



# *LIBA Alumni Newsletter*

## *February 2016*



# *Disruptive Innovation*

Dear LIBA Alumnus,  
Greetings of the Season!

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 of 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. **Rewind** brings all the alumni, faculty and present students of LIBA together under one Umbrella. It serves as the link to your alma mater, the conduit for the present students to reach you for suggestions, advice and even seek assistance for employment, a channel for alumni to share their experiences, a vehicle for LIBA to reach and inform you of the progress, a forum to honour those among you who have reached lofty heights and made LIBA proud and certainly a medium to share your achievements in your professional life and joy in your personallife.

With warm regards,  
Prof (Dr.) T. A. Sivasubramaniam



Dear Alumni,

It gives me immense pleasure to reconnect with you. I'm proud to see that all of you have done extremely well in your respective careers and are now an inspiration to the current generation of students.

The alumnus of any institution is essentially its torch-bearers and we hope that you will return to your alma mater and involve yourself in its initiatives. Whether it is to deliver lectures at LIBA as part of the Beyond Management Guest Lecture series, mentor your juniors, help us with our management symposiums- BEACON and Insight, help us with placements, judge our events and engage with the institution's centres of excellence, your contribution will help us enormously in the growth and development of this institution.

If you need any clarifications and have constructive suggestions please feel free to mail me anytime.

Looking forward to hearing from you!

With warm regards,  
Prof (Dr.) Vandana Zachariah



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**JUNIOR  
EDITORS**

Saranya Perumal  
Ansil Selvaraj

**SENIOR EDITOR**

Gayathri Vijayaraghavan

**DESIGN**

Don Christopher  
Madhuran Noel Royan



# Chellaiah S. Dr. —Faculty Speak

The term, 'Disruptive Innovation' was coined by Professor Clayton M. Christensen, of Harvard Business School. He defined it as an emerging technology that unexpectedly displaces an old one. He contrasted disruptive innovation against sustainable innovation which refers to small increments to existing technologies. The disruptive technologies by virtue of being nascent are known to a limited group, may have performance issues and may not have reached their full potential. But, they hold lot of promise. A few examples are discussed below.



Personal computers were a disruptive innovation because they revolutionized the idea of computing by bringing computers to each person's desk. The expensive and big mainframes were accessible to only a few companies. Craigslist in the area of classified advertising is another example. Skype which uses Internet to send voice, video and data to people across the globe is of great use. It revolutionized the field of telephony and videoconferencing. Google's autonomous cars in the streets of California are disrupting the traditional idea of driving.

Mobile Internet has brought affordable health monitoring and banking to underdeveloped countries like Uganda. Remote monitoring of chronic diseases is done using the mobile device. Transfer of funds using mobile phones has revolutionized banking in many African countries. Internet of Things (IoT), a term coined by Kevin Ashton in 2009 refers to having many devices, including household appliances connected to each other via Internet. Thus, any device can be turned on or off, its setting changed, via Internet. So, if you think that you have left the air conditioner on, just using your Smartphone you can turn it "off" or would like to savour brewed coffee as soon as you reach home, turn on the coffee brewer from your mobile.

Advances in energy-storage technologies are promising to bring electric vehicles that can run faster and cover longer distances in the foreseeable future. The latest one is 3D Printing. This brings in a new area of manufacturing called additive manufacturing where a component is built one layer at a time. This allows individuals to "print" their own components. Even bio printing of tissues and organs are catching up fast.

In the service industry, Uber has revolutionized the idea of hiring taxis. Yesterday, it was "beer at the tap", and today it is "cars at the tap" of an app. Netflix has changed the idea of watching movies. Thus disruptive innovations span an array of areas.

All innovations put some people's livelihoods at risk. When a new company using a disruptive technology takes on the established players, it undercuts the market leader and eventually becomes the leader. That is how economy evolves and technologies get adopted.

# Dr.U.Srinivasa Raghavan —FacultySpeak

This was so; this is so. So, let us do so-

Old custom. Business followed.

Why not this? Why not that?

Why not follow a new path, to get at that old product?

Some change; some no change-

Still better than old custom.

Existing Product;

Add sometimes a new process;

Sufficient enough. Till yesterday,

That was business; that was industry.

Today's world-

Think differently; play differently; win differently-

Think contrarian; act the unexpected-

Change. Disrupt.

Let your innovation catch the world by surprise.

May be let it start a new era. Till-

Some one at the other end of world and business says

"This is just so so. I will change it."

There comes a new disruptive innovation,

Only with another disruptive innovation round the corner!

Each time, a new height; each time, a new horizon!

Disrupt and create.

You create only to disrupt. A challenge for survival !





# The Washington Diary

**Nancy Maddona** — Every happening in life is an experience and after every experience we are never the same as before. One such experience was my life at The Washington Center. The entire four months was clearly scheduled with internship, LEAD sessions, academic classes and assignments. I also worked as a Human Resources Intern at Special Olympics International Headquarters. The most challenging part of work was not in creating innovative ideas and procedures but to getting it approved by the Leadership team.

My academic course was on International Development, Project design and Implementation Strategy. The course demanded me to go through a number of case studies and assignments. It was unique in its own way. The goal of which was to make me learn, and recognize problems around the world and to implement a project to address the issue. It gave me a different perspective to the things happening around the world and the steps that I can take being an individual.



An opportunity embraced at the right time can create wonders. Continuous learning, new experiences, unexplored cultures, all time networking and constant introspection explain my life at the capital of one of the most powerful countries in the world. One of the best things in DC after the Capitol, the Whitehouse and the Washington monument is the exposure to tons of information. It is right to define DC as “the happening place”. With so much of information thrown at you, I think one should strive hard to be ignorant. It is here the people from across the globe

discuss and debate on various issues. The individualistic society though mistakenly seem little unwelcoming to a socialist Indian, is a great representation of hard core professionalism. Experiencing work in a diverse culture will teach us more than any of our books on intercultural management. The Washington Centre opened up a different horizon of life giving me the best international exposure I can ever get with about 400 students from about 29 countries.

The Leadership (LEAD) sessions were focused on grooming future leaders. Apart from the regular schedule of internship, classes, assignments and guest lectures, I did take time to go around the marvelous city. The tall buildings covered with glasses always filled me with awe and wonder. The city was filled with neoclassical monuments and buildings which included the Capitol, White house, Supreme Court and a never ending list of museums and performing-arts centers. My overall experience was amazing. It reminds me of a saying, “If you come with less and return with more, then you have nailed it”. The friends I earned and the experiences I gained have changed me into a better person for a brighter future.

This exposure has changed my perception about life remarkably. Networking is one of the biggest transformations in my career path as I am sure most of the connections I made are of great help to me not just in the present but in future as well. There is no better platform to nurture your skills. I feel so privileged to have had this international exposure which added value and evidently groomed me in various aspects of life, both professionally and personally. I happened to realise the words of Oliver Holmes that “A mind that is stretched by new experiences can never go back to its old dimensions”.



# chrysalis

DISRUPTING THE FUTURE 2016





# Chrysalis '16

The mega event of this year, CHRYSALIS '16 - The Annual National Level Management and Cultural Fest, of LIBA started with the inaugural ceremony on February 6th, 2016. Prior to the ceremony were days of preparation, planning, anticipation, committee meetings and liaising all done to make the event a grand success. Being the flagship event of LIBA, Chrysalis was nothing short of a challenging and enjoyable set of events that tested the management skills. This year's theme "Disrupting the Future" has made better sense in this volatile and dynamic business environment.

The chief guest for the inaugural function was Mr. M.S. Kumar, Promoter Chairman of Precimax Tech, Professional Director from the Rane Group of Madras and recently retired as CEO of Rane TRW and Rane Madras Ltd. He reminisced about his association with LIBA and proudly informed the crowd that his son and his daughter were proud alumni of LIBA. He also asserted that it was that the course in LIBA which helped his children to be successful in the corporate world. Mr. Praveen of F14, President of Chrysalis, declared the event open. This Chrysalis had many stalls and let the Zoom Car to conduct its promotion. Participants for the events and the general crowd were happy to find Dominos and Five Star Chicken Stalls for crunchy and exotic meals. The first day was very colourful with teams coming in to register for events. Also, the twelve teams for *Burn the Dance Floor* set their foot in the campus in advance and practiced in the premises of the college.

As you stride in the busy hours of morning in New York City, you can find the same in Chrysalis in the busy morning hours of the first day that had the judges, participants from across the nation all suit up in Western Formals and set to rock the day. Yet to show the Yankee part of New York, all LIBAites wore similar T-Shirts that promoted the Chrysalis - Disrupting the

Future. A highlight of the day was at the inaugural ceremony. The chief guest Mr. M.S. Kumar questioned the LIBAites on the theme, Disrupting the Future being a negative connotation. With a few answering it, the guest was expecting for the best reply. Then, it was Mr. Stephen of F14 who said, "If it weren't for Disrupting the Future, then I feel no one would have ever discussed so much than something like Building the Future". The audience was all praise for this man and finally the chief guest nodded his head as a symbol of acknowledgement.

A few hours later, it started getting dusky and hundreds of crowd filled the Open Air Theatre. All set to witness the highly anticipated event of Chrysalis *Burn the Floor!* The contestants were already suited with dance properties in hand and exhilarating costumes on them along with impressive make-up. The time came and then the crowd cheered for the first team. Contestants, to name a few, were from Stella Maris, Women's Christian College, Rajalakshmi Engineering College, Loyola Dream Team, NIT - Trichy and Anna University. The Loyola Dream team rocked the show and won the first prize. Anna University were the runners. So, what happened then, the dance lights were off, the crowd started to leave but LIBAites stayed back. Then came an announcement, "Guys! Get ready for DJ's night." It was one of the memorable dancing hours in the OAT.

With most of the events concluded on the first day, the second day started with the entertaining event Adzap. The highlight of the day was the Exquizite, a quiz show by Dr. Sumanth Raman of BSNL sports quiz fame. Chrysalis ended with the Valedictory function and had Dr. Sumanth Raman as the chief guest. Prizes were distributed by him to the winners and runners of the events conducted by the academic clubs of LIBA. It was yet another successful Chrysalis!

# The Harvest Festival — Pongal

The evening witnessed different cultures coming together to celebrate the Pongal festival as one family, the first event of the day was 'Make the best Pongal' a contest between the girls of the two batches to identify the batch with better cooks. This event saw girls participating with great confidence; a quality needed for every manager! The campus was brightly lit and decorated beautifully with the embellishments which brought to life the theme pertaining to the festival; also Tamil folk music and dance by the students strengthened the spirit of celebration. The traditional pot breaking ceremony was also a part of the

celebration. The climax of the event was the battle for the title 'Azhagiya Thamizhmagan' (Eligible (bachelor) son of Tamil soil), as part of this event a few chivalrous and dynamic



managers of tomorrow were chosen based on a voting system – an exclusive right of the ladies of LIBA!, and the nominees were given a set of tasks to test their forte in various skills. The presenter kept the show lively and going through his humour which was thoroughly enjoyed by the audience. In The celebration ended with an elegant, traditional Tamil dinner served by the Tamil students themselves to keep alive the tradition of 'virunthombal' (a warm hospitality to guests). The Institution uses such platforms to inculcate its students with a respect for other cultures and sow the seeds of fellowship among them.

## Marathon Case Study

LIBA organizes a marathon case study event for its students every year at a verdant location. This year it was held at Esthell resorts, ECR, Chennai. The event was presided over by Dr. A. Seetharaman, Dean, Academic affairs-S P Jain School of Global Management, along with Rev. Dr. Fr. Casimir Raj, the founder director, LIBA. Dr. Seetharaman, was instrumental in imparting the knowledge on the techniques required to approach a case study. The students were split into groups, pertaining to business, society, global market deals and Indian business scenarios. The case study

preparations started off from the time students boarded the bus to the destination with a fierce spirit of



dedication and the resolution to win. On reaching Esthell Resorts, the teams spread out to different spots and analysed their cases and worked on it for 7 hours. Undoubtedly the ambience of the resort and the

delectable food reanimated the spirits and the students worked relentlessly for the prize. Through this study students were able to get a better understanding on formulating strategies through concepts such as the TOWs matrix, Balance score card to mention a few. Throughout the preparation time Dr. Seetha guided the students through real time examples and the working of each strategy. The presentations were combinedly judged by Dr. Seetha and Rev. Dr. Fr. Casimir Raj. Amidst a tough competition, students were convinced that the event had moulded them in various aspects.



# Insight ' 15

Running a business is akin to driving on the expressways. You have to drive fast, maintain the momentum and not allow to be overtaken, and yet overtake another, either because the vehicle ahead of you is slowing down or one behind is pushing you to accelerate. And before you change lanes, you look around, assess the speed of other vehicles, find enough space and time to switch and then actually switch lanes. In the business arena also, you have to produce faster or deliver early. Businesses also have to diversify organically or inorganically. They have to respond,

react, revise, relocate and rethink. They have to slow down, assess, strategize, switch and accelerate. In



today's world where national barriers exist only on the maps and while people and products cross borders freely and easily, the competition to, leave alone excel, merely even survive

or exist is fierce. Competition, cooperation and collaboration are the buzzwords. Globalize by expansion yet localize in terms of product mix.

Insight 2015, the tenth edition of Insight, served as a forum for business leaders to share their insights and practices on how they are changing lanes in the expressway and preparing themselves for a fiercer competitive world tomorrow. Overall Insight '15 was truly a delight for inquisitive minds and aspiring managers.

## LIBArated

The first major event of this term LIBARATED was organized by the Student Affairs Committee of LIBA on October 10<sup>th</sup> at the LIBA OAT. It was an incredible clash between the two batches of LIBA. The theme for the event was "Crosswise". The cultural evening flagged off with the Solo Dance contest. During the next event, Solo Singing, the adorned stage saw a fantastic mixture of Tamil, Hindi, Malayalam and English songs being sung by the participants. This was followed by the Group Singing contest and the audience were almost lost in those melody dipped music notes performed by both the teams. Next to happen was the most awaited event of LIBArated 2015, the FashionShow.

The young girls and boys of LIBA donned in vivid costumes walked the ramp in line with the theme, sending



thrilling electrifying signals that glued the spectators to their seats. In

the next event Spoof – Moments of laughter, the comical plays portrayed were extremely amusing. The final event of the evening was the Group Dance. The creative, energetic and peppy movements to the rocking songs by the participants brightened up the evening. The event witnessed a variety of dances right from the traditional classical dance to the modern western dance depicting the theme. The overall trophy of LIBArated 2015 was bagged by the second years after securing a whooping win in all the group events. The stage also witnessed a fabulous guest performance from the judges. Overall LIBArated 2015 was a scintillating cultural feast.

# NPO

The Interface between the requirements of the NPOs. The Commissionerate Exemptions, Tamil Nadu and the various Non Profit Organisations, was organized jointly by (LIBA) & COMMISSIONER of Income Tax (Exemptions), Tamil Nadu on the 20th of November, 2015. This Interface session along with the accompanying workshops all through the day sought to address and smoothen out the various issues, if any, that exist between the NPOs and IT officials and in the compliance



of society hence was proud to link both the NGOs, NPOs and the Income

Tax department and help strengthen and facilitate a fruitful collaboration. The session reinforced that a close collaboration between the Government and the Non Profit Organizations is essential to bridge the gaps that exist in the development process. The session also entailed a group discussion on the practical challenges faced in NPO governance and Statutory Compliance and concluded with a presentation of the points arising from the discussion.

## Business Summit

The second edition of Business Summit was organised by LIBA in association with MCCI (The Madras Chamber of Commerce and Industry) at **Hyatt Regency**, Chennai on 12th February 2016 with the theme being **"India - South - East Asia Relationship: Business and Beyond"**.

The conference focussed on the technology changes, gave an overview on Global Economy and emerging opportunities for entrepreneurs. Mr.S.G.Prabhakaran, President - MCCI addressed the potential business opportunities that ASEAN countries offer. The session highlighted the East Asian model of Development and best business practices in South Asian Countries; the current business ties with Indonesia and the future key

prospects for business between the two countries.

Mr. H.E. Dato Professor Joseph Adaikalam, Founder and Executive Chairman, Binary University, laid



emphasis on Malaysia - a perfect gateway into ASEAN for India and SME Masterplan 2020. Mr. Peter Raj Kapoor, Managing Director - Luxehues .com, Financial Hues & Vans Gypsum and Managing Director - Radiant Hues Group PTE Singapore and Mr. Kannan Jaya Kumar, Honorary Consul, The Republic of

Indonesia in Chennai spoke about the business opportunities in their respective countries.

Mr. S. Arun Kumar Davay, Industrial Economist and Senior Management Consultant, Chennai, Mr.N.Raghavan, Director, ELGI Business - India, SAARC Countries, Africa, Middle East And Asia Pacific , Mr. A.M.Rafiq, Managing Director, AMR Energy Resources Private Limited highlighted the best business practices from a practitioner's perspective.

Ms. Ann Mary John, Student Coordinator, Business Summit 2016, delivered the vote of thanks which marked the end of this year's summit. The summit witnessed the presence of the faculty and students of LIBA and delegates from various industries.



# ALUMNUS OF THE MONTH – Sep 2015

## Mr. Cavin Remi, 2005-07 Batch

The Alumnus of the month is Mr. Cavin Remi, Deputy Manager (Retail sales), Indian Oil Corporation Ltd. He is posted in Nellore district, Andhra Pradesh. He is the district head handling around ninety retail outlets with daily turnover of around two crore rupees.

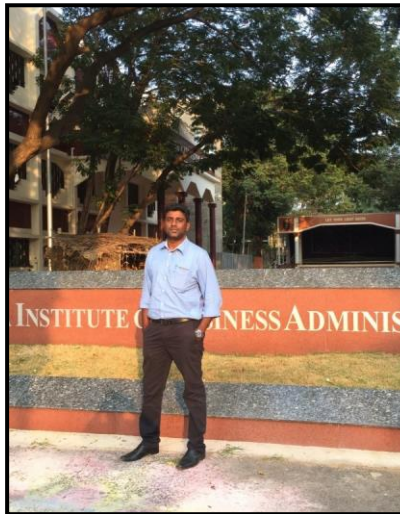
*"I was placed in marketing division in the year 2007 and had an opportunity to handle operations department in Madurai terminal to understand the basics of petroleum products, supplies and distribution integrated with SAP channel."*

In the year 2010, he was designated as retail sales officer in charge of Pudukkottai district in Tamil Nadu and had experience in commissioning of twenty new retail outlets in the year 2013-2014, the highest in state with a capital budget of around thirty crore rupees.

Mr. Cavin feels that the Indian Oil as an organization develops their employees as a generalist than specialist till middle level management. It is because they deal with marketing of various products like Petrol, diesel, LPG, lubricants and many more.

Asking about his climbing in the ladder of success, he said," The oil

and gas marketing requires various skill sets apart from business development and analysis. The communication and networking skills are more important as we have to deal with district and state



government authorities, regulatory board for the commissioning of new retail outlets and competing with other oil marketing companies which

is challengeable .The art of convincing and winning people is not an instant learning, it has to be groomed and thanks LIBA for making it in me..."

Mr. Cavin believes that one should be a leader, team builder, and believer in his/her own strength so as to become a successful Manager. He also added that one should stop procrastinating while exercising such qualities. He affirms that positive thinking influences greatly in such process.

Mr. Cavin is the husband of Anitha Nancy (MBA-HR) and has two sons the elder Chris Jebin - five years old and the younger Christon Josh - three years old. He credited his dad as the pillar of strength in his life. His dad had motivated him to study at LIBA and Mr. Cavin is very grateful to him for making it happen. He said that his mother and her prayers are the sole reasons for what he has become today. Mr. Cavin feels that his brother is his everlasting companion.

Mr. Cavin advises the current batches of LIBAites, "Learn from mistakes and it's not a mistake it's an opportunity to grow. Fear steals your joy and enthusiasm; focus on faith let God deal your fear."

# ALUMNUS OF THE MONTH – Oct 2015

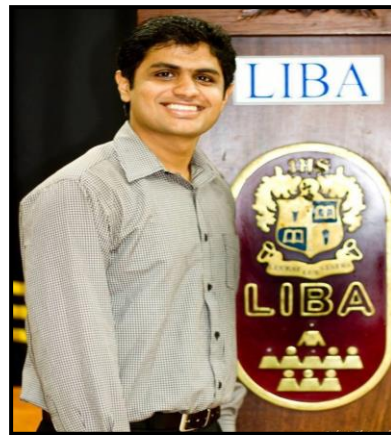
## Mr. Jude Tauro, 2012-14 Batch

Photon as a company is known for its aggressive approach which implies a competitive work environment. One is expected to learn on the job as quickly as one can and make contributions at the earliest. Yet with all this hustle, comes a whole lot of learning in a short period of time and exposure to new age technologies that have brought about a revolution across various businesses. The journey from a Management trainee to a Senior Presales Consultant at Photon InfoTech has surely been an enriching journey for this Alumnus. Our Alumnus of this month is Mr. Jude Tauro who has been very happy about his role in the Placement Committee during his days at LIBA.

*"PlaceCom* would always be my most memorable team in LIBA. It is one of the best teams I have ever worked with. The satisfaction you receive when you see happy faces at the end of placements was priceless!" His cheerful memories of LIBA are the Outbound Learning Programme and The Student Exchange Programme. He feels that those programmes were more focused on Team building and Leadership qualities. At his current job he is expected to interact with clients from all across the globe, understand their point of view and

come up with solutions to help deliver their business objectives. He believes that those programmes have helped him a lot to exceed the expectations!

"LIBA changes your outlook, you start



looking at the bigger picture and not just the granular or narrow slice of a situation. "Jude has a loving family with his dad who is retired, his mother works a head nurse (ICCU in-charge) at Criticare Hospital, his sister is the HR advisor at Sequaretek IT Solutions Pvt. Ltd. and Max, his pet

dog, is part of the family. "LIBA is the perfect platform for students to realize their potential. With a renowned faculty line up, up-to-date curriculum along with opportunities such as the Student Exchange Programme, equip students with the right tools to excel in the corporate world." His advice to the current batches of LIBA is to avail each and every opportunity that the B-School offers.

Mr. Jude has expressed the following about the qualities of a successful manager: "Understanding the business/clients thoroughly so as to come up with solutions that stand the test of time; Be adaptable, in today's day and age change is the only constant. It's really important to 'reboot' yourself as it were to keep up with changing nature of the business; Never take things too seriously, well you could be shocked with that statement but what I'm trying to convey here is that most of the time we end up dwelling on things that don't work out. There are good days and the not so good days, enjoy the good experiences but don't get complacent and learn from the not so good experiences, take them in your stride and move on."



# ALUMNUS OF THE MONTH – Nov 2015

## Ms. Merrin Babu, 2012-14 Batch

"Employee Relations is a profile where we come across various issues, each one different in nature. Every day is a learning, it unearths a new aspect and brings with it challenges of its own. When asked by my juniors whether I like my job, I have always told them that I enjoy my job, but it is also a very demanding one."

Our Alumnae of this month is Ms. Merrin Babu who happily began her career at ICICI Bank. After a year of her stint in the organization, she was given charge of handling Employee Relations for Kerala Zone. She would be completing 2 years in ICICI Bank soon. She is confident that the learning she gained from this profile is something which she wouldn't trade for anything else.

"LIBA has taught me the fact that no task or deadline is unachievable. Today when I face similar challenges in my profession, I do realize that LIBA has only made me stronger and emerge as a more efficient person."

Being a part of placement committee was the best part of her life at LIBA. Though she had to forgo a lot of leisure time after college hours, she with her peers enjoyed working as a

team. All the efforts taken to get person and changing my outlook towards life. It is important to making innumerable calls, participate in various competitions and activities during the 2 years, rather than restricting ourselves to just academics. This is what makes MBA different from any other course. I believe this would help us in discovering our strengths and interests, thereby enabling the wholesome development of the individual."



She feels that two year MBA life if spent with active involvement in various events would let one to be to be a successful manager. Most of the learning happens on job and what is required is an open mind to learn. It is also important to be flexible and not get bogged down by the initial challenges that one may face in his/her job.

"LIBA has definitely played a major role in making me a more confident

Her advice to the current batch is that it is important that they discover what their area of interest is during the two years. She has often found people unhappy with their role/job after joining an organization. She did her internship with Vedanta Group, Orissa. The project that she worked helped her to get the pulse of corporate life and reinforce her decision on embarking her professional life in Human Resources Management.

# ALUMNUS OF THE MONTH – Dec 2016

## Mr. Kevin, 2012-14 Batch

With a bachelor's degree in mechanical engineering, he started his career with MRF in the commercial team. Our Alumnus of this month Mr. Kevin, takes care of the domestic raw material procurement for the tyre manufacturing division. During this three year stint at MRF, he realized that his management skills needed to be polished and taking up an MBA program would be the right decision. Having rightly decided he yet made another right decision of joining LIBA and specialized in operations and marketing. "The journey at LIBA was a huge learning curve which groomed my technical as well as soft skills. The case studies in operations management and supply chain has immensely helped me in many crucial situations. Most importantly, the 12 hour schedule, day after day, at LIBA has moulded me to face the corporate world."

After LIBA, he rejoined MRF in the same department wherein he was assigned to take care of procurement of raw material imports. Currently, he is designated as Senior Executive, Imports. Besides, he is handling more than 200 suppliers of raw materials all around the world. In his opinion he feels that more than the skill set, it is the frame of mind and commitment

to the work or project assigned that is most important in the current professional scenario as the current business world is very dynamic with changes happening every now and then. Anybody who is a part of this corporate world should be prepared to adapt to the market situations without compromising the values



imbibed. He said, "The experience amassed from the two seasons of LIBA premier league is my greatest takeaway. It gave me a real time feel of running a business where one had to raise capital (get sponsorships - marketing) and invest it (finance), select key resources (select key players), run the business (participate in various events at the right time and right manner - operations), keep the stakeholders motivated and involved (employee engagement - HR) and make profits/ losses. This essentially

teaches us all the four disciplines taught at LIBA in real time."

He reminisced about the outbound learning at Pegasus when asked about his most memorable time he had at LIBA. "LIBA is a great learning ground which gives you the pedigree, kindles the flame in you, prepares you for the battle and helps you acquire the skills to win the battle at the battle ground. It's a place which gives you exposure to various cultures within and outside India. LIBA gives immense importance to academic as well as extra-curricular activities which develops you holistically." His dad, Mr. K J Tomy is a Chartered accountant practicing privately in Kerala. His mother, Rosemarie Tomy is a homemaker. Sister, Minty Thomas is pursuing her PhD in food technology in Laval university, Canada. Wife, Aswathy Augus is a Human Resource Executive at Royal Sundaram General Insurance. He said, "Make the most of college life as you would be craving for all this fun time once you enter the corporate world. Participate in events, play, read, go for trips and movies and make merry. Most importantly, use your time at this great educational institution to equip yourself for the corporate life ahead."



# ALUMNUS OF THE MONTH – Jan 2016

## Mr. VinuKurien, 2005-07 Batch

Are coffee and cardamom plantations more appealing than lucrative pay cheques and city life? Yes, says our very own alumnus VinuKurien of batch AD 1998-2000 who has had a successful stint in whatever job he chose to be in. The first job took him to every nook and corner of Tamil Nadu, and when the travel became unbearable, he opted for a bank job. As it turned out, it ceased to excite him. He had worked as a sales manager for 3 years with TTK, about 2 ½ years with StanChart, about 3 ½ years with YES Bank to set up their business in Kerala, and finally with IndusInd Bank. He has also had a 3 year entrepreneurial stint where he and his partner took over a Latex Gloves Manufacturing unit (which was sick then) within Cochin SEZ and sold the business for a profit within just 2-3 years. Despite the success in all his former endeavors, he decided to quit and do what his forefathers did best – 'Farming'! So, he zeroed in on Cardamom Plantation based on the fact that he had a lot of friends and family members engaged in the field and also by the fact that it had a decent ROI based on the historical pricing data that was available at that point.

He strongly feels that the education and experience gained from LIBA and then the diverse industries in his 12 year career helped and continues to help him in the way he conducts farming. People management, Budgeting, Cost Control, Public Relations and Selling is integrated in farming like in any other industry. He



also added that budgeting for and planning your expenses and activities in a timely and cost effective manner will make or break your balance sheet for that year.

Recalling his days at LIBA, Chrysalis - the first management fest organized by his batch still remains fresh in his memories. He fondly remembers LIBA to be a well-knit close family that instilled in him, the necessity of updating knowledge on a regular

basis. According to him, a well designed and unique syllabus is what that equips LIBA's students to stay ahead of the competition.

Finally, when asked for his words of advice to the current batches of LIBA, he was quick to answer: 1) Find your passion before you enter your specialization 2) Keep up with the pace of technology and use it to your advantage 3) Adopt 'People first' policy in your organization as he believes that a happy workforce leads to happier customers, better results and lower hiring costs.

We wish this dedicated and spirited LIBAite and his family (Mrs. Simy, his wife and two daughters, Arshaa and Aanya) everlasting happiness and blessings bestowed upon by the Lord Almighty.

