



# LIBYTES

Bringing you the latest... one byte at a time





Greetings to all our readers! We are proud to present the fourth issue of LIBYTES. Thanks to all our news contributors whose inputs are essential to this e-newsletter's success. We appreciate all the positive feedback provided by our esteemed readers who enjoyed our third edition last month.

In this month's edition we continue to share news of all the happenings on campus and announcements of exciting programmes in the pipeline. The 37th Annual Convocation Day was celebrated with great pomp and grandeur on campus, on 23rd September.

LIBazaar - 'Idhu Namma Chennai Thiruvizha' and Insight were the other two major events that took place during the past month. Our BMI and Student Clubs sections feature activities that have also taken place since the last newsletter. We also feature new events in the Departments section and Highlights of Meets planned by the LIBA Alumni Association.

It is our constant endeavour to make available to our readers, information that is current, interesting and that adds value. If you have any queries insights/suggestions regarding the kind of information you may like to receive from us via this medium, please contact the editorial team. We count on your active support and involvement in all that we do.

Wish you our esteemed reader and stakeholder the very best.



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## LIBA celebrates 37th Annual Convocation Day

Loyola Institute of Business Administration (LIBA), conducted its Annual Convocation on 23rd September 2018. The 37th convocation also marked the auspicious occasion of the 40th year – Ruby Jubilee of LIBA. The students were felicitated by the Chief Guest, Dr. R. Ramaraj, Senior Advisor, Elevar Equity in the presence of parents, faculty and students of LIBA.

Addressing the graduates Dr. R. Ramaraj said, “According to the economist, qualities that you need to succeed are your ability, attitude and constant learning. The challenge is the attitude of continuous learning, innovation and risk taking. These qualities you should keep in mind as you step into the corporate world.”

Commenting on the convocation, Rev. Fr. P. Christie SJ, Director, LIBA said, “LIBA has performed tremendously well during the year and is in the process of attaining International Accreditation. LIBA has received approval from AICTE (All India Council for Technical Education) to increase 60 more seats in the Full Time PGDM programme and it will be implemented in the next academic year.”



Convocation 2018



## LIBAzaar 2018

LIBAzaar'18 - Ithu Namma Chennai Thiruvizha, was successfully organized by LIBA students under the aegis of Mark-It (Marketing Club of LIBA) on 30th September 2018. An annual event, it is a disguised market research extravaganza aimed at eliciting unbiased responses from the target segment to deal with Industry related problems from corporate. The fourth edition of LIBAzaar was inaugurated by Mrs. Latha Pandiarajan, Co-Founder, Ma Foi Management Consultants Pvt Ltd., Managing Director, Varam and Mrs. Vani Aiyer, Head - Marketing at TVS Automobile Solutions Private Limited. With around 50 stalls, the grand carnival saw more than 2000 people comprising of students, film enthusiasts and general public from different backgrounds participating in various activities organized as a part of the mega event. This year, the one day fest drove home the theme "Women Empowerment" and focused on empowering and honouring women.





## INSIGHT 2018 focuses on Transformative Technologies

INSIGHT 2018, the annual conference focusing on transformative technologies, was organized by LIBA on 5th October 2018.

The conference was inaugurated by Mr. Ramanathan Ramakrishnan, Deputy Vice President – Engineering and Customer Quality, Renault Nissan in the presence of LIBA students and management. The one day conference was spread across two sessions with six industry experts sharing their views and experiences on new technologies.

The elite speakers were Mr. Ram Viswanathan, CTO – Blockchain Services and Distinguished Engineer, IBM, Mr. Mani James, Senior Vice President – Head of Global Innovation Center, Frost & Sullivan, Mr. Krishna Raman, Industry Manager, Frost & Sullivan and Ms. Gayathri, Associate Director – Healthcare, CTS.

The Valedictory address was given by Mr. Jeff Rutherford, Center Head – IS Global Service Center, Expeditors, who shared his thoughts on emerging technologies in Logistics, Blockchain and Artificial Intelligence.



## Inauguration of FINESSE Club – 2018

On September 22, 2018 the Finesse Club of Loyola Institute of Business Administration organized its Inaugural Session for the academic year 2018-19. The interactive session was held with Mr. C.R. Chandrasekar, Founder & Chief Executive Officer, Funds India, deliberating on the subject of Fintech, its disruptive intervention and what opportunities it presents in the near future. Dr. M.P. Pandikumar, Faculty Coordinator of Finesse Club, officially welcomed the F18 batch of students into the Finesse family.



## Teacher's Day Celebration

*"Everyone who remembers his own education remembers teachers, not methods and techniques. The teacher is the heart of the educational system." - Sidney Hook*

The students of LIBA are privileged to learn in the nurturing environment created by the teachers and non-teaching staff. This year students went and visited all the teachers and staff and thanked them for their support and love towards making the learning experience flawless. As a token of gratitude every one of them were given a pen stand with a note of thanks imprinted on it. The whole-hearted participation of students and the appreciation from the staff made it a success.



## Experiencing Theatre



We were ecstatic at the thought of experiencing theatre on 11th October 2018 and the session by Mr. Bala Krishnan definitely did not let us down. It was a rejuvenating relief to have this session amidst the internship week, as it helped us explore various hidden dimensions of our personality through a fun filled learning process. So light hearted were the exercises that none of us realised how the time had passed. Life at LIBA is never less than a roller-coaster ride, with its everyday challenges and unexpected surprises and this was just one more wonderful memory pinned to those cherishable awesome moments in life at LIBA that is truly beyond awesome!

# Inauguration of Espire Club

The 9th of October 2018 marked a day of innovation and creativity at LIBA as Espire - the entrepreneurial cell hosted its first E-TALK series for the academic year.

Dr. Rajendra Kumar IAS, Principal Secretary, Commissioner and Director of Industries and Commerce in the Govt. of Tamil Nadu was invited to address the gathering. It was an opportunity to learn and interact as Dr. Kumar enlightened the students on how the Government has eased the process of establishing entrepreneurial start-ups in India by digitalizing the procedure in order to eliminate paperwork and increase transparency.

He laid emphasis on the various schemes and subsidies that the Central & State Governments have introduced in order to encourage entrepreneurship development in the country. Dr. Rajendra's speech ignited the fire of an entrepreneurial spirit within the students embedding the thought that they could achieve great success if they believed in themselves. He gave real-life examples to illustrate the same. The evening ended with the felicitation of the budding entrepreneurs of LIBA - R. Sai Ramkrishna (PGDM Full time), Alan Vikrant (PGDM Part-time), Deeraj (PGDM Part-Time) who have started their own entrepreneurial ventures along with managing their academics simultaneously. They were awarded a certificate of their company registration along with a Certificate of Appreciation from Espire. This session was organized by Dr. Siluvairaja.



Dr. Jayshree Suresh, Coordinator, Research at LIBA, has become a part of the Editorial Advisory Board of the AMC Indian Journal of Entrepreneurship published by Associated Management Consultants, Delhi.



Prof. A. Xavier Raj, Chairperson, CKP Centre, addressed 50 Dalit Entrepreneurs, specifically explaining the concept of incubators and initiatives taken by LIBA and L3iC at the networking meeting organised by Indian Chamber of Commerce for Affirmative Action (ICCAA), Southern Chapter on 22nd September 2018. One of the key outcomes is that CKP Centre will support ICCAA in organizing skill development programmes for members of ICCAA once a month.





## Eklavya - Carpe Diem: Life & Adventures in Milan, Italy

This year's first Eklavya session of the Beyond Management Initiative at LIBA commenced on 19th September 2018 by our very own students Derrick Alan, Benita Chandrasekaran and Esarella Praneetha who spoke about life and adventures during their student exchange program in Milan, Italy.

While touring and exploring another nation is constant fun, living in it may be very testing, particularly if the nation is poles apart compared to where you come from. The students were initially very surprised by how quaint and sparsely populated Europe was in comparison with the crowded streets of India. They went on to speak about some of the most amazing places they visited and their experiences in Europe. Traveling to Europe has presented them with various ways of dealing with life and its challenges.



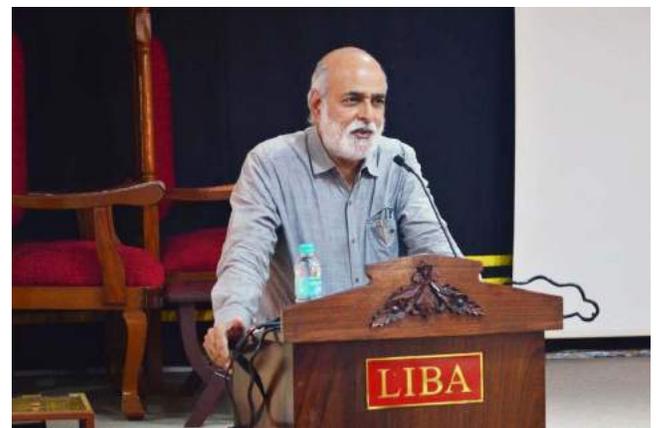
## Disruption in Technology and its Impact on Development in Career

The Beyond Management Initiative of LIBA held on 26th September 2018, was proud to host Ms. Jemima Ravithilagan, Vice President, Human Resources, I & FM Computer Age Management Services. She spoke on "Developing your Talent" and shared her views on disruption in technology and its impact on career. She emphasized that students should be willing to learn throughout their life and mentioned that formal learning is only 10 % and rest is on the job learning and learning from other sources.



## The Indian News Media: Public Interest in the Market Paradigm

The Beyond Management Initiative session held on 3rd October 2018 was graced by the presence of Mr. Sashi Kumar, Chairperson, Media Development Foundation & Asian College of Journalism. Mr. Kumar, being a veteran in the media world spoke on the topic, "The Indian News Media: Public Interest in the Market Paradigm". He stated how the entire community has shifted from the industrial revolution to the information revolution in the past few decades and how media has been the biggest force in enabling this shift.





## Registrations opened on 17<sup>th</sup> September 2018 for Full-Time PGDM 2019-21 applications

LIBA offers a two-year full-time PGDM course, approved by AICTE and recognized by AIU and has an approval to admit 180 students. As a B-School of national repute, LIBA attracts applications from across the country. Eligibility criteria: consistent academic performance of 60% and above in Xth, XIIth and an AIU recognized Degree with a history of not more than two arrears. CAT 2018/XAT 2019 registered ID is also a pre-requisite to apply. The eligible applicants have to create a login on this link: <https://admissions.liba.edu/>. The Admission process: After creation of login id applicants have to provide information about their academic and work experience, upload their certificates onto the portal and complete the application process by paying Rs.1,500/- on line. Applicants are shortlisted based on their CAT/XAT cut-off for Written Ability Test, Group Discussion & Personal Interview. The shortlisted candidates are given an option to present themselves in any of six centers namely Bangalore, Hyderabad, Mumbai, New Delhi, Kolkata and Chennai.

## LIBA launches Analytics Society of India Chennai Chapter

LIBA has taken the initiative to set up a platform where existing analytics courses are complemented with short duration skill based programs. The platform provides opportunity to introduce analytics to undergraduate students and working professionals. LIBA in association with ASI on 6th October 2018 inaugurated the ASI Chennai chapter. Analytics Society of India (ASI) is a membership driven not-for-profit professional platform to promote and support the domain of Decision Science. Founded by eminent personalities from academia (IIMB & IISc.) and industry, ASI regularly organizes events, seminars, workshops, master classes, symposiums, faculty and management development programs to address the evolving needs in the domain of Decision Science.



## Summer Placements

Summer Placements at LIBA commenced on 8th October 2018 and will go on till 13th October 2018. The aim of the Summer Internship is to provide the students with a holistic dimension of the intricacies of corporate life to which they get exposed. Students gain much knowledge by interning at such organizations and they help these organizations by contributing their views on domains to which they are assigned.



## C.K. Prahalad Centre for Emerging India

### PUBLICATION:

- A Monograph titled, "Migration Dynamics: Networking, Ethnicity, Identity, and Schism" authored by Prof. M.A. Kalam, Adjunct Faculty of CKP Centre at LIBA, was published by Centre for Multidimensional Development Research, Dharwad, Karnataka and released on 5th September 2018.

### FELICITATIONS & ENGAGEMENTS:

- Mr. Kojiro Uchiyama, the Japanese Consul General, visited Loyola College Campus, on 14th September 2018. Rev. Fr. Christie – Director, LIBA participated in the presentation which highlighted academic, research and innovation capabilities on campus. The Consul General also visited NCRM (Nichi-In Centre for Regenerative Medicine) established in LICET which is undertaking research in collaboration with a Japanese partner institution. C.K. Prahalad Centre and L3iC was represented by Dr. Xavier Raj.
- Loyola Institute of Social Science Training and Research (LISSTAR) organized a discussion on "Inter Disciplinary, Multi-Disciplinary and Trans disciplinary Research – A Practitioner's Perspective" on 27th September 2018 at Loyola College, Chennai. M.Phil, Ph.D Research Scholars and Faculty belonging to the Social Sciences department at Loyola College participated in the discussion. Prof. A. Xavier Raj introduced the topic and facilitated a Q&A session.
- Rev. Fr. Maria Wenisch, SJ, was invited to be one of the Resource Persons along with Dr. A. Siluvairaja of CKP Centre @ LIBA and Mr. Amala Frank Jeyaseelan for the Faculty Development Programme conducted by IQAC, Loyola College, Chennai on 26th September 2018. Dr. Siluvairaja shared his expertise on "Learning Management System (LMS) on Cloud".
- Prof. A. Xavier Raj, the Vice-Chairperson of the South Chapter, conducted the BYST South Chapter Meeting at CII Conference Hall, Guindy, on 25th September 2018. About 20 Entrepreneurs cum Mentors participated in the meeting.
- Dr. Sadakkadulla, Adjunct Faculty, convened the AGM for United Economic Forum at Hotel Raddison Blu on 22nd September 2018. The AGM was informed of collaboration with C.K. Prahalad Centre @ LIBA to map, identify and enroll entrepreneurs for United Economic Forum.



“The best thing about memories is making them”

*LIBA Alumni Association*

*Cherishing Memories, Creating Opportunities, Changing Lives*



While the euphoria of the mega success of the Inauguration of the Delhi Alumni Chapter is yet to subside, preparations continue in full swing for the 35th year reunion of the E Batch (1983-86), to be held on 20th October 2018. The Alumni team is also working towards coordination of the 10th and 15th year meets on 1st December 2018. Apart from this the Alumni Association is also working on the Alumni CSR initiatives for the year.

## Delhi Dhamaka! – Inauguration of Delhi Alumni Chapter

On 7th October, 2018 the LIBA alumni residing at Delhi and surrounding areas met at The Ocean Pearl Resort, to relive their good times spent at the Alma Mater - LIBA again. The formal proceedings began with a Prayer Song, followed by a welcome address by Prof. Dr. Vandana Zachariah, Chairperson of the LIBA Alumni Association. LIBA Director – Rev. Fr. Christie then thanked the large gathering of Alumni whose presence made the event a grand success. The formal program ended with election of the office bearers and a cake cutting for one of the Alumnae present who was celebrating her birthday. Alumni were all smiles as they took pictures and group shots and chatted with each other, exchanging cards and numbers. All too soon lunch was served followed by more catching up and camaraderie! Finally with more memories captured and the good feelings of nostalgia for LIBA relived the curtains were drawn on a memorable and fun-filled afternoon!!






**UPCOMING EVENTS**

**SATURDAY  
1st  
DECEMBER**

**VENUE: LIBA CAMPUS**  
**5:30PM onwards**  
**10th & 15th year reunion**





Class of **1983**

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION  
*cordially invites you to the*

**35th Year Reunion**

*Refresh old memories!*

**Venue: LIBA Campus**  
**Date: 20th October 2018**  
**Please join us from 5:30PM ONWARDS**  
**RSVP TO : 9444678382**



**SOUTH ASIAN QUALITY ASSURANCE SYSTEM (SAQS) ACCREDITATION**

LIBA is at the final stage of being accredited by the South Asian Quality Assurance System (SAQS). The Peer Review Team (PRT) will be visiting LIBA on October 24th – 26th , 2018. The visit will entail a detailed inspection followed by a series of meetings and discussions with LIBA’s top management, Governing council members, Faculty, Students, Alumni and Staff members.

**GRADUATION DAY 2018**

GRADUATION DAY 2018, for the Executive Diploma - HR, Marketing and Investment Management students, will be held on Sunday, 28th October 2018 at 10.30 a.m. at LIBA Auditorium. We are privileged to have with us as Chief Guest Mrs. LATHA PANDIARAJAN, Co-Founder, Ma Foi Group of Companies and Director, Ma Foi Strategic Consultants Pvt. Ltd.

GRADUATION DAY 2018, for the Executive Diploma - International Business Management, Business Analytics and Logistics & Supply Chain Management students, will be held on 28th October 2018 at 4.00 p.m. at LIBA Auditorium. We are privileged to have with us as Chief Guest Dr. R. ARUNACHALAM, MBA, Ph.D., Chief Executive Officer, ProConnect Supply Chain Solutions Limited.



### LIBA- Beyond Management initiative

#### Ekalavya - Carpe Diem: Life and Adventures in Milan, Italy

This year's first Ekalavya session of the Beyond Management Initiative at LIBA was commenced on by the students Derrick Alan, Benita Chandrasekaran and Esarella Praneetha who spoke about their life during their student



## Mega fest held on biz campus

TIMES NEWS NETWORK

**Chennai:** Students of Loyola Institute of Business Administration (LIBA) organised a disguised market research in the cloaks of 'LIBAZAAR', a fun-fair held within the college premises on Monday. Their aim was to elicit unbiased responses from the target segment to deal with industry related problems from corporate, said a press release.

Disguised marketing and entertainment are spun together to keep the general crowd engaged and it is used as a platform for pilot testing, test marketing, competitor analysis and to understand customer perception, the release



### Annual conference

INSIGHT 2018, an annual flagship conference focusing on transformative technologies, hosted by Loyola Institute of Business Administration was held recently. Around 250 students and professionals participated in the conference themed "Industry 4.0 - Its Impact on Business".



### LIBA Bazaar

A one-day fest, Ithu Namma Chennai Thiruvizha, was organised by the students of Loyola Institute of Business Administration (LIBA), Chennai, under the aegis of Mark-It (Marketing Club of LIBA). The fest was majorly driven through the theme "Women Empowerment" and the events were focused on empowering and honouring women.

## LIBAZAAR '18 focuses on women empowerment

EXPRESS NEWS SERVICE @ Chennai

THE fourth edition of LIBAZAAR '18 - Ithu Namma Chennai Thiruvizha - was held by marketing club of Loyola Institute of Business Administration (LIBA) on Monday. A one-day marketing event with over 2,000 people participated in various activities, said a press release issued by the institute on Monday.

The event was inaugurated by A Pandiarajan, co-founder, Ma Foi Management Consultants Pvt Ltd, and Vani Aiyer, Head (Marketing) at TVS Automobile Solutions Pvt Ltd.

This year, the mega fest was on the theme of women empowerment, said a press release, adding, "LIBAZAAR '18 was held in the cloaks of an entertainment-fair with an aim to elicit unbiased responses from the target segment to deal with industry-related problems from corporate."

### Tech symposium today

Loyola Institute of Business Administration (LIBA) will host INSIGHT 2018, a symposium on Transformative Technologies on Friday at Hotel Raintree. INSIGHT will bring together eminent leaders from across industry sectors to share their views on new technologies. TNN



### ಫ್ಯಾಷನ್ ಫೆಸ್ಟ್ ಅದ್ದುರ್ಡು

ವಿಜ್ಞಾನ, ಉದ್ಯೋಗ ಕಲ್ಪನೆ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಮೌಲ್ಯಗಳನ್ನು ಉತ್ತರಿಸುವ ಉದ್ದೇಶದಿಂದ ಲಿಬಾ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಬಿಜಿನೆಸ್ ಅಡ್ಮಿನಿಸ್ಟ್ರೇಷನ್ (LIBA) ಇಂದು ಉದ್ಘಾಟನೆ ಮಾಡಿದ ಫ್ಯಾಷನ್ ಫೆಸ್ಟ್ ಅದ್ದುರ್ಡು. ಈ ಘಟನೆಯಲ್ಲಿ ಹಲವಾರು ವಿದ್ಯಾರ್ಥಿನಿಧಿಗಳು ಭಾಗವಹಿಸಿ ಸಾಂಸ್ಕೃತಿಕ ಮೌಲ್ಯಗಳನ್ನು ಉತ್ತರಿಸಿದರು.



## लिबा में हुआ आयोजन मार्केट रिसर्च से अवगत हुए विद्यार्थी



चेन्नई. लिबा के विद्यार्थियों ने यहां मार्केट रिसर्च के बारे में जानकारी प्राप्त की। यहां इसके लिए लिबा जार 2018 इतु नम्मा चेन्नई तिरुविश्टा का आयोजन किया गया। इसके तहत महिला सशक्तिकरण पर प्रध्यान देते हुए कई कार्यक्रम आयोजित किए गए। लिबा के मार्केटिंग क्लब मार्केटिंग का इसमें योगदान रहा। यह आयोजन चौथी बार किया गया था जिसमें लगभग 2,000 लोगों के

जोखिम लेने को योग्यता आती है। व्यक्ति अलग सोचता है। हमें समय की महत्ता को समझना चाहिए। इस मौके पर टीवीएस ऑटोमोबाइल सोल्यूशंस की मार्केटिंग हेड वानी अय्यर भी उपस्थित थीं। इस दौरान करीब 50 स्टाल लगाए गए। इस मौके पर विद्यार्थियों को शिक्का समेत करीब 2,000 लोग उपस्थित थे। इस दौरान इंडियन क्विज का आयोजन भी किया गया था।

## LIBA celebrates 37th Annual Convocation Day

Chennai, Sept 25: Loyola Institute of Business Administration conducted its 37th annual convocation day recently.



Chennai, Sept 25: Loyola Institute of Business Administration conducted its 37th annual convocation day recently. R Ramaraj, Senior Advisor of Elevar Equity, felicitated 263 students. Medals were awarded to academic toppers for their achievements.

for Key Commodity and to K Arunkarthi for the project "Goods and Service Tax - Implications on the Government and Industry". Addressing graduates, Dr. R. Ramaraj, Senior Advisor, Elevar Equity said, "According to the economist, one quality that you need to succeed is your ability to learn and constant learning. The challenge is to have an attitude of continuous learning, innovation and risk taking. These qualities, you should keep in mind as you step into the corporate world. Always take the first step, overcome fear and do not hesitate to experiment and make small attempts. Keep trying and keep learning, make sure you have a purpose in your work and be grounded in values and ethics. The spirit of adventure is the spirit of progress."

### 263 students graduate

Loyola Institute of Business Administration (LIBA) conducted its 37th annual convocation day recently. R Ramaraj, Senior Advisor of Elevar Equity, felicitated 263 students. Medals were awarded to academic toppers for their achievements.



LIBAZAAR '18 was held in the cloaks of an entertainment-fair with an aim to elicit unbiased responses from the target segment to deal with industry-related problems from corporate. The event was inaugurated by A Pandiarajan, co-founder, Ma Foi Management Consultants Pvt Ltd, and Vani Aiyer, Head (Marketing) at TVS Automobile Solutions Pvt Ltd. This year, the mega fest was on the theme of women empowerment, said a press release, adding, "LIBAZAAR '18 was held in the cloaks of an entertainment-fair with an aim to elicit unbiased responses from the target segment to deal with industry-related problems from corporate."

### MARKET RESEARCH IN DISGUISE? ONLY AT LIBAZAAR'18

Focusing on Women Empowerment, various fun activities and events were conducted at the LIBA campus. The event was inaugurated by A Pandiarajan, co-founder, Ma Foi Management Consultants Pvt Ltd, and Vani Aiyer, Head (Marketing) at TVS Automobile Solutions Pvt Ltd. This year, the mega fest was on the theme of women empowerment, said a press release, adding, "LIBAZAAR '18 was held in the cloaks of an entertainment-fair with an aim to elicit unbiased responses from the target segment to deal with industry-related problems from corporate."

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