



LIBA ALUMNI NEWSLETTER

REWIND

ENTREPRENEURSHIP

LOVE THE LEAP



DIRECTOR'S MESSAGE



Prof. R. Maria Saleth

Director,

LIBA

Dear LIBA Alumni and Alumnae,

Among the many pleasures and privileges of being at LIBA, the one I enjoy and value the most is the chance to interact with many of you on different occasions.

It is heartening to learn your amazing progress in professional and personal fronts and count your support for placement and outreach activities of LIBA. You will be happy to know LIBA achieved 100% placement this year also.

This edition of **Rewind** focuses on: "Entrepreneurship: Love the Leap" to highlight the elements of entrepreneurship. The most enterprising firms/individuals, who take new initiatives early, only succeed. But, as you know, those who sustain that success are the ones having a love for taking giant steps by adding passion to performance and giving heart to hard work.

Rewind serves as an excellent platform for establishing a strong bond among us. Let us join to congratulate the LIBA Alumni Committee led by Dr. Vandana Zachariah for their facilitative role and passionate work.

With best wishes to you and family,

R. Maria Saleth.

MESSAGE FROM THE CHAIRPERSON, LAA



Dr. Vandana

Zachariah

Chairperson,

LIBA Alumni

Association

Dear Alumni and Alumnae,

Warm Wishes from LIBA. Hope all of you are doing well.

LIBA is doing very well, and to reach the pinnacle of success, your support and co-operation is required. We would be extremely happy if you could come and visit your juniors. Your experience and exposure in the corporate world would help the students get valuable insights on the realm of Business. Moreover they would feel motivated and emulate you making LIBA prouder.

Every Alumni Meet organized is a homecoming and your presence at campus is highly valued. Your involvement and participation in all the initiatives of LIBA, would make your Alma Mater to soar even higher. We whole heartedly extend our invitation to you to deliver lectures as part of the Beyond Management Initiative, which is scheduled every Wednesday between 11:45 a.m. and 1:15 p.m.

You could extend a helping hand to your Alma Mater and help organize management symposiums – Beacon and Insight, offer assistance in the placement of your juniors, judge events at LIBArated and Chrysalis and contribute in the initiatives of the Centres of Excellence. We feel glad to reconnect and bond with you. If you have any clarifications and suggestions in this regard, please feel free to mail me anytime. Looking forward to hearing from you!

With Warm Regards,

Dr. Vandana Zachariah.

Entrepreneurial Mind

- Dr. U. Srinivasa Raghavan



He is a square in a round peg;
He rushes in while others rush out;
A typical misfit –
That is what they say first.
Years roll by;
Funds flow in;
Institutions he builds on –
Till he himself is an institution.
Now, the same 'they', discover –

He is wise;
He is capable;
He is the leader;
He is right.

Lonely is his initial years;
Listless is his life-style;
Longing for acceptance, he had to move,
He, the Entrepreneur.

When you form new roads in the dense forest,
When you aim for the moon, while the world stays put,
When you follow your mind, than following the herd,
You suffer,
but win ultimately.

When you win,
the fruits of your labour, all do eat;
When you work alone, they eat alone.

Then why entrepreneurial mind?
You wonder, but deep within,
You know the answer –
You are different: Creative.



“Because the people who are crazy enough to think they can change the world are the ones who do.”

- Steve Jobs



Entrepreneurship among the Modern Youth

– Fr. N. Casimir Raj SJ, President, LIBA

I am not going to write about entrepreneurship, it will be like carrying coal to Orissa. I want to share my views about the interest, attitude and capability the modern youth have, to become entrepreneurs. The opportunity available to become entrepreneurs, have increased manifold, largely because of the new lifestyle, and technology, especially Information Technology.

Some of them have big ideas, others have small ideas but all have great attitude to become independent, take risk and start business.

Even in early 2000's, I met very few students, except those who have business background, who were coming up with the idea of starting their own business. But now the scenario is changing. Every year four or five students come up with the proposals. Most of them are IT related. But I could see how they are able to sense the gaps in meeting the needs of consumers or businesses and plan to fill those gaps by their business. Some are mind boggling; some are too new to understand their importance. I am so glad to see the way they generate ideas and develop them. I am grateful to them, because, I am able to learn from their insights, analysis and enthusiasm. I know that all the ideas did not materialize, but it is natural. Among the few which materialized, all are not successful. It is an inherent risk of any start-up or even an established business.

I want to share about the start-ups of three of our students who passed out of LIBA in the recent past. I know many students of LIBA who started and run successful business. Some have come with business backgrounds, others are not so lucky. But even the latter group of students are also doing well because of their hard work, enthusiasm and ingenuity.

Mr. Boniface, Managing Director of Ulagin Oli, is a person who had no business background. But at the end of the second year, he was keen to start his own business- Solar Energy. His parents are not rich and hence they opposed the idea. He stood his ground and started his company with small capital he could muster from his family. Initially he struggled a lot. Though the concept of Solar Energy is very good, people were not ready to

install it. It was practically a one man operation. He was the boss, he was the manager, and he was the attendant. But he worked very hard.

The encouragement given by the Government last year, gave a fillip to his business. I am sure, the bright sun has started shining on him. I pray that he becomes another Suzlon Adani.

The second person is Ms. Nikita. Though she hails from a business family and got married into a



business family, she has started on her own. I was thrilled at the way she identified the business she wanted to start. She sells to the shops trinkets, modern jewellery and other fancy goods. In the beginning she designed them, then she used experts. She went to China and learnt their business model. To her surprise, she found that the shops are eager to provide shelf space for her products. She wants to supply to some big brands. She is knocking at their door. I am sure, given her determination and selling skills, she will succeed. If a breakthrough comes from one big brand, she has made her day. I wish her all the best.

Unlike the above two, Mr. Kern got a job through campus placement. Though he enjoyed the job for two years, the entrepreneurial bug bit him strongly. He has to make a serious decision-Continue in his job or become an entrepreneur. After consulting his professor of entrepreneurship, Mr. Rajendran, he took the risk of starting his own business. He found that in Chennai, most of the terraces are not used

economically. He wanted to use them to cultivate organic vegetables. But how to get those terraces? Will the families give access to those terraces? Will the vegetable gardening spoil the terraces? Before finding theoretical answers to these questions, he wanted to do the gardening on an experimental basis.

LIBA was ready to give the terrace of one building to experiment. It was a great success. He uses bio-degradable bags with coconut copra. He uses drip irrigation and sows organic seeds. The vegetables and greens are fresh, organic, and healthy. LIBA's evening course students buy these fresh vegetables immediately. Now, after successful experimentation, he could calculate the cost, fix the price with a reasonable margin.

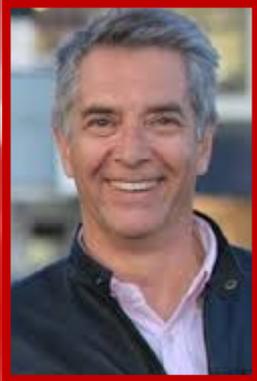
Now, he has the herculean task of finding people who are willing to rent a part of the terraces for gardening. The project will succeed if he has enough space. I appeal to our alumni/ae to lend their terraces. They too will benefit from the project besides buying garden fresh, healthy organic vegetables and greens.

These three, Mr. Boniface, Ms. Nikita, and Mr. Kern have ventured into these start-ups with little experience, with little external help, but with tons of attitude. I'm so happy and proud of them.

I have chosen these three from the recent batches. They have started non-IT ventures, two of them are social entrepreneurs. I'm proud to say so many of our LIBA alumni/ae have become entrepreneurs both in IT/non-IT businesses. I'm very proud of them. I wish them all the best. I hope the future generation will emulate them and our alumni/ae will support such entrepreneurs.

Academicians from Abroad at LIBA

Professor Fernando Diz



The Value Investing Course, in the Sixth Trimester was taught by Prof. Fernando Diz. Prof. Fernando Diz is the Professor of Finance at the M.J. Whitman School of Management and teaches courses in Value, Control, and Distress Investing. He is also the Managing Director of The Orange Value Fund, LLC and the Director of the Ballentine Investment Institute. Together with Martin J. Whitman, he co-authored the books, “Distress Investing: Principles and Technique” and “Modern Security Analysis: Understanding Wall Street Fundamentals”. He has served as a special consultant to the consultants to UBS Securities (2004-2009) and Bear Stearns (2004) under the Elliot Spitzer’s Global Settlement with Investment Banks in 2003. The students thoroughly enjoy the course and it added value to their knowledge spectra!

Professor Alexandra Y. Benz



Prof. Alexandra Y. Benz handles Negotiation and Culture classes in the Sixth term. She is a D.E.A (Doctoral Degree), Montpellier I, France, MBA, Montpellier II, France, Masters in Corporate Law, Montpellier I, France. She has also Mastered in Industrial Economics, Montpellier I, France and holds a Bachelorette Degree in Law from the University of Algiers, Algeria. The fact that she has designed and directed MBA or MIB (Master's in International Business) Programs at HEC-Lausanne, Switzerland; Bordeaux Ecole de Management, France; Notre-Dame University, Beirut, Lebanon, reveal her academic affiliations. She was the Director, Human Resource and Development, with responsibilities at Headquarters and in overseas projects at the IPEDEX (Service subsidiary of TECHNIP/French Petroleum Institute). She has a plethora of experience in consulting. She, as an academician, has taught in renowned institutes all over the world, including the Indian Institutes of Management. The students of LIBA, tutored by Prof. Alexandra y. Benz, are having a great learning experience.

Professor Marcel Weverbergh

Marketing is more than just the 4Ps; Marketing plays an integral role in businesses today. Mr. Marcel Weverbergh, Professor of International Marketing at LIBA, gave us a glimpse of how marketing plays a key role in economic, political, cultural, and historical events all around the world. Through case studies and presentations, he highlighted the challenges that companies and specifically brands face in marketing and selling their products in international markets. Starting with the sayings from Kautilya’s Arthashastra, discussions on fair trade, transfer pricing, to discussions on what constitutes ethics in international markets, the classes helped students become aware of key strategic issues faced in global markets. Having taught International Marketing at the University of Antwerp, Belgium, Mr. Weverbergh brought a new perspective to the subject and ended the session on a fruitful note.



Placement Report

Overview

The Placement week at LIBA is one, that is always looked forward to, with anticipation and excitement by the students, every year. Since its inception, LIBA has always achieved 100% summer and final placement. Every year the campus is visited not only by regular recruiters but also by new companies. At the end of the first year, students are required to undertake an industrial project in order to practically apply the theory they have learnt to live issues. This summer internship program encourages students to undertake research-based projects for a period of 8-10 weeks, in order to gain practical industrial experience.

Summer Internship

The summer placement process of the Post Graduate Diploma in Management program of the batch of 2014-15 witnessed an enormous success with a surge in the number of companies visiting the campus. The students of this batch will pursue their internships during April and May 2014.

The summer internship week noted a broad range of companies from various sectors such as FMCG, BFSI, Real Estate, Social Media and Manufacturing visiting the campus. Prominent names such as Barclays, Dabur, Asian Paints, SBI Life offered a variety of profiles to students.

Most of the companies are open for a pre placement offer to students who perform well during their internships. The average stipend offered has been Rs. 15,000 with the maximum offer being Rs. 60,000.

Final Placement

The Final placement for the PGDM batch of 2013-15 has been a sterling event at LIBA with about 40 companies making offers to nearly 95 percent of the batch. The companies visited the campus in the first week of December. While the past recruiters visited the campus again, many new recruiters also offered diverse roles spanning across Finance, Marketing, Sales, Consulting, Analytics and HR.

LIBA has yet again reaffirmed its worth with more companies visiting the campus than the previous year and offering an average compensation of 8.5 lakhs per annum. Some of the major recruiters this year were Deloitte, Asian Paints, Cognizant Technology Solutions, Wipro, DELL, HCL, etc.

The Final placement week ended with an excellent feedback from the recruiters regarding the performance of students during the selection process. It is yet another testimony to the quality of education and the erudite faculty members that LIBA boasts of.

Beyond Management Initiative at LIBA– Dr. Ravi Thilagan

It was another thought provoking session of the “Beyond Management Initiative” with Dr. D.J.E. Ravi Thilagan, Head - HR, Financial Services and Software Solutions (FSS). Dr. Thilagan spoke about the ever so popular topic of ‘leadership’, but he presented the topic in his own unique way, by taking examples from the movie ‘Troy’. He juxtaposed the leadership in our day to day organizational structure with the learning from mythological wars like Mahabharata. The veteran HR manager highlighted key aspects of leadership in the most entertaining way possible, from

clippings of the movie Troy.

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come with their own different Individual motives. The key to the success of the teams is how well the leader can take these individual goals and align them with the overall organizational goals. He talked about



how managers of tomorrow must have the focus of a Greek warrior. He highlighted the importance of

leadership skills like Negotiation and protecting the followers/team members. The two most effective tools to motivate a team according to him are Vision and Purpose of the leader. The final two characteristics Dr. Thilagan emphasized on was the character of the leader and the legacy he leaves behind. On this note Dr. Thilagan ended his analytical yet entertaining talk on leadership. This has been a truly unique experience for those present today at the LIBA auditorium, one that would be remembered for a long time.

Beyond Management Initiative – Mr.SJ Surya

The entire crowd was cheering and roaring with energy as Mr. S. J. Surya, an Indian film director, screenwriter, actor, and producer walked in. Having worked in the Tamil, Telugu and Hindi film industries, he was at LIBA to share his experience and insights on 'Management in Cinema Direction'.

Being an alumnus of Loyola College, he expressed his pleasure in being invited to the campus again. He shared his childhood, his aspiration to become an actor, his struggles and his experience with all of us. He shared the nuances of management in cinema and how he had learnt it. He advised all of us to give our 100% in whatever we do.

Starting his career as a steward in a hotel, he mentioned how he learnt that every work – small or big is important and how doing it with dedication helped him reach great heights in his career and life.

He added that being true to oneself is very important as he believes that only inner peace and happiness is permanent in life and everything else is ephemeral.

This session was simple yet very effective and the patience with which he explained and accepted the mistakes he had done in his career portrayed his humbleness and the will to learn. His speech was a great inspiration to the students.

Foreign Exchange Students Speak!

Following a competitive screening process Rohit Chopra and I, Anton Paul, were selected among hundreds of other students across India for 'The Ford and Prudential Scholarship' programme respectively which provided us an opportunity to spend a term in Washington D.C, USA during the fall of 2014. We sincerely thank LIBA for providing us with this opportunity.

It was a highly rewarding and enriching semester at The Washington Centre. It was an opportunity for both of us to interact and exchange ideas with the creme de la creme students from across 40 countries. The students were from a wide gamut of disciplines of study like finance, policy making, marketing, journalism etc. We learnt a lot about their culture, traditions and their perspectives on various matters. We had a lot of fun as well going around the beautiful capital of the US from visiting the Smithsonians to attending the various business & policy seminars. We are glad that we now have several friends across the world.

On retrospection of this semester, we observe a strong connection between our academic background and internship, individual programming and civic engagement that we took part while at TWC, this semester. Hailing from a Business Management School our internship at Izar capital

and Eastern Market were the best fit. It helped us gain insights about investment banking, consulting and market analysis. We were able to contribute to them in terms of primary/secondary data collection and research process. The individual programming augmented our learning through sessions on business consulting, effective work and networking practices. The civic engagement was an eye opener for us in terms of the access to fair education for the disabled people and inspired us to learn about the various policies in place and the history of its evolution. This has motivated us to contribute towards this section of our society.

From a long term career perspective this experience has helped us work better in cross cultural environments and develop broad perspective on subject matters. It gave us a chance to observe how it works in today's most developed country, with prominent focus on finance and marketing. We are able to appreciate and adapt to the different work culture and manners. We are citizens of the world and we will work for its wellbeing, peace and prosperity through the work we do as tomorrow's leaders.

"Never give in—never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honour and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy."

- Winston Churchill



FOLLOW YOUR DREAMS.
Or you'll spend the rest of your life working for someone who did

A word with Entrepreneurs from LIBA

Mr. Kenneth Mark

Mr. Kenneth Mark believes that the road less travelled holds the greatest opportunity in life. This is the thought that made him assist his mother in developing St. Mark's School, a school with a difference. It is a school for the new generation. It follows a curriculum that is the perfect blend of the current educational requirements in the Indian Society and our traditional values. He feels that it is very important to imbibe our cultural values in today's youngsters and all the more important to make them understand how deep rooted our culture is and how much importance it holds in the global arena. Started in 1997 with just 4 children, the institution has now reached great heights. Currently, the

school has 4 campuses, 60 to 70 staff members and around 500 students. Mr. Kenneth joined the venture in 2008 and has taken the institution to the next level. A school that believes in an active social rule, it is one of the major contributors to the CSR activities that take place in town.



Recently the school won 'Largest KG contributor' award among the 90 schools that participated. When asked about his

life as an entrepreneur, he says that the path of an Entrepreneur is a very challenging one because along with the excitement comes a huge load of responsibilities to the family as well as the society and it takes a great amount of belief in ourselves, immense passion to tackle the challenges and perseverance to take the long path to finally reach our destination successfully. This is where, he feels LIBA has helped him. LIBA allowed him to discover himself and push himself to work harder. It has helped him understand the practical corporate world. He also added that the nurturing he had received from the teachers had constantly propelled and guided him in this less travelled path.

Mr. V. G. Suri

Mr. V.G. Suri has worked in the corporate world till the age of 44 years. He has held various senior positions in many prestigious organizations. Having achieved great heights in the fast paced and busy corporate world, he realized how high end corporate jobs encroach our family and social lives. This is when he decided to start a Daycare. He firmly believes that god created 24 hours in a day based on the math: '8-8-8'; 8 hours of work, 8 hours with family and 8 hours of sleep. He understood that any change in these numbers only created chaos and an imbalance in our lives. He wanted to help the women who are forced to shuttle between their corporate careers and families. The venture was an initiative towards

helping parents to spend time with their children and to manage their jobs not at the expense of their kids' growth and development. The organization currently has 17 centers



across Chennai, 5 training institutes exclusively for teachers, parents and children. He says that the first 24 months in any venture is very crucial

and challenging. It takes a great deal of belief to withstand the struggles, hiccups during those days in order to see the light at the end of the tunnel.

He also feels that it is very important to know where our product or service is positioned in the market, as it would help understand the image our business holds. He says that LIBA with its pool of faculties who are experienced across various disciplines, helped him give a framework to all his thoughts and learning. He also added that we enjoy a lot when we do something that we love and the immense satisfaction and the freedom that we get make us want to work more.

"Risk more than others think is safe. Dream more than others think is practical."

- Howard Schultz, CEO of Starbucks.

If things seem under control, you're just not going fast enough

Mario Andretti

Interview with Entrepreneurs

Mr. Murtuza Khorakiwala

Keeping pace with the growing economy and the ever increasing need for robust, aesthetic design, quick, and cost-effective Pre-engineered building solutions (PEB), Mr. Murtuza set out to establish his firm, "A.T.Khorakiwala Steels (India)", which offers customised Prepainted Galvalume Profiled Steel sheets used for roofing and fencing requirements for Industries, warehouses and residential projects.

Mr. Murtuza, after a decade long work experience in the ITES sector, ventured to pursue his dream to set-up an Iron and Steel Business. Hailing from a family which had been in Iron and Steel business for several decades, he was keen from his childhood days to pursue and create his own business in this sector.

The journey as an entrepreneur, has been exciting and challenging experience for

him. He says, "It has enabled me to see the larger picture with an ocean of opportunities. Initially, it has helped me by limiting my



scope and by focussing on short term milestones keeping the long term target in mind. The key however has been focussing on quality and pace of execution and staying grounded".

He says, "LIBA has helped me immensely by laying a strong foundation across all functional areas and specialisation in Finance and Marketing. LIBA's structured course content with real time case studies provided me with a multi-faceted practical learning approach with on-site projects, industry visits and discussion/seminars with experts".

He believes that proper management is the crux of any business. A successful entrepreneur needs to have exposure into all management functional areas, he adds. According to him to be an entrepreneur, you should dare to dream, be innovative, explore and develop new ideas in which you believe, to have a deep routed perseverance and passion to pursue it till you achieve your goal.

Dr. Sirish Dhurjety

Dr. Sirish Dhurjety is the Co-founder & CEO of Capital Logic – a boutique M&A advisory, capital raising & strategic venture consulting firm based out of Chennai. The engagements typically involve advising clients from the strategy development stage, assessing the right financial / strategic partner, contract negotiation and operational efficiency of the potential alliance/s. Over the years, Capital Logic had the opportunity to work with multiple stakeholders ranging from hi-tech firms, service providers, investment funds, promoters with successful exits, aspiring entrepreneurs, capacity building organizations, livelihood promotion ventures to MFIs across many countries.

Dr.Sirish has completed his PhD at University of Madras on the topic, Impact investments, and prior to his Doctoral Programme, he earned his Masters in International Marketing & Strategy from Strathclyde Business School – Glasgow, UK and completed PGDM programme (01 Batch) from LIBA, Chennai

Over the years he says that the role of an entrepreneur is transforming, and becoming more holistic. According to him, an entrepreneur must possess immense courage & enjoy uncertainties, have a

strong conviction of his / her idea - yet open for learning and implement new ideas / technologies, with high ethical quotient, and enormous financial discipline.

He has thoroughly enjoyed his rollercoaster ride of Entrepreneurship the last 9 years. "The initial few years of the journey (from 2006 – mid 2009) was very intense – loads of energy, lot of excitement, working round the clock on multiple cross-border deals, very



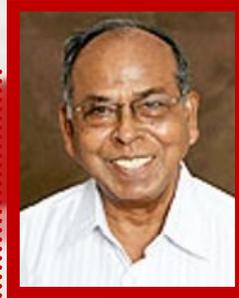
strong positive market sentiment, back-to-back meetings with promising entrepreneurs / fund managers", he adds.

He mentions, " LIBA is a knowledge power-house. It gave us a brilliant platform for Business Studies. The

programme is very well structured, with the right balance of academic inputs & corporate exposure. We were fortunate to learn from industry leaders / veterans / academicians from various prestigious institutions from India / abroad. The case study approach, project work for each paper, corporate exposure week, summer project and final project provided us phenomenal insights in various topics. LIBA academic inputs & methodology is on par with any other leading global universities. It is good to see the alumni team working hard in setting up a platform and conducting annual events in bringing all of us together – which is certainly the backbone for any business institution. In many instances, the alumni & alumnae of LIBA have supported in my efforts during the journey, and I would like to extend my sincere gratitude to all of them. It will be great to see LIBA developing more leaders than managers and focus more on research initiatives in the coming days." He made a special mention of Rev.Fr. N. Casimir Raj SJ, and felt fortunate to be his students and pass out of LIBA during his dynamic & charismatic leadership.



AWARDS AND ACCOLADES



Rev. Fr. N. Casimir Raj was awarded for his **Contribution and Services towards Management and Society** on behalf of the School of Management SRM University during the ceremony at the International Conference on Data Sciences in Business Application held on 12th February, 2015.

LIBA won the **Overall Championship** at **Amrita School of Business's National Level Management Fest Pragati**.



Robin Singh Prince Joshua won the **Best Manager event** at **Pragati 2015** held in **Amrita School of Business**.

Chathurya P. and **Piyush Somani** emerged **Winners** in **Cash Tagged** the Finance event at **Pragati 2015** held in **Amrita School of Business**.
Chathurya P. and **Geetha P.J** were declared **Winners** in **Vittarohan**, Finance Event in **Naissance 2015** organized by **SDMIMD, Mysore**.



Evans Thomas and **Oscar D'Souza** proved their calibre in Marketing and won the **First place** at **Markethor**, the Marketing Event held at **SDMIMD**.

Raja.M, **Praveen Kumar.R**, **Joseph Sathyan**, **Sai Deepthi** won the **First Place** in **Adquotient**, Marketing Strategy Competition, at **Confluence**, held in **Indian Institute of Management, Ahmedabad**.



S. Surya Narayanan and **R. Ravi Shankar** won the **Second Place** in **Wall Sreet Wiz**, the Finance event at **Pragati 2015** held at **Amrita School of Business**.

Emy Ann Oommen and **Vincy Savia Rodriguez** won the **First place** in the HR event, Revelation conducted by **SIBM Bangalore** and the **Second place** in the HR event **MH730** in **Pragati** conducted by **Amrita School of Business**.





Alumni Meet

The evening of December 7th 2014 was a special occasion for LIBA, It epitomized the homecoming of the 'K' batch after 25 years and 'U' and 'AC' batch after 15 years. The stage was set for the who's who of corporate India to return to their campus and be a part of a memorable evening. The event started with a prayer song. The Director of LIBA, Prof. R. Maria Saleth congratulated the alumni for the success they have achieved in their respective fields.



Rev.Fr. A.M. Francis Jayapathy SJ, Rector, Loyola College, enlightened them on the different dimensions of the word success and the greater responsibilities they had in working towards the success of the society.



Rev. Fr.N.Casimir Raj SJ, President, LIBA, thanked the alumnae for their contribution towards sponsoring the education of under privileged children. The Alumni newsletter 'REWIND' was unveiled. The theme for this edition was "Social Media Marketing- Spread the Word Socially".

The efforts that the students Alumni Committee spearheaded by Prof. Vandana Zachariah took to make this event memorable requires to be mentioned.

The nostalgia was also evident in the words of the alumni as they spoke of their college days, the learning, the values they took from this campus and their corporate journey in the last 25 years.

Christmas



Christmas is a time to celebrate the birth of God's only begotten son-"Jesus Christ". It is the time to cherish peace, mercy and sharing the joy with one another. The decorations and presents are the expressions of the true Joy of Christmas and it reverberates the celebrations of a new year, with new hopes and prayers.

A Christmas celebration becomes incomplete without the cheerful sound of the bells, the arrival of Santa Claus with his sack load of gifts and sweets, shouts of joy through Christmas carol and dance that expresses the magnanimous joy in celebrating Christmas.



Children from Venu Gopal Matriculation School, and 'Sevalaya' and Elders from 'Little Sisters of the Poor' and 'Sevalaya' joined us in the celebration. We started off with a prayer song by the college choir. Director Prof. R. Maria Saleth welcomed the gathering and Fr. A.M. Francis Jayapathy SJ, Rector, Loyola College, delivered the Christmas Message.

The nativity scene with the backdrop of a Christmas tree, enacted by LIBAites was truly wonderful. The play took us back thousands of years, to the day when Jesus came into this world.

There could be no better way to end the day than enjoying a delicious feast and a scintillating performance which was a blend of divine music and energetic footsteps.

Pongal



Pongal is a festival which marks the celebration of the harvest season. It is one of the traditional festivals celebrated in Tamil Nadu with grandeur. At LIBA, we celebrate *Pongal* in a very traditional way. We started the day with our Professor, Dr. Victor Louis Anthuvan taking us through the history and the importance of the festival and the role of farmers in the development of our country. He also emphasized on the importance of helping them and thanking them for their hard work. In Tamil, the word *Pongal* means "overflowing" which signifies abundance and prosperity. The girls of F13 and F14 competed against each other in a symbolic ritual of preparing Pongal in a new clay pot

and shouting "Pongalo Pongal !!" when the rice boils over and bubbles out of the pot.

It was then time to select 'Azhagiya Tamil Magan'. Various rounds of competition were conducted accompanied by the loud and happy cheers from the audience. After all these vigorous rounds of competition, Rajarajan of F14 emerged as the 'Azhagiya Tamil Magan'. The crowd cheered and applauded him. With our hearts filled with happiness and joy, it was time to fill our stomach with the sumptuous traditional *Pongal* lunch. Post lunch games organized, included 'Lemon on the Spoon', 'Sack race', the traditional 'Uriyadi' and 'Slow Bike Race'. It was truly a day of paramount joy and jubilation and it marked a wonderful start to the year.



Business Summit

Loyola Institute of Business Administration (LIBA) in association with India-New Zealand Friendship Association (INZFA) organized the Business Summit 2015 on 12th of January 2015 at Hyatt Regency, Chennai. The Business Summit deliberated on the economic development and collaborative partnership between India and New Zealand.

The summit began on an auspicious note with the lighting of the Kuthuvilakku by dignitaries. Prof. R..Maria Saleth, Director LIBA welcomed the distinguished guests and inaugurated the Conference. Rev.Fr.A.M.Francis Jayapathy SJ, Rector, Loyola College, addressed the gathering and spoke on the historic nature of India's trade relationships across the oceans and encouraged friendly association between nations for sustainable growth. Rev.Fr.N.Casimir Raj SJ, President, LIBA, shared the idea, path and vision of the summit. He stressed on the importance of the summit as not just an academic exercise but a platform to build business, social and academic excellence.

Mr. Wenceslaus Anthony, Founder and Chairman – INZFA, read out the message of New Zealand Prime Minister Rt . Hon. John Key, in which he highlighted the long standing and broad relationship between India and New Zealand and the well developed connections between both the countries.

His Highness The Prince of Arcot, Nawab

Mohammed Abdul Ali highlighted the importance of friendship between countries and how friendship was the cement that could hold the world together. Mr.P.Murari, Advisor, Hon. President, FICCI, Mr.J.K.Dadoo, Joint Secretary, Government of India, Ministry of Commerce & Industry, Sir Anand Satyanand, Chairman, Commonwealth Foundation, Mr. Mark Powell, CEO, Warehouse Group Limited, Mr. Clayton Kimpton, Consul-General to Dubai, Mr. Bhav Dhillon, MD, CEMIX were the eminent speakers of the day.

The topic of the panel discussion was "INZFA and its role in promoting trade and business between India and New Zealand" The session was chaired by Mr. Kevin McKenna, The New Zealand Consul General and the panelists were Mr. Sameer Handa, Group CEO with Patton Ltd; Mr. Ashish Trivedi, CEO of Newton College of Business and Technology (NCBT); Mr. Steve Dsouza, the Chairman and Managing Director, Kalamazoo Group of companies; Mr Ashish Hemrajani, Founder, Book My Show and Dr Parmjeet Parmar, Member of the New Zealand Parliament.

The Valedictory Session commenced with a report on the Summit 2015 delivered by Mr.Ashish Chandy, Student Coordinator, Business Summit. Prof. Lawrence Surendra, Co-founder and Chairman of the Sustainability Platform, delivered the valedictory address.

The vote of thanks was given by Prof. Victor Louis Anthuvan, Professor of Finance and Dean (Research), LIBA. It was an enriching experience for the students, faculty, Corporate and Academic delegates thanks to tremendous efforts taken by LIBA-INZFA team.



Pegasus

The F14 batch students were taken to Pegasus Training Institute, Pondicherry for an outbound training workshop, a very high energy offsite training programs for enhancing individual and team performance by improving the skills in the areas of teamwork, team bonding, communication, leadership, time management, problem solving, decision making, motivation, change and personal development.

There were several activities spread across the three day workshop. All the activities, though physically exerting had immense learning value. Some of the activities required

a lot of strategizing and time management. One activities of the outbound learning program was 'The A Frame'. The captain of the team had to stand in a 'A' shaped bamboo structure and his team had to balance and move the structure forward using four ropes tied with the bamboo structure. It was a perfect exercise to learn the value of teamwork, where the captain only guides and steers the structure but success was entirely dependent on the efforts of the team.

With rejuvenated spirits and enlightened minds the students returned to the campus to implement the leadership lessons learnt in the workshop .



Business Summit – Press Release



Chrysalis 2015– Exhibit Every Bit!

Chrysalis gets bigger and better every year. This year around 900 participants from over 30 B-Schools and 20 Corporates participated in the events spread over two days. IIM Kozhikode, XLRI, TAPMI, NMIMS, Mumbai, DoMS, IIT Madras, NITIE, Mumbai are some of the B-Schools which participated.

Opera Bit, the Operations event, Mark-O-Byte, the Marketing event, Fin-IT, the Finance event, Exhibit O'HR, the HR event, Clash of Titans, the Debate Competition, Affaire, the B-Plan Event, The Whiz Kid, the Best Manager event Exquisite, the quiz event, Crime Scene Investigation, Adzap, BandSlam, Burn the Floor, Selfiever, Dumb– C and Article Writing competition, were the various



events that were organized. Veteran Actor Mr. Sivakumar, presided over the Valedictory Function and distributed the prizes to the winners who emerged victorious after the intense competition. Soon after the Valedictory session, the Chennai based band, Junkyard Groove, gave a scintillating performance.



ALUMNUS OF THE MONTH– DECEMBER 2014

Dr S.Ramanathan belongs to K batch – 1989-92. He carries with him 4 decades of wider exposure spanning both industry & academia. His career started with a humble beginning as a Sales Man in Spencer & Co Ltd way back in early 70's having finished just his Graduation – B.Sc Statistics from Presidency College, Madras (University of Madras)

He could reach to the position of establishing School of Management studies as Director in the newly formed technical university in 2007, thanks to LIBA for seeding the strong foundation which led him to take challenging assignments in the subsequent years. As a working professional, he joined LIBA to acquire PGDBA (3 yrs) in the part time programme.

Dr S.Ramanathan had a strong will & commitment which scaled him up to greater heights in the academic arena in the latter years. He holds three doctorates, one in Management, the other one in Open Distance Education & the third one in Political science from various state universities. Even at sixty he is pursuing his D.Lit in Health Care Management.

Dr S.Ramanathan has been the Director-School of Management Studies- Anna University, Coimbatore(2007-09). He also held the Positions of Director-MBA, AVC College of Engineering Mayiladuthurai & Gnanam School of Business- Thanjavur. His last stint was as Dean – CARE School of Business Management, Trichy .

Having taken up the reins of the headship, he has been successful at the implementation of the assigned policy of the institutions by reinforcing the commitment at all levels thus ensuring over all achievement. He has been instrumental in facilitating academic excellence fulfilling the confidence of all stake holders.

Dr S.Ramanathan was instrumental in formulating the syllabus & Curriculum/ Trimester Pattern for the University Department and affiliated colleges coming under the purview of Anna University, CBE then with the guidance of Prof (Dr) R. Nandagopal Director, PSGIM .

Dr S.Ramanathan is also a Columnist in an English evening daily from Chennai , Trinity Mirror. He has contributed 450 Plus columns (Management related) in the recent decade, covering the wide spectrum of Personality Dynamic topics.

“My life at LIBA was a turning point in my career. I have been able to



continuously seek and obtain knowledge from the revered Institute which has given me the utmost confidence to face the challenges in life. My three year stint with LIBA was a very enriching experience which has helped me to develop the basics of business methodology with integrity wherein I was able to apply the same in day to day routines” ,he says

“Also I experienced a great deal of personal growth during my time at LIBA, recuperating specific knowledge bases and various other skills. The faculty and infrastructure were exceptional indeed. Adaptability to changing work environments and the ability to tackle demanding situations were the exemplary by-products of the tough, contemporary curriculum at LIBA then” .At this juncture he wishes to record his sincere indebtedness to Rev Fr.Dr. N. Casmir Raj SJ, Rev Fr. Louis Xavier SJ, Prof. Lakshmanan to name a few, for his success.

Whenever asked, on choosing the right business school, my sure bet is on LIBA as it is not about merely learning from books. It's the education you get from LIBA that will prepare you to face the corporate world with utmost confidence.

“To be frank, life was never simple at LIBA. Solving complex case studies, giving innumerable presentations, attending classes between 6 to 9 p.m after the official routines even on holidays for project work, none of them were easy. But LIBA taught us to think, team-up and challenge ourselves, the reason I have been successful in my career, where in I rose from a humble beginning to startling heights and today I see a distinctive lead in comparison with many others”.

“Our classroom sessions were much fascinating. It has been a bliss to have been taught by such experienced and understanding faculty mostly visiting that time either from academia or from the Corporate and I am ever grateful to all at LIBA, the institution which has helped in shaping me and personality building also facilitating to interact with the best brains in academics and network with industry talent”

According to Dr S.Ramanathan, resilience is a key trait that a leader must cultivate. You are going to fail, but you need to take those failures in stride, learn from them and keep moving forward to reach your goals. Also a leader must cultivate and encourage positivity. Staying positive during all the ups and downs of a start-up will help those around you see that being positive and happy is a choice you make, not just a condition you find yourself in.

He feels that a MBA graduate should aspire to be the catalyst in the conversion of challenges into opportunities. **Mastering Behaviour and Attitude** and ability to strategize the approach to meet the complex situations in the corporate world is the mantra for success. The corporate expects the fresh MBA graduate to have a basic knowledge along with the attitude for learning, enthusiasm, initiative, commitment, and leadership qualities to face the complex situations.

LIBA, a 35 year old revered institution stands as a true icon for imparting the state of art Management education to its student community in the country and blessed are those who come out successfully, he concludes.

ALUMNUS OF THE MONTH– JANUARY 2015

In this edition of the Alumnus of the Month, we had the privilege of interviewing Mr. Pradeep Rathnam. Mr. Pradeep started his career at Citicorp Securities and Investment Limited after completing his PGDM from LIBA. He worked in the operations division and was part of the start-up team that set up CSIL. Mr. Pradeep then moved to Citibank to build distribution for unsecured lending. This helped him explore the product development function of building the SME business across India.

After spending around 9 years with Citigroup, in 2008 he joined AEGON Religare, a new Life Insurance company as a founding member and part of the Executive Committee. He was initially responsible for CVP and CRM, after completing the set up phase; he moved to build agency distribution as VP Sales. With 14 years of exposure in operations, technology interface, distribution, marketing and product development across established companies and start-ups, in late 2012 he moved to Rupeezone. Currently he is the CEO of “Rupeezone”, one of the largest Financial Superstore in India.

When asked about LIBA’s role in his journey, he said the 2 years at LIBA was a life changing experience for him. The fine balance of academics and overall personality development was something that helped him to learn multitasking and become a team player. The transformation that he went through at LIBA had a tremendous impact in his approach to life. He says, “I realized the inherent strength every individual has if he overcomes his inhibitions and not allow himself to get intimidated by the fear of unknown”.

Elaborating on the evolving role of the manager in current business scenario he pointed out the importance of a manager being able to get the best out of every

team member. He highlighted four key aspects for this.

1. Motivating them to give their best
2. Effectively communicate what’s expected from team members.
3. Constant feedback on what they need to a) Continue doing, b) Start doing & c) Stop doing .
4. Personal feedback on how their



performance in their current role can help them achieve their long term professional objectives.

He highlighted that a manager must constantly explore opportunities to equip themselves on new market trends. He also emphasized the balance of IQ & EQ, a manager must have, the importance of grooming themselves as leaders.

As his biggest takeaway he recollected his experience in the ‘Management Ethics’ class. His initial belief was that ‘ends justify the means’ which contradicted what was taught in class. However, his long personal conversation with a retired IPS officer who was a guest lecturer for the subject, changed his views. The ethical values got ingrained in him and has stayed with him in his 16 yearlong corporate career.

Mr. Pradeep turned nostalgic as he shared with us his memories of the placement season of his batch and his role as a placement member. The experience of marketing the college and

students to the corporate world was a memorable experience for him, and coming back to LIBA, the very next year, representing Citigroup, to recruit students from the subsequent year was his most memorable moment.

Talking about his Alma Mater, Mr. Pradeep said, “LIBA truly liberates people”. He gave the 5 Cs that LIBA imbues in its students making them emerge successful in the corporate world. These 5 Cs being Confidence, Credibility, Competence, Culture and Courage, influence the sixth C, Compensation.

As a piece of advice to the current batch of students, he emphasized on the importance of staying inquisitive and continuing to learn. He mentioned that it is important to expertise in every domain of business rather than concentrating on your specializations alone. He encouraged the students to take up cross specialization roles as they move up the corporate ladder and highlighted the fact that students should not give up their passion for a field of work because their first job is in a different field. Lastly, he encouraged the budding entrepreneurs to get started immediately. According to him there are no perfect solutions to some problems, but you are more likely to find a solution on the field than in a board room. He also reminded that great ideas are important, but to build a successful business model ‘execution is the key’.

Mr. Pradeep is truly an inspiration and leader with a deep sense of ethics and humility. He has lifted the banners of LIBA very high and his Alma mater is proud of him.

