LIBA ALUMNI NEWSLETTER

NOVEMBER 2014

REWIND

SPREAD THE WORDSOCIALLY

ISSUE 5
DIRECTOR’S MESSAGE

Dear LIBA Alumnae and Alumni,

As a recent entrant to LIBA community, let me first express my heartfelt greetings to you all! The dynamic nature of your expanding network is impressive. Your continuing commitment in supporting the placement activities and social initiatives of LIBA is invaluable. LIBA is proud to have you as its ambassadors for its values and count you as part of its social capital.

Rewind is an excellent link between you and LIBA enabling us to learn about our mutual progress and success. For this seamless connection, we need to appreciate the services of the LIBA Alumni Committee led by Dr. Vandana Zachariah.

The theme for the current edition of Rewind is: “Social Media Marketing”. It is an apt theme for our times. Social media is no more a platform for mere social interaction. It has emerged now as a medium for marketing not just products and services but even political and social ideas and issues. You will agree the possibilities are immense so are the challenges.

My advance greetings to you and family for a Happy Christmas and a Great New Year 2015!

With best wishes,
R. Maria Saleth

ADDRESS BY THE CHAIRPERSON, LAA

Dear Alumni,

Greetings from LIBA ! Hope you are doing well!

It gives me immense pleasure to reconnect with you. I am sure all of you are doing extremely well in your respective fields. You have really made us proud and you serve as an example to the current batches of students.

LIBA has been doing well, however it could do a lot more, with your active support. We seek your involvement and whole-hearted participation in the initiatives of LIBA. We would be glad if you could come and deliver lectures at LIBA as part of the Beyond Management Guest Lecture series held every Wednesday between 11.45 am and 1.15 pm and share your insights and experiences with us. You could choose to mentor your juniors, help us with our management symposiums- BEACON and Insight, extend a helping hand with placement of your juniors and even judge events at Chrysalis and participate in the initiatives of the Centres of Excellence . It is our privilege to continue our association with you and your valuable contribution to your Alma Mater will help tremendously in the growth of our institution. We are certain you would be eager to lend a helping hand to LIBA. 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

Prof. R.Maria Saleth
Director,
LIBA

Dr. Vandana Zachariah
Chairperson,
LIBA Alumni Association
A Poetic Expression of Social Media Marketing
- Dr. U. Srinivasa Raghavan

```
Yester-era saints expressed in 'Mantras';
Politicians, then, played many 'Tantras';
Scholars and poets met in platforms;
Skilled traders sold in shop-site forms;
All the meetings face to face:
Market in person, to succeed in the race.
Today's Market is so strange;
Everyday Marketing does change.
Thanks to Social Media and cyber space,
Marketing evolves with each new turn.
Name a site in internet haze
In Marketing, each second a winner is born.
Wants to win an election, a politician's dream,
From Social Media flows vote-stream.
Meet your sweet heart or boy friend,
Not in beach or in bush, but facebook you attend.
Buying, selling, reaching, teaching-
Name anything-
Social Media is the thing,
Marketers of the world, unite,
You have nothing to lose;
On social Media platform,
Meet your customers and Market you storm!
```

“Social media spark a revelation that we, the people, have a voice, and through the democratization of content and ideas we can once again unite around common passions, inspire movements, and ignite change.”

- Brian Silos
Digital Marketing 2020 - A peek into the future trends!

Marketing has evolved today to be of a two-way channel with its target audience, where businesses are harnessing emerging technologies and platforms to reach out and engage with customers. The ever-changing online space is where we see Digital Marketing extending into a more holistic user experience.

Google, Microsoft, Facebook and Yahoo have been innovating, designing and creating amazing applications for the everyday consumers as well as for businesses. Moreover, with the many acquisitions of startups it could change the way digital marketing will be done in the future.

Well I am just going to give a brief on the future scope of the Digital Marketing Ecosystem.

**Digital will be about enhanced user experience:**

The giants seem to have taken an interest on Virtual Reality (VR) and Augmented reality thus giving rise to a whole new business segment, with the new Google Glass which falls under the wearable tech and Oculus VR acquired by Facebook which is under the VR segment, Nike, Sony and Samsung have also followed suite.

Brands want to give their consumers that heightened experience which will result in customer engagement, purchase intent and customer loyalty. Even today without the VR tech being extensively used, it is that user experience that most brands are trying to achieve with their websites, customised social platforms and hardware technology, that will result in business growth.

Keywords:
#virtualreality, #wearable, #userexperience, #augmentedreality

**Tracking marketing metrics - Great Online Asset**

We know how essential tracking and analysing data is to any marketing campaign, online or traditional, without marketing metrics one cannot optimize the marketing process and improvise on the business to perform better and efficiently. The tools to measure our marketing metrics such as Google Analytics, Adwords, Webmaster Tools are optimal applications to enhance a business’s marketing engine, the “Website”.

Keywords:
#analytics, #metrics, #tracking, #marketingresults, #ROMI

**Fun, Entertainment and Experience**

Give them something new! This is what most brands want to progressively deliver to its customers in this everchanging world of business. The key to achieve that something new, is creating and delivering an wholesome experience. To achieve that, brands work on an optimal content marketing strategy, with visual content via videos, images, micro videos, blogs, infographics etc. Creating a 360 degree marketing message coming across from multi channels is what the best practice is and will be. Integrating social platforms with an element of fun coupled with the latest emerging technology is an optimal approach. This will likely lead to digital marketing without boundaries; one that’s fuelled by strategies focusing on fun and immersive experiences.

Keywords:
#userexperience, #visualcontent, #emergingtech
**Integrated Marketing Automation**

Digital Marketing follows a process oriented approach where marketing is broken down into segments and each segment has been automated and integrated.

**Reach** - Social Media Marketing, SEO, PPC, Affiliate Marketing, Online Advertising, Online PR

**Act and Convert** - Conversion rate optimisation, Landing Page Optimisation, A/B Testing

**Engage** - Content Marketing, Email Marketing, Social Customer Support, Mobile Marketing and Social CRM.

Marketing Automation is designing, creating and executing the above mentioned functions that tie all the marketing activities into a composite module and further needs to be well integrated with the website and CRM.

Keywords:
#marketingautomation, #websiteintegration, #CRM,

**Digital breaks the rules of “Personal”**

Today companies know “What you want?” soon they will know “When we want?” and “Why we want?”, with consumer behaviour analytics and sentiment analysis businesses will be able to target a customer/audience based on a situation with specific content that will ensure an engagement. Today ads work that way, tomorrow it can be specified content that would encourage a customer to the next level in a buying cycle.

Mashing up, website data, social media metrics, wearable tech data and the many more devices, companies will be able to relate to and engage with customers based on behavioural patterns and sentiments.

“Personal” will have a whole new meaning in the digital ecosystem.

Customers and companies are definitely gearing up for the future, in all aspects to ensure businesses are abreast with the latest trends and tactics.

Keywords:
#analysis, #knoweverything #nomorepersonal #trackrealtimeinformation

**Essential Digital Marketing Tools for Marketers:**

1. Social Media Management - Sprout Social, HootSuite, Buffer App
2. Marketing Automation - HubSpot, Marketo, Callidus Cloud
3. CRM - Nimble, Salesforce
4. Support - Freshdesk, Zendesk
5. Survey - Survey Monkey, KwikSurvey
6. Infographics - PictoChart, Visual.ly
7. Micro Videos - Instagram, Vine
8. Analytics - Google Analytics, New Relic, Crazy Egg
9. Competitor Analysis - Rival IQ
10. Social Metrics - Socialbakers , Unmetric
11. Sentiment Analysis - Social Mention, Topsy

Happy Marketing to all, lets ride the new wave #digitalmarketing

Thanks,
Anthony Vishal
anthonyvishal@gmail.com
Achievements and Recognition

LIBA has been awarded the 'Business School with best academic input (syllabus) in Human Resource' at the 22nd BSA and Dewang Mehta Business School Awards, sponsored by Hindustan Unilever Limited.

Our Dean Dr. G. Revathi has been awarded the 'Best Professor in HRM' at the 22nd BSA and Dewang Mehta Business School Awards.
<table>
<thead>
<tr>
<th>SL No.</th>
<th>NAME OF PRIZE WINNERS</th>
<th>INSTITUTE</th>
<th>EVENT</th>
<th>AWARD WON</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Chathurya P.</td>
<td>ING Vysya Bank</td>
<td>ING Vysya's Hunt for the Lions</td>
<td>National Finalist</td>
</tr>
<tr>
<td>3</td>
<td>A.Christina Immaculate</td>
<td>XLRI Jamshedpur</td>
<td>XLRI - Citi Financial Inclusion Challenge</td>
<td>Special Recognition Award</td>
</tr>
<tr>
<td>4</td>
<td>K.Arathi</td>
<td>IMT Ghaziabad</td>
<td>Ace of Spades, Best Manager Event</td>
<td>Winner</td>
</tr>
<tr>
<td>5</td>
<td>Gitanjali Venkatesh</td>
<td>Mudra Institute of Communication, Ahmedabad(MICA)</td>
<td>Micans’14, Best Manager Event</td>
<td>Winner</td>
</tr>
<tr>
<td>6</td>
<td>S. Surya Narayanan R. Ravi Shankar Dally Ronald</td>
<td>IIM Trichy</td>
<td>Fusionen Meister, Arctrus 3.0</td>
<td>Winners</td>
</tr>
<tr>
<td>7</td>
<td>Subhadip Ghosh N. Gurumooorthy L. Eugene Wilfred</td>
<td>DoMS, IIT Madras</td>
<td>Marketing Plan, Buzzar, Samanvay ’14</td>
<td>Winners</td>
</tr>
<tr>
<td>8</td>
<td>S. J. Bastin Raj S. Alphonse Raj David F. Rubhan Antony</td>
<td>IIM Kozhikode</td>
<td>Adathon, Backwaters</td>
<td>Winners</td>
</tr>
<tr>
<td>9</td>
<td>B. Marcian Fernando Subhadip Ghosh</td>
<td>IIM Trichy</td>
<td>Poster design, Curtain Raiser, Arctrus 3.0</td>
<td>Winners</td>
</tr>
<tr>
<td>11</td>
<td>B. Marcian Fernando Soumen Biswas Subhadip Ghosh</td>
<td>IIM Trichy</td>
<td>Marketing Plan, Brandwarz, Arctrus 3.0</td>
<td>Runners</td>
</tr>
<tr>
<td>12</td>
<td>Arnab Ghosh Vincy Savia Rodriguez P. Steffi Janet</td>
<td>IIM Kozhikode</td>
<td>Bootkamp, Backwaters</td>
<td>Runners</td>
</tr>
<tr>
<td>13</td>
<td>I. Nelson Naveen Carol Saroj Dennis Greta Manavalan</td>
<td>SJMSOM, IIT Bombay</td>
<td>Upkriya, B-plan Contest</td>
<td>Runners</td>
</tr>
<tr>
<td>14</td>
<td>S. Surya Narayanan R. Ravi Shankar R. Suresh John Viani</td>
<td>DoMS, IIT Madras</td>
<td>Finvest, Samanvay ’14</td>
<td>Runners</td>
</tr>
<tr>
<td>15</td>
<td>F. Rubhan Antony R. Suresh John Viani</td>
<td>Mudra Institute of Communication, Ahmedabad(MICA)</td>
<td>Pit Lane, Micans’14</td>
<td>Runners</td>
</tr>
<tr>
<td>16</td>
<td>K.S. Nandhini Emy Ann Oommen</td>
<td>DoMS, IIT Madras</td>
<td>Hrith, IIT Samanvay ’14</td>
<td>Runners</td>
</tr>
<tr>
<td>17</td>
<td>A. Belinda Suma Subhadip Ghosh</td>
<td>National Institute of Agricultural Marketing, Jalipur</td>
<td>Poster design, Tvastra</td>
<td>Runners</td>
</tr>
</tbody>
</table>
Yet another five point someone from LIBA...
Right from my childhood, I have been passionate about engaging myself in Civic activities. This motivated me to create many scientific products which address the basic needs of the society. After having successfully graduated as an Electronics & Instrumentation Engineer, with a prototype, The Maritime Border Indicator in hand, recognized by various Indian Government authorities such as Indian National Academy of Engineering (INAEN), New Delhi; Indian Coast Guards (ICG), receiving the Honorary Award and blessings from Hon’ble Former President of India Dr. A.P.J Abdul Kalam, I was seriously involved in setting up my own business venture to commercialize the product and take it to the market. LIBA has provided me the right direction & an opportunity to step up in learning the Business Management skills.

Being at LIBA, I have been exposed to the spirit of entrepreneurship with a difference and to the management skills like leadership, strategy, marketing, negotiation, networking with various personalities and to particularly mention I attended a series of business plan competitions in which I emerged a winner every time. These recognitions from various B-Schools gave me the confidence and encouragement to continue my entrepreneurial venture. I now hold more than 20 Honors & Awards which includes the IndiAfrica - Shared Future, IIM-A, IIM-B, IMI, IIT-B, The Launch Pad’14, N. L. Dalmia Institute of Management Studies and Research, SJMSOM, V-Guard Industries, MOP, SSN, Anna University, LIBA, SPIC, TVS, and St. Joseph’s College of Engineering.

Being part of LIBA Entrepreneurship-Cell and LIBA Alumni Committee, gave me the opportunity to interact with eminent seniors who helped me shape a perfect business model. As a student at LIBA, the international exposure through IndiAfrica - shared business venture model, in which 42 countries participated was exhilarating. It was evaluated by a 22 member panel. The interactions with foreign diplomats and bagging the Winner award from Hon’ble Shri K. Jeeva Saga, High Commissioner of India to Ghana and Hon’ble Mr. Mahama Ayariga, Minister for Information and Media Relations, Ghana will remain as prized memories. Currently I am looking forward to my trip to America where I would be spending a semester and then after an international internship programme, with a scholarship from Prudential Foundation for the Prudential Foundation Global Citizen Program 2015.

I take this opportunity to show my profound gratitude towards Dr. Fr. N. Casimir Raj S.J., President of LIBA, Dr. Vandana Zachariah, Chairperson, Alumni Committee and to all the faculty at LIBA for their constant support, encouragement and blessings.

"I’m a proud LIBAite"

Great dreams of great dreamers are always transcended!

-Dr. A. P. J. Abdul Kalam

Sincerely,
Nelson Naveen I.
Freshers’ day - A Warm Welcome into LIBA

A month into the eventful life at LIBA, the new batch of students of F14 were buzzing with academic activities and schedules, presentations and getting inducted into clubs and committees. Amidst these, the ‘Signature Campaign’, a prelude to the Freshers’ Night party proved to be a new and refreshing experience. New bonds formed and new friendships created managed to break the ice between the seniors and juniors and brought them all together into the LIBA fraternity. The last night of the month of June was the Freshers’ Night, the night where F14 was formally inducted into the LIBA family. With a wonderful theme for the evening - ‘Cartoon Network’, the atmosphere was reverberating with energy. The evening witnessed the cartoons that were once our favorite characters on television, brought to life by the amazing ‘LIBAites’. It proved to be a trip down memory lane. There were many scintillating performances like singing, dancing, stand-up comedies from the new batch which also included entertainment from the F13. The best aspect of the night however was the bonding of the F13 and F14 batches. It was a pleasant surprise that a few alumni from the F12 batch came to cheer the F14 and gave them a warm welcome.

Convocation Ceremony

Another year had gone by. It was time to congratulate the batches of students of the PGDM 2012 full time and the part time course, at their graduation ceremony. It was a breezy July evening – an evening that would go a long way in being remembered as one of the most memorable evenings in their lives. The ceremony started off by seeking the blessings of the Almighty. The Director, Prof. R. Maria Saleth, declared the convocation open by congratulating the students, on behalf of LIBA. The Chief Guest for the evening Mr. Prakash Iyer, the Managing Director of Kimberly Clark inspired the students with his empowering speech on human values and advised the students to be good managers, good leaders and above all good human beings. The eminent faculty members – Late Prof. P. Lakshmanan, Prof. A.C. Fernando, Prof. R. Dwarakanathan and Prof. Susan Thomas were honoured by Fr. N. Casimir Raj, S.J, President, LIBA. The doctoral scholars were awarded the respective degrees. The chief guest distributed the prizes to the rank holders in different verticals of management and diploma certificates to all the students. Among the graduating students, Mario Gilroy Monteiro and A. Kamala shared their thoughts about their experience at LIBA. The Dean, Dr. G. Revathi, administered the ethics pledge. Fr. N. Casimir Raj S.J spoke the concluding words and Dr. Vandana Zachariah thanked all the guests, faculties, staffs, organizers and students for making the convocation a big success.
Alumni Meet-Refreshing Rendezvous

The morning of 19th July, 2014 was very different from any other morning at the LIBA campus. It was the 10 year Alumni Celebration with the full time ’02 batch and the part time W batch. The day started with a cricket match between the past and present students of LIBA. At about 11 am the interaction session with the alumni commenced. Fr. N. Casimir Raj S.J, President & Prof. R. Maria Saleth, Director, LIBA congratulated the students for their successful career and urged them to continue to strive for excellence in life. They also encouraged the alumni to try and make a difference in the lives of people around them and engage in social causes. The present batch of students got an opportunity to imagine how the campus was 10 years ago through the eyes of the alumni as they shared their college memories. They said that they found numerous lifelong friends at LIBA and that 8 of them found their life partners as well. Some of the alumni have truly lived up to the values of LIBA and left lucrative jobs at multinational companies and started social initiatives. It is this fact of our alumni taking such bold initiatives and changing the world around them that makes us even more proud. The interaction session was followed by lunch, where the faculty members present joined the two generation of students. The day ended with fun & games and old friends sharing their nostalgic memories. When it was time to bid goodbye, the scene was filled with mixed emotions – they were all happy and sad at the same time, happy that they all met and sad that the day came to an end.

Beacon 2014

The ninth edition of LIBA’s Business Ethics Conference BEACON was held on August 2nd, 2014. Eminent speakers from the field were invited to address on the theme ‘Ethical Challenges in Marketing: The Power - Responsibility Equilibrium’ and share their perspectives about the evolution of the industry.

The conference started off on an auspicious note with a prayer song, followed by Prof. R. Maria Saleth, Director, LIBA welcoming the dignitaries. Rev. Fr. A. M. Francis Jayapathy SJ, Rector, Loyola College, set the context and the theme for the event.

The Chief Guest for the event, Mr. Chitty Babu, Chairman and CEO, Akshaya Pvt.Ltd., Chennai highlighted the unique feature of LIBA where the students take an Oath of Ethics on the convocation day. The speakers of the day were, Prof. Suresh Paul Antony, Chairperson, PGP, IIM-Trichy, Mr. Balaji Prakash, Business Head, Beverage and Dairy Division, CavinKare Pvt. Ltd., Mr. Ameeth Raja, an alumnus of LIBA and currently the Director and Head, Office Services, CBRE Inc., Ms. Vidya Pradeep, also an alumnus of LIBA and presently Vice President, Head - Credit Cards- Portfolio Management at HDFC Bank, Mr. Pradeep Rajadas, Founder, Social.l.in, a social media management company, Mr. R. Mohan, Assistant Vice President, Business Development, Mediassist India TPA Pvt. Ltd., and Mr. Mahimm Gupta, Managing Director, PP Merchandising Services Pvt. Ltd.

Prof. M. Victor Louis Anthuvan, Professor of Finance and Dean (Research) thanked all the guests, faculty members, organizers and students for making the event a grand success.
Village Visit

The rural visit is a part of our academic program, to give us a glimpse into the lives of the people who live in villages and to remind us to utilize the opportunities we gain in future for the upliftment of the underprivileged. The decisions that we take in an organization impact not only the business or the market but also the society in which the organization operates. The rural visit happened during the first two weekends of August at Pappanallur village, Pathai Nagar, near Chengalpattu. The students were shown a documentary on violence against Dalit women, interacted with Fr. Yesu Marian, who runs a Jesuit Mission Center called Paathai Center and with the people of the village, learnt about their family, daily routine, lifestyle and so on. We also arranged a medical camp for the villagers. A couple of doctors from WCF hospital took charge of the camp and provided treatment for the villagers. The last day, we reflected about the days we spent in the village and discussed the socio-economic conditions of the villages. The trip would be cherished by each one of us.

Teacher’s Day Celebration

The role of a teacher is one of a guiding light for every child. Teachers not only give us the great gift of knowledge, they expand the horizon of our imagination. The great scholar Aristotle has said, "Those who educate children well are more to be honoured than they who produce them; for these only gave them life, those taught the art of living well". LIBA celebrated Teacher’s day on 5th September 2014. The homely ceremony stirred our emotions. It reminded us of the remarkable work a teacher does in shaping personalities. Brandon Miranda, 1st Year PGDM student, recited a lovely poem of Taylor Mali called, “What do Teachers Make”. Dr. I. Thiagarajan addressed the crowd on the duties and responsibilities of a teacher. He also spoke about his own teachers and how they have shaped him to be who he is today. Achievements and research papers of faculties published in the last calendar year were showcased on the occasion.

Blood Donation Camp

The annual blood donation camp of LIBA was organized by LIBA Radius and was conducted on 20th August, 2014 in association with Adyar Cancer Institute. This year saw a rise in the number of donors as compared to last year. A total of 105 people were declared fit to donate blood by the doctors. The donors included students and faculty from LIBA as well as students from other colleges in the Loyola fraternity. The doctors and the support staff were highly efficient and professional in taking care of the donors, even when some of them faced post-donation difficulties. The blood taken from the donors were taken to Adyar Cancer Institute and we would like to thank the Institute for their sincere co-operation as well as the donors for their contribution.
Joy of Giving

“The sole meaning of life is to serve humanity”. This quote of Leo Tolstoy stands to reason that there is no greater joy to mankind than the joy of giving. We at LIBA have proved it time and again, and this year was no exception to that. The joy of giving week, which is celebrated in the first week of October throughout the country, was celebrated in LIBA from the 20th to 26th of October, 2014. As a part of this week, a number of old age homes and orphanages were visited. During the first two days, Kaakum Karangal, an old age home, and Avvai Illam, a haven for deprived young girls were visited. During the rest of the week, the students spent time with the inmates of Nesakkaram, Mithra, and CMS, all of which take care of destitute and mentally challenged children. The quality time spent and the donations contributed gave a great satisfaction to the students. The finale of the Joy of giving week, organized by the LIBA Radius, the Social Initiative of LIBA, was mind blowing. Mr. Rama Kashyap, CSR Head, India Cements graced the occasion. Not only the students from Nessakaram and Christian Missionary School enjoyed the evening but also the students at LIBA felt a great sense of satisfaction and the real joy of giving.

Break Free At LIBA

“The best way to predict the future is to create it.”- Peter Drucker. With the objective of offering a testing platform to all the budding entrepreneurs of LIBA, Ignite – The Entrepreneurship cell & 360 Degrees, the Student Affairs Committee came together to organize Break Free on July 16th and 17th this year. Break Free had a variety of stalls, ranging from pancakes and tender coconut ice cream to photo booth and nail art. There were plenty of games too. This was the opportunity to put theory to practice! Competition, monopoly sales, price cuts, marketing and selling, corporate espionage were some of the concepts that the students got a taste of, in the lightest sense possible, over the two days of Break Free.

In all, BreakFree ’14 was a huge hit!

Onam Celebration

The Onam Celebration at LIBA was held on 18th of September 2014. The Malayali Family of LIBA came together to organize the event and celebrated the festival of Onam in style with one and all. The arrival of Mahabali with the traditional Chendamelam was a treat to the eyes. Dance performance by students, selection of MalayaliManka, a scrumptious Onasadya (the onam feast) after which games like “Bombing of the City” rendered an electrifying experience. After that came the much awaited event, The Vadamvali (Tug-of-War) between the F13 & F14. After three gruelling rounds of Vadamvali the F14 boys and F13 girls emerged victorious.

Janmashtami

On the 25th of August 2014, the girls were getting ready to drench the boys with buckets full of water. The boys were strengthening their shoulders for the tough task of Dahi Handi or Breaking the pot. The birth of Lord Krishna was celebrated with a plethora of excitement and fun. A. Raymond Arokiaraj of F13
Diwali Celebration

The evening of 24th October, 2014 saw a dazzling Diwali celebration at the LIBA campus, organized by our very own 360 Degree Club. As always, the festival of light celebration turned out to be a memorable one. The team of 360 degree decorated the campus creating a festive ambience. The glowing diyas added beauty to the moonlit evening. The evening started with the Puja and Prasad distribution. Soon after the Diwali party started. The crowd moved to the dance floor. The Dandiya night at LIBA was officially underway. Students dressed in traditional attire were joyously performing the various art forms like the Dandiya and the folk dance. The background score of the Bollywood songs made everyone tap their feet and sway to the rhythm. It seemed that the young hearts just couldn’t get enough of the beat and the electrifying rhythms of Dandiya. After the terrific dance performances, a sumptuous dinner was arranged. The celebration was a grand success, with the students returning back with joyous and rejuvenated spirits!

Marathon Case Study

Analyzing case studies is not new for MBA students. But what’s new is doing the analysis for an entire day in new premises, away from college and classrooms. Presenting to you, a new approach to case study analysis The Marathon Case Study. This is exactly what the students of batch F13 were challenged with on 25th July at Esthell Resorts, located at Thirukazhukundram. The batch, under the leadership of Fr. Rev. Dr. Casimir Raj S.J, Founder Director and President, LIBA and Dr. Seetharaman. A, Dean, S.P Jain School of Global Management, Singapore, Dubai and Sydney, worked on cracking 6 different case studies. The students were allowed to pick any spot in the resort and work as a team in order to analyze the situation of the company assigned to them. A model case on British Steel Corporation was also distributed as an illustration of case analysis to be done. In order to kindle enthusiasm and forge healthy competition, an attractive prize was promised for the best case analysis. At the end of all the presentations, the team which worked on Samsung were declared winners of the case study analysis content. To conclude, July 25th, 2014 was a day that would be cherished by F13 for a long time.

“Social media can be a powerful tool to listen to, engage with and gain access to customers that you would otherwise not be able to connect with”.

- Carol Roth
The 9th edition of LIBA’s National Management Symposium proved to be yet again another chapter in LIBA’s success story. The function started off with The Director of LIBA, Dr. R. Maria Saleth delivering the welcome address. The Rector of Loyola College, Rev. Fr. A. M. Francis Jayapathy S.J graced the occasion. The Chief Guest was Mr. Shyam Srinivasan, MD & CEO of Federal Bank Ltd. The two day program saw many eminent speakers from the industry talk on ‘New Frontiers in the changing business landscape’. The speakers for the event were Mr. K. Venugopal, Director of Kasturi & Sons Ltd ‘The Hindu’, Mr. Sridharan Rangarajan, CFO, CUMI, Mr. Samir Kumar, MD & CEO, Inventure (India), Mr. Raghav Krishnan, Director, Live Connections, Mr. Jacob Jacob, Chief People’s Officer, Apollo Hospitals, Mr. Shyam C Raman, Senior Vice President, Group HR, Murugappa Group Ltd., Mr. N K Saravanan, VP Operations, Syntel Inc, N K Prasad, President & CEO, CAMS Pvt. Ltd, Mr. A Parameswaran, ED & CEO, FCB -Ulka Advertising, Mr. M Ravi, MD, Manali Petrochemicals Ltd, Mr. Rangarajan Viswanathan, a retired Indian diplomat with extensive experience of working in South America, Dr. Jebamalai Vinanchirachi, Former Principal Advisor to the Director, UN and Dr. Kandeh K. Yumkella, United Nations, Under-Secretary General. The symposium came to a close with Mathen Thomas, student representative delivering the vote of thanks, followed by the national anthem.

Halloween

Halloween or the so called ‘All Saints’ Eve’ is the time in the liturgical year dedicated to remembering the dead, including saints, martyrs, and all the faithful departed believers. The traditional focus revolves around the theme of using “humor and ridicule to confront the power of death”. LIBA’s Halloween proved to be a memorable event with eerie decorations, carved pumpkins into jack-o’-lanterns, scary lightings and spooky costumes. There were many events like ‘The Devil’s laugh’, ‘Ramp walk’ and ‘Couples dance’. The scary laughs: witches, fairies and super naturals walking the ramp with style and the ‘Dancing’ to the beats of some scary music were a delightfully frightful treat to the eyes. It was one evening of frightening fun with the divination of mystic ceremonies at its highest power reminding us that it’s the time of the year when the immaterial principle in humanity is believed.

LIBArated

The flamboyant annual talent war between the first and second years of PGDM was on Oct 4, 2014. The annual event continued to get bigger and better every year. The otherwise hustling LIBA campus was tuning to music and dancing on its feet, to the theme ‘The Fourth Dimension - Time’. The events Temporal clicks (Photography), Inquizitte (Quiz), Rang on the ramp (Fashion show), Moments of Laughter (Spoof), Timeless Melodies (Group Singing dancing) were all based on the evolution over time. The icing on it was the grand judges list, one that included maestros of each genre. They graced the occasion with judging and extraordinary performances. F13, the team of second years won the overall trophy for their novel ideas and unimaginable execution. The top talents of the day were crowned as Miss and Mr LIBARATED’14. Evans Thomas of F14 and Shirin Maria of F13 bagged the title. The DJ night marked the end of an event of paramount joy and jubilance witnessing LIBAITES’ talents!
ALUMNUS OF THE MONTH– JULY 2014

Mr. Ravi Unni, 2004 Part time Batch

It was indeed an elating experience for us, to have met Mr. Ravi Unni of the 2004 part time batch of LIBA. Currently working in ICICI as the Regional Head, Tamil Nadu, Mid Market group, he has an extensive experience in the realm of Finance. He has worked with SBI Capital Markets, Doha Bank, World Bank and IDBI. A few minutes spent in conversation with Mr. Ravi Unni, would reveal the humility in him, despite his extensive knowledge and experience.

Having graduated from LIBA in the year 2004, he had bagged the award for the ‘Best Student in Finance’. Academically a bright student, Mr. Ravi mentioned that the seminars, assignments, projects and presentations gave him the confidence to meet the standards set by the practical world of business outside.

He also turned nostalgic when he spoke about Fr. N. Casimir Raj and Late Professor P. Lakshmanan. He highlighted the importance of the projects and the exemplary learning he derived from it.

Mr. Ravi said that LIBA helped him transform into what he is today. He mentioned that time management and ability to overcome inhibitions were the key learnings at LIBA. He was in all praise for the ethics and moral values that LIBA had to offer. He emphasised that it helped one differentiate what actually one is and what he ought to be. He said that this made LIBA standout unique from the other B-schools.

In the present scenario, Mr. Ravi felt that there is a gap between the education we receive and the industry skills we require. To be moulded as managers, and bridge this existent gap, the training given at LIBA in the form of case study, presentations, seminars and assignments are immensely beneficial. He mentioned that these activities also give one the confidence to connect and reach out to people.

As a piece of advice to the current batch of students, Mr. Ravi stressed on the importance of wholehearted involvement and participation in all activities, be it academic, co-curricular or extra-curricular activities. He quoted, “It is better to fail in front of your classmates than to fail in front of your colleagues”. He urged the students to develop a good rapport with their friends as one might not know where the other would be, just to lend a helping hand. He emphasized the importance of the moral values which this institution teaches its students. He felt that this would help us transform ourselves to be better managers.

Mr. Ravi Unni, is not only a successful man in the world of Finance but a gem of a person who imbibes the ethical and moral values of this esteemed institution!

“Social media are a catalyst for the advancement of everyone's rights. It's where we're reminded that we're all human and all equal. It's where people can find and fight for a cause, global or local, popular or specialized, even when there are hundreds of miles between them.”

- Queen Rania of Jordan
Not often, do we get the opportunity to meet people who leave a lasting impression on us. We were privileged to interact with Ms. Sulakshana, an entrepreneur, a business woman and a leader. She belonged to the 2000 batch and has left an indelible impression in the corporate world.

Ms Sulakshana started her career in a brand consulting firm, D&Z Advertising Private Ltd. She worked there for almost four years after which she started her own consulting firm, Sulakshana Image Consulting. At present she is an Image Consultant.

Speaking about her stint at LIBA, she mentioned that it was the two years she spent at LIBA which played a vital role in transforming her into what she is today. Her outlook towards life has also undergone a beautiful transition and her confidence level increased manifold. The knowledge she gained from her Alma mater has equipped her to face the challenges of the corporate world. According to her, the metamorphosis has been an incredible journey. She emphasized the importance of inculcating leadership qualities and taking up responsibilities. She mentioned, “When you run your own company you have to drive the work all the time rather than being told what to do. At the end of the day you are answerable for everything.”

Then she moved on to address the question of the daily challenges the current workplace poses before managers. She reiterated the importance of demonstrating consistent leadership from the front and teamwork. Efficient, not just effective solutions are rewarded today. She underscored the importance of putting theoretical knowledge into practice. The practical approach of teaching at LIBA has helped her progress in the business world. She mentioned, that as students they might have questioned the need and relevance of various topics, but only when you enter the corporate world will you realize how it helps one forge ahead the competition.

A piece of advice to the current batch of students, from this successful business woman, is that they should get a holistic learning experience, rather than just looking at their post-graduation as a degree acquisition. She mentioned that these two years are small steps into the corporate world and that you are going to come across a whole variety of people and jobs and everything else in the professional world and these 2 years are going to hold you in good stead if you make the most of it!

This interaction with Ms. Sulakshana, was truly an inspiring one. We are proud to have her as an alumna!

"Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage."

-Amy Jo Martin
ALUMNUS OF THE MONTH – SEPTEMBER 2014

Mr. Girish Neelamana, 1996 Batch

This edition of the Alumnus of the Month Column features Mr. Girish Neelamana of the 1996-98 batch. Mr. Girish Neelamana is currently the Group Head, Marketing and Sales, Mahavir Group managing sales and operations for Mercedes-Benz, Porsche, Skoda and Isuzu in Telengana and Andhra. Graduating from LIBA in 1998, he worked for Hyundai Motors India Limited for 4 years. He was a part of the launch team for Santro, Accent and Sonata. Later he joined Kia Motors (Saud Bahwan Group, Muscat) handling their Sales and Marketing Operations in Middle East, Africa, CIS, South East Asia and Persian Gulf.

He received accolades for being the best marketing and sales executive in Hyundai. He was also part of the ‘Vision – 21’, a global initiative by Hyundai-Kia group, envisaging scaling up the company to the next level of customer satisfaction and growth. He has also worked on tenders with United Nations, NATO and World Bank for various projects in developing and under developed countries. Despite all these achievements Girish chooses to stay humble and grounded. He mentioned, “Achievements will happen if you take the right decisions and try to learn from your wrong ones and that is what you get to learn at LIBA.”

According to him, his days at LIBA have always been special, being mentored by some of the finest professors and tutors. When asked about the most important take away from LIBA, he said, “It is just not one take away; it’s who I am today that I owe to LIBA.” Turning nostalgic, he spoke about his most cherished moments at LIBA. The one which remains close to his heart was being part of the debut Chrysalis Team.

He visited the campus recently for the Alumni meet, and was really happy about LIBA’s growth in terms of facilities and infrastructure. He hoped that in the near future LIBA would be ranked among the top 5 B-Schools in India. Throwing light on the current business scenario, he says that the Corporate World is ruthless and competitive and to be successful, one has to handle the challenges with confidence. LIBA has given him that confidence to handle the most complex challenges, and the mettle to take right and timely decisions.

He urged the students to believe in their abilities, have a confident and positive outlook and the right attitude. He also stressed on maintaining a healthy work-life balance. As a piece of advice to the current batch of students, he suggested they make the best use of their post-graduation days, as the theories and principles they learn today would help them climb their professional ladder, assisting them make a mark in their career. He mentioned that the students should utilize their opportunity of being trained under the finest mentors.

It is a matter of pride for all of us at LIBA to have such eminent personalities like Mr. Girish Neelamana, who keeps the LIBA banner soaring high!

“By giving people the power to share, we’re making the world more transparent.”

- Mark Zuckerberg
The AotM for October is Mr. Mark Joshua Gunalan of the 2004-06 batch. Graduating from LIBA in 2006, Mr. Mark worked with TNIL, a media company belonging to the ‘Times of India’ group, famous for ‘Radio Mirchi’, for a brief period of six months. He was responsible for the out of home division in the company. Later he joined the CBRE group as an Associate in Chennai. After a four year stint with them and reaching the position of Senior Associate Consultant, he quit his job in 2010 to do his second masters in finance in CASS, the Business School of the University of London. He then joined PWC (PricewaterhouseCoopers) in 2011. He is a qualified Chartered Accountant and works within the deals business, offering finance and various other transactional advisory services for large scale mergers, acquisitions and other corporate comebacks.

When asked about LIBA’s role in his journey, he said, “LIBA made me understand the person I am, which is critical to have a long term vision of where I would like to be 5 or 10 years down the line. The day to day tasks that we did required certain skill sets and LIBA helped me identify those skill sets and understand them. It helped me cope with what the job market offers and match it with my skill sets and bent of my mind.” Some of his achievements include working in few of the landmark deals in Indian and South Asian states and Europe, winning inter collegiate events at LIBA, and being awarded the best summer project during his internship at JLL.

He mentioned that people are the biggest challenge in the current global environment and dealing with cultural sensitivities that are built up is quite challenging. He said, “LIBA gave me an opportunity to be with a diverse set of people, both national and international. This helped me overcome my complex and work with them on a day to day basis for over a period of 2 years. By doing this I improved my people skills, which has proved to be extremely important in my career.”

When asked about the most important take away from LIBA, he mentioned, “To be open, flexible and global without any preconceived notions is the most important lesson that I learnt”. He also spoke about his most cherished moments at LIBA. The one which remains close to his heart was winning prestigious inter college business events at CLIN, IIM-B and ISB.

Throwing light on the current business scenario, he says that the current global acumen is to be bold, open, agile and put oneself in the other person’s shoes.

He urged the students to believe in their abilities, to be global and break away from their inhibitions, as it would help them survive and succeed in the present business scenario. He also stressed on maintaining a healthy work-life balance.

As a piece of advice to the current batch of students, he says, “communication is the key element in a global environment and sprucing up one’s language skills and communication skills are very important to be successful”.

It was a privilege interacting with Mr. Mark, who gave us thought provoking insights about the corporate world.

“Entrepreneurs are like visionaries. One of the ways they run forward is by viewing the thing they’re doing as something that’s going to be the whole world.”

- Reid Hoffman
Mr. Edward Francis Paul, 2003 Batch

This edition of the Alumnus of the Month features Mr. Edward Francis Paul of the 2003-05 batch. Graduating from LIBA in 2005, he worked with Hyundai, as a management trainee. Having worked upwards from there with HDFC Bank and ICICI Bank, he is currently the DGM-HR with Exide Life Insurance. When asked about his journey to this position, he mentioned that the rich experience he gathered from all these organizations has helped prepare him to face eventualities and to gather insight to deal with situations. Today at his current position, he said, his experience has helped him understand the rules of the hierarchy and how things work at a micro level, thus enabling him to partner with his stakeholders in true sense and add value to the relationship.

When asked about LIBA’s role in his journey, he said, “The various roles that one plays at LIBA, some fictional and some real, have their own share of learning. It’s again an individual’s choice; some of us got it right at the first go and some after a few attempts. LIBA is not just about the academics, it is also about preparing for the reality. I knew what to expect and how to handle situations due to my learning at LIBA.”

When asked about the evolving role of HR managers, he mentioned, “HR is now emerging as the true business partner and is no longer confined to the line HR facilitation role.” Today in organizations, HR is no longer a back bench observer, but an active worker in the field; no more a paper pusher but an active expedient in achievement of business goals.

He mentioned that education at LIBA is not just theoretical learning but also collaborating and learning from peers. He said, “If I were to take my personal example, I started as a ‘nobody’. For a moment, I let the exuberance of freedom at LIBA lead me astray, but then, it was LIBA again in its entirety which made me realize my true potential and helped me find my path and here I am today.”

According to him, his days at LIBA have always been special, but his most cherished memory is the placement cell and the placement season. He said that playing the role of the placement coordinator taught him many a lesson and he also added that he had met his wife at LIBA, who was also following HR as a specialization.

He quoted Sam Ewing’s words - “Hard work spotlights the character of people. Some turn up their sleeves, some turn up their noses, and some don’t turn up at all.” and pointed out that LIBA gives us the opportunity and space to bring out the real self within us. The onus is on us to realize the calling, to identify the path and reach out for what we truly believe in. It is not about what people want us to be, it is about what we want to be. It is not about what opportunity is available, but what opportunity we create for ourselves. He also mentioned that anyone can take the traditional path, but there are very few who carve out their destiny and LIBA gives us that space to reflect and ponder on what we really want to be.

Talking about the skill sets required to be successful as managers in the current professional scenario, he told, “It is no longer survival of the fittest, but it is now survival of the relevant. It is very important to be connected to the employees and to always have a sense of the pulse of the market. As an HR manager in the current scenario, it is very important that you are aware of changes happening, their expected consequences and how to pre-empt any disasters.”

As a piece of advice to the current batch of students, he says that understanding the real corporate life is very important and that the knowledge gained from textbooks is only limited. He advises the students to absorb as much as possible, to ask for more case studies, live projects and to be more active in seminars, guest lectures, events, field visits and not to be afraid to get their hands dirty when they start working.