

and the Mergers and Acquisitions and the 'In-topic' of today's world : FDI in Retail.

This investment in knowledge paid the best dividend for the students of LIBA. Kudos to the organisers for their impeccable arrangements towards making Finance Conclave 2012 a grand success!



HR CONCLAVE

"Leaders must be close enough to relate to others, but far enough ahead to motivate them."- The HR conclave organized by 'Le Vox Populi', the HR Club, was a platform wherein leaders spoke to students in a way that the students could relate to them and yet be motivated by them.

Smart Training-Harnessing the power of informal learning, HR power post Mergers and acquisitions, Middle management

leadership crisis, Work from home, and the Maruti Manesar Labour Dispute-September 1st saw the LIBA auditorium come alive as stalwarts like Mr Sampathkumar General Manager - People Function MindTree, Ms Kalpana Ganesh GM - Corporate HR, Ashok Leyland, Mr Nikhil Indrasenan General Manager - HR Solutions & Director, Randstad Sri Lanka and a lot others threw light on all these

topics and more. The valedictory was delivered by Mr Naveen Narayan, Global Head Talent Acquisition, HCL technologies.

The speakers highlighted the need for students to constantly unlearn, learn & re-learn. Ms Kalpana Ganesh said "Life does not come with an instruction manual - the idea is to make mistakes and learn from it!" - How true indeed!



ENTREPRENEURSHIP AWARENESS DRIVE

LIBA, this year, hosted the Entrepreneurship Awareness Drive; an annual event organized by the Entrepreneurship Cell of IIT, Kharagpur. The Chief Guest was Mr. S Sivagnanam, from NSME Development Institute, Government of India. The other eminent speakers were Dr. P Lakshminarayanan, CEO of TANSTIA-FNF Service Centre and Mr. C R Chandrashekar,

CEO of FundsIndia. The event was organized by the IGNITE club of LIBA.

The speakers enlightened the students on the various aspects that one needs to take heed of before starting off a venture. Mr. Sivagnanam told emphasised on patience and perseverance as the critical keys to success. Dr. Lakshminarayanan explained how Institutions should provide an envi-

ronment that is conducive towards entrepreneurship. Mr. Chandrashekar put forth the importance of timing. The whole experience gave a holistic viewpoint of what one need to do to become successful entrepreneurs. As Dr. Lakshminarayanan said at the end of his speech, "Just because it is difficult, doesn't mean it is impossible."

Entrepreneurship Cell, IIT Kharagpur
in association with Loyola Institute of Business Administration
presents

EAD
CHENNAI

111

REPRESENTATION
ENTREPRENEURSHIP
AWARENESS
DRIVE

Date : 25th October
Time : 3 PM Onwards
Venue : Loyola Institute of Business Administration (LIBA)

Contact
Zonal Coordinator
K.H. Anand
+91-9566132301

Mr.S.Sivagnanam
- NSME Development Institute
Govt of India Ministry of Education
Dr.P.Lakshminarayanan
- CEO of TANSTIA-FNF Service Centre
Mr.C.R.Chandrashekar
- CEO of FundsIndia



THE JOY OF GIVING

The Radius Club of LIBA organised a 'Joy Of Giving' week which included several acts of kindness and love to the least fortunate in the various orphanages and destitute homes in the city. The concluding saw 300 children from three orphanages in the LIBA campus for a fun filled evening. The efforts Radius took to

bring smiles on the faces of our less fortunate



brethren deserved applause. They set an example which all of us need to follow. As Fr. Peter Xavier

pointed out, the ultimate joy indeed lies in giving. It is through small gestures of kindness and love that we can spread warmth and make the lesser fortunate feel cared for. Radius has definitely taken a leaf out of Mother Teresa's book as she had said 'We do not do great things... We do small things with great love'.



INSIGHTS FROM RELIGIONS ON ETHICAL BUSINESS

Friday, October 19th 2012 was the day LIBA, along with Institute of Dialogue with Cultures and Religions (IDCR) decided to explore new horizons in the field of ethical business by inviting speakers from various religions to help trace business ethics through religion by offering insights from different religions.

This conference gave the LIBA fraternity and especially the students a deeper understanding of Religious ethics in general and a new perspective of business ethics from the views of the important religions of India – Hinduism, Christianity, Islam, Buddhism, Jainism and Sikhism.

All who attended the conference went back with an innate respect for the common principles across religions and how relevant those principles are not only in our day to day lives but also in today's ever-changing world of business.



ONAM 2012

LIBA celebrated Onam in all grandeur on 28th August 2012. The entire campus was a picture of tradition and resembled God's own country— Kerala. Maveli made a special appearance too and was greeted with thunderous applause and cheers. A day well spent soaking in the rich culture and understanding the meaning of the beautiful festival.

CONVOCATION CEREMONIES

7th July, 2012 saw the 2011-12 batch of Executive PGDM graduate with the chief guest Padmashri K. Raghavendra Rao, MD, Orchid Chemicals, extolled them to be exemplary human beings along with being the best Managers.



The turn of the Full Time Batch was on August 11th 2012. The F10 Batch was advised by Mr. Lakshmi Narayan, Vice President of Cognizant Technology Solutions on the importance of grabbing opportunities.



ENSURING FOOD FOR TOMORROW — THE IIIBFT !



“Only when the last tree has been cut down; Only when the last river has been poisoned; Only when the last fish has been caught; Only then will you find that money cannot be eaten.”

Professor Alagu Perumal at LIBA who is the director of an enterprise called the Indo-International Initiative for Billions of Fruit Trees (IIIBFT) believes that the only way out now is to plant more and more fruit trees which not only solve the problem of the imminent food crisis but also helps curb Global Warming. Under his leadership, LIBA convened the first ever Green Summit on 01st No-

vember 2012. The dignitaries who spoke at the event included Smt TMT B Valarmathi, Honorable Minister for Social Welfare



and Nutritious Noon Meal Programme, Govt of Tamil Nadu and Shri Thiru Saidai Duraisamy, Worshipful Mayor of Chennai Corporation. Smt Valarmathi congratulated LIBA for taking up such an initiative. She was particularly happy with the

fact that the environment club of LIBA under Dr Perumal had planted fruit trees in schools in Chennai like Good Shepherd Convent and Bhaktavatsalam Vidyashram to name a few. Shri Thiru Saidai Duraisamy, was also all praises for the initiative and commented that it was the job of the youth today to understand the needs of our country and act accordingly. Dr Alagu Perumal was invited to plant trees in all then Corporation schools of Chennai. With the Green Summit, LIBA Environment Club has made its mark by showing its dedication for the cause of the environment.

LIBA PREMIER LEAGUE — HERE TO STAY!



The LIBA fraternity came up with a concept, titled the ‘LIBA Premier League’, structured on the lines of the IPL. “The idea of the LPL is to bring in the same level of enthusiasm, spirit, teamwork and strategy as that of the IPL into B-school life”, was what the organisers had to say before the event kicked off. Eight teams were formed under the banners of Delhi, Mumbai, Kolkata, Chennai, Cochin, Madurai, Goa and Bangalore and the vibrancy of each of these teams was testimony enough to the upbeat manner in which the LPL kicked off.

A wide range of events were in the offing. Management related competitions included Finance, Marketing, HR

and Entrepreneurship related events among others. These along with fun games, creative events, sports, quizzes and many such competi-



tions provided a constant battle of supremacy among the eight participating teams. The never-say-die attitude ensured that no stone was left unturned in their efforts to prove that they were better than the best. In the end, the ‘Chennai Singams’ emerged

champions though by a very slender margin. As they say, ‘The harder you work, the luckier you get’! Team Chennai, the deserving Champions, definitely gave it their all!

The biggest winner though was the spirit of teamwork and competency that was fostered. The organisers led from the front with impeccable planning. The fact that more than 95% of the students took part in the event is enough reason to believe that LPL 1 has truly been a success. The students of LIBA hope that LPL will only get bigger and better in the coming years.

A NIGHT OF LIBA-RATION!

Fantabulous Batch



F11

Mr. Fresher



Ghanshyam Kinger

Ms. Fresher



Neha Ashok

A night of team spirit and sporting mentalities; a night that resounded with the encouraging cheers of every LIBA student; a night that truly liberated every student in LIBA to come out with their best in an effort to help their batch be named the best.

The evening of 29th September, 2012, had a huge bevy of activities in store. Starting from a quiz, to individual songs, to group songs, to group dances – you name it and it was there. The highlight of the



would do justice. It was a theme show on organised crime. It was a Gangsters' Paradise.

After a lot of hard work and efforts put in by both the batches, the F11 batch, very deservedly, took away the crown. A day we did not want to end at all finally came to its conclusion, with the heart left yearning for so much more.

FRESHER'S DAY

Two weeks into college, no seniors to deal with, just the juniors and their then seemingly huge workload of foundation courses.... and then started the "Signature Campaign" which, by the way, can be said to be the official prelude to the Freshers day event. An extremely well thought out and effective initiative. Then came the icing on the cake, the much

awaited Freshers Day; and what a day it was! The night came alive with the colors of the sun. The usually silent, serene campus resonated with the enthusiasm and



enjoyment of all the people out there. The two batches of LIBA, F11 and F12 finally came together as one.

WHEN LIBAITES BROKE FREE!

'Breakfree' – an event that truly set every inspired mind in LIBA working overtime to come up with innovative, managerial ideas. The event intended to bring out the ideas that usually lies latent in the minds of students, and it succeeded in doing that perfectly. From tattoo parlors to customized, hand delivered goodie bags; from juke boxes to kulfi stalls; from yummy chicken curries



place, getting their hearts fill of the options available. An event truly befitting a leading B-School, bringing out the budding managers in practical application.

to refreshing sodas – it was all there, just waiting to be availed of by the students. The OAT was bursting with activity for two days and people swarmed over the



Nostalgia - Alumni Editorials

SHANKARNARAYAN MURALI, PART TIME W BATCH**UNFORGETTABLES**

“All the world is a stage” -William Shakespeare



“Success is the count of the ‘Smilestones’ we bring in the world”



“Never lose the thirst to conquer the unknown... keep winning or die trying!”



“Let us play our part in spreading the light of knowledge”

About yourself:

A fortunate fellow who has got an opportunity to do something that he loves doing every day of his life. Been a marketing, branding and events guy all my life career wise and have a strong passion for the stage. Have hosted and managed over 1500 events in different parts of the world in the last 12 years.

Memorable LIBA moments:

We were the first batch in part time to begin the concept of farewell party for our seniors, so that was special. I hosted most shows that we did and was fortunate to have been the voice of the class this way and this is where my nick name of “Mike Murali” came into being. It hasn’t left me till date. We organized a Christmas party for the kids for an orphanage, bringing them to our campus and staging entertainment for them and giving them great food, was truly a memorable experience.

First day at LIBA:

Nervous and excited and was having this fear of getting bullied as I was the youngest in my class. Walk-

ing into LIBA knowing that I was a part of it was a very proud moment indeed.

Inspirations at LIBA:

Prof Lakshmanan broke the ice beautifully and always



had a special rapport with us. Father Casimir Raj was a dynamic icon in his own merit. We cherished his presence in our midst every time he came to address us. Prof. Fernandez was the epitome of punctuality and discipline. Prof. Vandana Zachariah’s teaching of complicated concepts are still fresh in most of our minds. Dr. T.A. Sivasubramaniam was indeed a friend to all.

Career Achievements:

Twice the prestigious CEO award for the most Outstanding Performer. Recognised by Limca Book of Records for hosting and running the largest corporate show ever.

Advice to students:

Books give your guidance, but the real learning is what happens around you and outside the classroom and not just inside. Find a job that you are thoroughly passionate about such that you wont work for a single day of you life. It will just be living your passion. LIBA is a fantastic platform, so just explore, experience and get educated! If each one of you pay time to find something that you love doing, your whole life will be a fairy tale !

Know your Inspiration:

Shankarnarayan Murali, Part Time ‘W’ Batch

Nickname: Mike Murali

Domain: Marketing , Branding, Events, Employee Engagement, Strategic HR, Internal Communication & Banking.

Employers: Standard Chartered Bank, Polaris Software. Currently with **iGate Global Solutions.**

Nostalgia - Alumni Editorials

KONRAD FERNANDEZ, AAO1 BATCH**UNFORGETTABLES**

“For those who dare to dream, there is a whole world to win!” - Dhirubhai Ambani



“An important measure of success is the positive impact we can have on other people’s lives”



“The harder you work, the luckier you get!” - Gary Player



“May the light of knowledge dispel the darkness of ignorance”

About yourself:

I graduated in Visual Communication at Loyola College and then joined LIBA's first full-time MBA batch. Over the last 15 years, my career has been a mix of Marketing, Project delivery and Behavioural Training, almost entirely in the IT industry. My interests include western classical music, reading, writing, and Hollywood movies.

Memorable LIBA moments:

Our Director Fr. Louis Xavier gave our batch a hammering for the noise and commotion he could hear from downstairs. It was interesting to see the stern side of Father! We were really in awe of him; the way he commanded respect.

First day at LIBA:

Mixed feelings of nervousness, anxiety, anticipation and excitement. The orientation day really set the foundation for many friendships that we nurtured over the next two years.

Inspirations at LIBA:

Fr. Louis Xavier was certainly a big influence through his

quiet leadership style. Prof. Ranganathan amazed me with his infinite patience; the ability to remain ‘at center’ and completely composed even at the most annoying provocations. His simple manner and humility were utterly endearing.

**Define Success:**

The measure of success is the positive impact I can have on other people’s lives. How much have I given of my time, talent, and resources for the benefit of others? The question to this answer is a measure of how successful one is. Unfortunately, that is not a measure that most people look at these days.

Know your Inspiration:

Konrad Fernandez, AAO1 Batch

Employers: Sify Technologies managing Enterprises Business Marketing

Hexaware – Global marketing delivery through the central offshore marketing team.

Currently, Behavioural consultant at **Wipro Technologies**.

Career Achievements:

Managing the operations for India’s first successful online test at Blueshift for the Symbiosis Group was a satisfying experience. I don’t think I’ve got there yet! But I’d like to say that inspiration comes from the strength, clarity, and completeness of our goals. When that is clear and powerful, I believe you will find all the inspiration you need.

Advice to students:

Have realistic expectations from the Corporate world. Treat your employer as your customer. Ask first what you offer the company and how much value you can deliver before asking how much or what the company can give you. Build cross functional awareness, if not expertise. Realize, early enough, the immense value of character, behavioural skills, and communication.



You can contribute to 'Rewind' by sending in your articles to : liba.alumnicommittee@gmail.com