



October 2013

Alumni of the Month

The Marketing Conclave of LIBA 'Mark-it 2013' was held



on the 27th of September 2013. It was a day when LIBA proudly hosted Mr. Ramesh Ravishankar and Ms. Anjali Pais, both alumni from the F2 batch, as guest speakers for the day.

Mr. Ramesh Ravishankar is currently the Analytical Lead at Google India Ltd, Hyderabad and leads the analytical efforts for advertisers. Ms. Anjali Pais is currently the Vertical Head for Behavioral Training at Maersk Training India.

The feeling of coming back to one's institution after a decade and meeting a batch mate can be overwhelming. Mr. Ramesh and Ms. Anjali were in a nostalgic mood as they cherished the sweet memories of the past. Ms. Anjali recollected the serenity of the Loyola campus and the beauty of the Loyola Chapel. She acknowledged how LIBA had given them the freedom to be themselves and how this freedom had served to instill self-confidence in the students. The rigid schedules

and educational systems too had played a great role in building up her personality and confidence, she said.

Mr. Ramesh spoke fondly of his transition from Under graduation at Loyola College to PGDM at LIBA. He said the extra freedom that was on offer at LIBA was something he could not come to terms with initially. He recollected the brilliant teaching by the faculty at LIBA and said those learnings had shaped his career. He also expressed with gratitude how LIBA always used to inculcate the virtue of humility in the students and attributed his ability to stay grounded to this important life lesson learnt at LIBA.



The entertaining episodes of the F2 batch were recollected and the funny incidents brought a cheer even after a decade. Ms. Anjali spoke of how united the entire batch of 77 students was and how involved all of them used to be in all activities. She also spoke of how Chennaites of the batch had taken up the responsibility of finding accommodation for the rest even before the course had commenced!

As a piece of advice to the current batches of students, Ms. Anjali

and Mr. Ramesh had a lot to offer. Mr. Ramesh said that it



was extremely important to remain humble. According to him, one should never fear asking questions and that is the only way of learning. He also said that salary was not the only thing in life and that the experience was of more value than monetary benefits.

Ms. Anjali said it was important to know one's strengths and build on them. She also spoke about the spirit of the environment and how it can have an impact on bringing out the best of the person. She said that when one was determined and honest, there was no need to worry about being successful as success was assured with sincere efforts.

It is a matter of pride for LIBA to have torchbearers like Mr. Ramesh and Ms. Anjali and the onus is on us to derive inspiration from their achievements and make our Alma Mater proud as they have done!