

# BEYOND MANAGEMENT INITIATIVE (BMI)

NEWSLETTER FOR THE ACADEMIC YEAR 2023-24

This newsletter from the Beyond Management Initiative (BMI) Team presents a brief summary of the thoughts shared by the various speakers.

The Beyond Management Initiative (BMI) is a student initiative aimed at providing a path of knowledge beyond academics and the classroom. Speakers with special expertise in various domains are invited throughout the academic year to share their knowledge and experience with the students. In an environment set for lateral thinking, future leaders flourish on the insights given by eminent personalities from various fields. The Beyond Management Initiative is a symbiosis between the speakers and the students in the form of flow of information and manifestation of broader thoughts and ensuing actions. The list of distinguished speakers includes officers of the Indian Administrative Service, Indian Revenue Service, the Indian Police Service, Government Officials, Chartered Accountants, Cine and Media Personalities, Consultants, Entrepreneurs, Faculty from International Business Schools and Corporate Executives. Adding myriad hues to the knowledge spectra of the students, distinguished speakers share their rich experience which ignites in the students' innovative minds and fresh ideas.

In all, the Beyond Management Initiative provides a holistic development to the students and motivates them to walk the extra mile and strive to become high performers and exceptional leaders in organizations.

BMI also features the EKALAVYA session. It is a knowledge sharing platform that aims at capitalizing on the powerhouse of talent within LIBA. Students are given the opportunity to share their knowledge in their areas of expertise thus encouraging learning from one another.

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# DIRECTOR'S MESSAGE

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LIBA is a Jesuit Business school. It is driven by Ignatian values of *Magis* (Excellence), *Cura Personalis* (Care of the individual), and *Ad Majorem Dei Gloriam* (For the Greater Glory of God). We form leaders who excel in the fields they choose to lead. That excellence is guided by values and ethics. The ways we teach and the ways our students learn, we make every effort to ensure, it is relevant, innovative and dynamic. The approach we take is that every learning is formation of character that leads to building competencies. We make every effort to train our students who can *discern, collaborate and network* in what they do and in what they are. Capacity to discern to become aware of inner motivations and movements while they make decisions and skill to collaborate and network with others to excel with ethics in what they do.

A student once formed in a B school must be able to make a difference in the lives of people and wherever he or she works. As one of the Ignatian values insist, we want our graduates to become *men and women for others*.

We believe in the need for holistic development of students, and through the Beyond Management Initiative (BMI), series of guest lectures at LIBA, students are able to get a better understanding of the workings of various industries. These sessions have given students the opportunity to draw upon the knowledge passed on by eminent personalities from various fields. LIBA strives to mold competent and committed leaders who are ethical, principle centered and socially responsible

“The ways we teach and the ways our students learn, we make every effort, are relevant, innovative and dynamic.”

**Dr C. Joe Arun S.J**

# LIST OF BMISPEAKERS

ACADEMIC YEAR 2020-21

No.	Date	Speaker Profile	Topic
1	23-08-2023	 <p>Mr. Nixon Joseph CEO, CLT India (Childrens Lovecastle Trust)</p>	Breaking Barriers
2	06-09-2023	 <p>Dr Karunamoorthy Neethimani Managing Director, WindPlus Energy</p>	Sustainability Integration: The Future of Business Management
3	13-09-2023	 <p>Mr. Vipin Thomas VP - Revenue Operations, Survey Sparrow</p>	Decoding Revenue Operations Role in SaaS
4	20-09-2023	 <p>Mr. Swapnesh Sebastian Business Consultant and Trainer</p>	Embrace the Customer Experience Paradigm
5	04-10-2023	 <p>Mr. Sriganesh Krishnamani Revenue Operations Manager, Freshworks</p>	Inside Sales in SaaS Companies: Navigating the changing landscape

6	10-10-2023		F22 Students PGDM, LIBA	Ekalavya
7	18-10-2023		Dr. Balakrishnan Venkataraman Director/Actor	Acting and Characterisation
8	02-11-2023		Gayathri Chittybabu Managing Director, GTJ Foods India Pvt. Ltd	Building a Soup Brand: Women in Restaurant Industry
9	08-11-2023		Mr. Deepak A Associate Director, Automation & AI, DXC Technologies	Artificial Intelligence in Business
10	15-11-2023		Mr. Chirag Ranka Head- Corporate Sales Yubi	The Future of Corporate Debt Market
11	22-11-2023		Mr. Md Nasimuddin IAS, Chairman, TN Online Gaming Authority	Leadership
12	29-11-2023		Mr. Noble Abraham Co-Founder and Chief Strategy Officer Sterlo	No Code Engine

13	13-12-2023	 <p><b>Mr. Ashwin Francis</b> PGDM - Full time student LIBA</p>	<b>Ekalavya on Fitness</b>
14	09-01-2024	 <p><b>Mr. Suresh Thamotharan</b> Customer Engagement Lead, Beroe Inc.</p>	<b>Analyzing Procurement for The Agro Industry – A Research-Based Approach</b>
15	24-01-2024	 <p><b>Mr. Terry Thomas, FCA, CISA, CFE</b> Independent Consultant</p>	<b>Diversity and Inclusivity – The Challenges Faced</b>
16	07-02-2024	 <p><b>Mr. Balasubramanian Jayam</b> Founder &amp; CEO-TheHalfBrick™</p>	<b>Raw Stories of Entrepreneurial Spirit</b>
17	15-02-2024	 <p><b>Ms. Rebekah Eunice,</b> HR Consultant - EY</p>	<b>MBA to Corporate Journey &amp; Future HR Roles</b>
18	21-02-2024	 <p><b>Mr. Vinod Kumar</b> Senior VFX Artist &amp; Trainer – DNEG Visual Effects Studio</p>	<b>VFX &amp; Animation Industry 2024</b>

19	27-02-2024	 <p><b>Mr. Krishnakumar Menon</b>  <b>Advisor &amp; Consultant – Global Markets</b>  <b>(Auto, Consumer &amp; Industrial Products)</b></p>	<p><b>Understanding International Business</b></p>
20	05-03-2024	 <p><b>Mrs. Petula Thomas</b>  <b>Chief Executive Officer</b>  <b>Indo-Australian Chamber of Commerce</b></p>	<p><b>Navigating The Leadership Labyrinth: Evolving from Co-Worker to Manager</b></p>

## BREAKING BARRIES

**Mr. Nixon Joseph**

*CEO, CLT India (Childrens  
Lovecastle Trust)*

"A prayer at the start of the year is a plea for goodness to prevail in every step we take."

The Beyond Management Initiative's inaugural session on August 23<sup>rd</sup> commenced with a soulful prayer song, setting the tone for a prosperous year. Mr. Nixon Joseph, CEO of CLT India, graced the event, sharing insights that left an indelible impact.

Reflecting on his college days, Mr. Joseph emphasized holistic development beyond placements, encouraging engagement in extra-curricular activities for personal growth. He recalled how his career journey as a probationary officer at SBI underscored the importance of prioritizing soft skills, fostering gratitude for SBI's role in his development.

"You are your own limit" - Mr. Joseph's favourite quote resonated as he shared experiences from challenging locations in his career, highlighting the potential for personal growth. He stressed the value of education in uplifting marginalized communities and embracing diverse cultures, drawing from his encounters in Mizoram and Japan.

The session spotlighted SBI's transformative Youth for India Fellowship program, empowering individuals to serve rural areas.

Anecdotes of selfless service during the COVID-19 pandemic exemplified the spirit of giving back. Mr. Joseph's participation in the Standard Chartered marathon showcased the power of appreciation.

In conclusion, Mr. Joseph's journey illuminated the importance of holistic education, stepping out of comfort zones, and using education to uplift communities. His call for cultural respect and global empathy resonated strongly. The Youth for India Fellowship program stood as a testament to purpose-driven action, reinforcing the idea of limitless giving.

The Q&A segment allowed participants to interact directly with Mr. Joseph, and a heartfelt Vote of Thanks marked the conclusion. Students expressed overwhelming appreciation, with Mohan Balaji summarizing the key takeaway: "One should not give up on themselves... Everyone should have a passion in their life which will help us in the long-term."

The Beyond Management Initiative's inaugural session inspired attendees to break self-imposed limits and embark on a journey of continuous learning, empathy, and purposeful action.

## SUSTAINABILITY INTEGRATION: THE FUTURE OF BUSINESS MANAGEMENT

**Dr Karunamoorthy Neethimani**

*Managing Director, WindPlus Energy*

The second session of the Beyond Management Initiative (BMI) featured Dr. Karunamoorthy Neethimani on September 6<sup>th</sup>, Managing Director of Wind plus Pvt. Ltd, a key figure in India's Wind Energy sector and a representative to the Prime Minister's office. Dr. Neethimani began with an icebreaker, delving into the topic "Sustainability Integration: Shaping the Future of Business Management."

He introduced WindPlus, outlining their vision and mission, anchored by the 4C's - Care, Commitment, Contribution, and Cooperation. Exploring the 6 stages of plant setup, Dr. Neethimani emphasized the company's commitment to Sustainability. The process involves Crisis Management, Compliance, Optimization, Market Differentiation, and Purpose-Driven initiatives.

Addressing the role of managers in sustainability, he introduced the 3R's of Management - Reflect, Refine, Reconstruct and stressed upon the need for a deeper understanding of one's role and the environment. Dr. Neethimani also highlighted the 6 crucial managerial skills - Logical Thinking,

People Skills, Communication, Selling, Leadership, and Innovation.

He shared tips for skill development, including waking up early, regular exercise, reading, reflection, discipline, and adherence to routines. Dr. Neethimani then detailed the essential skills for business management, encompassing Planning, Organizing, Leading, Controlling, Decision Making, Communication, and more.

Focusing on Renewable Energy and Sustainability, he outlined key stakeholders - Independent Power Producers, Original Equipment Manufacturers, and Developers. Tracing the evolution of the Renewable Energy Sector, he emphasized India's goal to achieve 45% Carbon Reduction by 2030 and total reduction by 2070. India's role in the Net Zero Ecosystem was a key highlight, with global comparisons to Denmark and Germany.

The session concluded with book recommendations for aspiring managers. Dr. Neethimani's insights provided a comprehensive understanding of Sustainability Integration in Business Management, inspiring the audience to navigate the future with purpose and responsibility.

## DECODING REVENUE OPERATIONS ROLE IN SAAS

**Mr. Vipin Thomas**

*VP - Revenue Operations, Survey  
Sparrow*



On September 13th, 2023, the Beyond Management Initiative (BMI) hosted its third session, featuring Mr. Vipin Thomas, Founder & Executive Officer of Pathfinderz and VP – Revenue Operations at SurveySparrow. With 18+ years in B2B SaaS, he shared invaluable insights on "Decoding Revenue Operations Role in SaaS."

Mr. Thomas began by introducing SaaS, emphasizing its cloud-based delivery model. He provided an overview of SurveySparrow's survey technology, converting surveys into engaging conversations, and detailed his role as VP – Revenue Operations.

The evolution of SaaS was explored, covering ownership, subscription, and consumption models based on customer preferences. Mr. Thomas delved into the customer journey stages from awareness to renewal, presenting the 'Pay as You Go' model. Direct and indirect SaaS distribution channels were discussed, showcasing integrated efforts to boost sales.

Introducing Revenue Operations (RevOps), Mr. Thomas defined it as a holistic approach aligning pre- and post-sales functions to optimize growth and streamline revenue processes. He stressed its importance in achieving a unified approach, streamlined processes, data-driven decision-making, enhanced

customer experience, increased agility, scalability, and a holistic revenue view.

The RevOps Quadrant, the core pillars of success, were unveiled. Strategy focused on aligning sales, marketing, and service, setting goals, and using key performance indicators. Process emphasized guidelines driving consistency, efficiency, and scalability. Technology involved tools streamlining operations and enhancing CRM and marketing analytics. Data focused on metrics and analytics for informed decision-making.

Mr. Thomas highlighted the skill set required for SaaS and RevOps, including customer-centric decision-making, strategic thinking, analytical mindset, tech savviness, process management, collaboration, communication, adaptability, and continuous learning.

During the Q&A session, Mr. Thomas addressed data privacy concerns, discussing regional data compliances and SurveySparrow's adherence to them. He concluded with the example of Netflix benefiting from global approaches.

In a dynamic and informative session, Mr. Vipin Thomas left the audience with a profound understanding of Revenue Operations in the realm of SaaS, offering valuable insights and preparing students for the industry's demand.



## EMBRACE THE CUSTOMER EXPERIENCE PARADIGM

**Mr. Swapnesh Sebastian**

*Business Consultant and Trainer*

The 4th session of the Beyond Management Initiative (BMI) on 20<sup>th</sup> September featured Mr. Swapnesh Sebastian, shedding light on "Embracing the Customer Experience Paradigm." An alumnus of Stanford University's MBA program, he emphasized the distinction between an MBA degree as mere education and the need to differentiate oneself in the competitive business landscape.

Mr. Sebastian began by discussing the significance of Experience versus Exposure, highlighting how Exposure is a sum of all interactions, unlike the linear nature of Experience. Engaging the audience, he conducted a thought experiment on the motivations behind watching movies in multiplexes, emphasizing the integral role of factors like popcorn in the overall experience.

Drawing examples from businesses like PVR and Amazon, he explored the importance of customer perception in decision-making. Through scenarios involving taxi services and punctuality, he gauged the group's opinions and decision-making skills. Mr. Sebastian also delved into the concept of understanding "What

was and What is," emphasizing its impact on peace of mind.

The session explored Amazon's success attributed to its flawless return policy, and Mr. Sebastian illustrated how Starbucks' focus on service and experience differentiates it from local tea vendors, impacting consumer preferences. Using the airline industry as an example, he discussed profit models, risks, and customer-driven decisions in choosing different classes.

Distinguishing between Customer Satisfaction and Customer Experience, he elucidated the paradigm comprising Product, Service, People, Process, and Task, using a bank as an example. Mr. Sebastian stressed the pivotal role of people in driving business success, highlighting the interconnectedness of the Customer-First and Employee-First approaches.

The session concluded with a focus on technology as an enabler for business success, citing examples from BMW, TATA, and Land Rover. Mr. Sebastian emphasized how customer experience and a company's dedication can lead to customer evangelism, sharing a compelling incident from London Tube as an illustration.



## INSIDE SALES IN SAAS COMPANIES: NAVIGATING THE CHANGING LANDSCAPE

**Mr. Sriganesh Krishnamani**

*Revenue Operations Manager,  
Freshworks*

The session of BMI on October 10<sup>th</sup> kicked off with a lively high-five activity, setting an interactive tone for the engaging discussion. The speaker debunked the outdated stereotype of pushy sales, quoting "The Wolf of Wall Street" and highlighting those modern sales is not just about closing deals but building connections.

Exploring the evolution of B2B Tech Sales Business models, the session emphasized the transformation from the abrupt PowerPoint presentations of the 80s to the impact of Software as a Service (SaaS) in the early 2000s. The shift from traditional sales tactics to a more consultative approach was underscored, with a focus on understanding customer needs in the era of informed customers.

The session also highlighted how inside sales took center stage, and was discussed as a trend embraced by many companies, providing flexibility for remote work and leveraging various channels like email,

chat, phone, and video conferencing. The structure of inside sales teams, encompassing Marketing, Sales, and Support, was outlined, emphasizing lead generation, deal closure, and customer relationship management.

During the insightful Q&A session, students explored topics such as handling stress in sales, work-life balance, and the transformation from introvert to extrovert in the context of inside sales. Strategies for meeting new customers were shared, emphasizing empathy and a consultative approach. The importance of listening, with a ratio of 70% listening and 30% talking, was stressed as a crucial aspect of effective sales.

In conclusion, the session provided valuable insights into the changing landscape of B2B Tech Sales, focusing on inside sales dynamics, the consultative approach, and the significance of adapting to customer needs.



## EKALAVYA

**F22 Students**

*PGDM, LIBA*

The 6th session of BMI was conducted on 11th October 2023. This was an Ekalavya session. Ekalavya is a knowledge sharing platform that aims to capitalize on the powerhouse of talent within LIBA. Students are given the opportunity to share their knowledge on their areas of expertise, thus encouraging learning from one another.

This session aimed to create a fun and interactive environment where the BMI team at LIBA conducted games and musical performances. It began with a beat boxing session by the Rohithan of F22 batch. Beatboxing is a form of vocal percussion that involves the production of rhythmic and melodic sounds using only the mouth, lips, tongue, and voice box. Rohithan's beatboxing performance was mesmerizing, and it set the tone for the rest of the session.

One of the games conducted by the BMI team was called Connections. In this game, the F23 students were split into two teams, Team A and Team B. Pictures were displayed on the screen, and the teams had to connect them and find one word that the pictures gave hints to. To make the game more interesting, the pictures displayed

were of first-year students and words connecting their names.

The game was thought-provoking because it did not only connect words, but it also helped the first years to know their fellow students' names. So, the pictures formed a word. It was a friendly competition between Team A and Team B. At first, Team A was leading, but then Team B took over. It was a close competition, but in the end, Team B won the game.

The game was very insightful and different. It was a great way for the first years to get to know their fellow students better. It was also a fun and interactive way to learn.

It is commendable that the BMI team at LIBA were able to plan and put together a successful session in such a short notice. This shows that they are organized, efficient, and resourceful.

The 6th session of BMI finally ended with a musical performance by Rohithan and Delbert, which was a great way to encourage the first-year students to participate actively and showcase their talents in the upcoming sessions of BMI.

## ACTING AND CHARACTERISATION



**Dr. Balakrishnan Venkataraman**

*Director/Actor*

The 7th session of Beyond Management Initiative (BMI) on October 19th, 2023, featured Dr. Balakrishnan Venkataraman, founder, and artistic director of Theatre Nisha, a Chennai-based theatre company renowned for staging over 120 plays. The session, centered on "Acting and Characterization," offered valuable insights into the craft of acting and the historical significance of theatre.

Dr. Balakrishnan, an accomplished Indian theatre director and educator, began by engaging the audience in a discussion on their perceptions of acting. He then defined acting as a craft that involves training to respond to imaginary stimuli, aiming to create a compelling illusion for the audience.

Delving into the history of theatre, Dr. Balakrishnan explained its origins, dating back to pre-civilization when humans used theatrical elements around fires to enact hunting experiences. Theatre, he emphasized, was an early tool for controlling and educating people through the power of narrative.

The session explored the role of theatre in the development of rituals and celebrations, asserting that rituals are stories evolved from theatre, contributing to societal control. Dr. Balakrishnan discussed the evolution of Parsi theatre, which played a pivotal role in the birth of cinema, citing its innovation in stage sets, backgrounds, and pulley systems.

A key focus of the session was on the importance of characterization. Dr. Balakrishnan highlighted that actors respond to imaginary stimuli, and their characters are shaped by their actions. He stressed the need for actors to understand their characters' motivations, thoughts, and feelings to convincingly portray them on screen, whether in real life or cinema.

In conclusion, Dr. Balakrishnan emphasized that learning about characterization is a dedicated craft that requires practice and commitment. The session left the audience with a profound appreciation for the rich history of theatre and the intricate art of acting and characterization.



## BUILDING A SOUP BRAND: WOMEN IN RESTAURANT INDUSTRY

**Gayathri Chittybabu**

*Managing Director, GTJ Foods India  
Pvt. Ltd*

The 8th session of Beyond Management Initiative (BMI) on November 2<sup>nd</sup>, 2023, featured Ms. Gayathri Chittybabu, the Managing Director of GTJ Foods India Pvt Ltd, known for innovative startups like MAMEE SOUPS. The session, themed "Building A Soup Brand: Women in Restaurant Industry," provided a deep dive into her entrepreneurial journey and the keys to success in the restaurant business.

Ms. Gayathri, an entrepreneur, social activist, and public speaker, began by expressing gratitude to her former faculty, Mr. Pradeep, who significantly influenced her educational journey. She outlined the session's agenda and topics she intended to share.

The session started with Ms. Gayathri engaging the audience, introducing MAMEE SOUPS and sharing its origin story. She emphasized her aspiration to transform it into an organized business and a recognizable brand, drawing parallels with renowned franchises like Starbucks, KFC, and McDonald's.

The essence of business was a central theme, with Ms. Gayathri highlighting the importance of patience, courage, and a willingness to learn. She shared her personal journey, from a career in modelling at 14 to becoming an entrepreneur. With an undergraduate degree in English from Madras University, she worked at Naturals salon for a year while pursuing an MBA at SRM University.

Key team members, including business developers, marketing professionals, logistics experts, and HR personnel, were introduced, emphasizing their contributions to MAMEE SOUPS' growth across 12 outlets.

In her closing remarks, Ms. Gayathri encouraged the audience to consider entrepreneurship. The Q&A session covered diverse topics, including raising capital, navigating the industry as a woman, handling competition, branding, marketing strategies, and the positive impact on women.

The session concluded with expressions of gratitude, and Dr. Pradeep presented Ms. Gayathri with a memento in appreciation of her valuable insights. Ms. Gayathri's entrepreneurial journey served as an inspiration, offering invaluable lessons for aspiring entrepreneurs in the ever-evolving restaurant industry.

## ARTIFICIAL INTELLIGENCE IN BUSINESS

**Mr. Deepak A**

*Associate Director, Automation & AI,  
DXC Technologies*



The 9th session of BMI was conducted on 08<sup>th</sup> November 2023. It was facilitated by Mr. Deepak A, a global leader of Automation & AI at DXC technology, a fortune 500 company. DXC is based out of Tulsa, United states and operates across 70+ countries with 130,000+ employees.

Prior to his 4 years stint in DXC, Deepak has managed large scale strategic improvement programs (including but not limited to automation) in multinational banks for over 6 years.

He has a graduation in Commerce and a post-graduation in Business Administration. He also possesses a certificate in 'Machine Learning' from Stanford Online.

Mr. Deepak delivered an insightful session on the topic of Artificial Intelligence (AI) in Business, highlighting its transformative impact and potential for enhancing various aspects of business operations. He commenced by drawing an analogy of the replacement of horses by cars as a mode of transportation to illustrate the rapid advancement of AI and its increasing dominance in today's world.

Mr. Deepak delved into the definition of AI, emphasizing its ability to mimic human

intelligence and perform tasks that typically require cognitive functions. He introduced the concept of machine learning, emphasizing its role in processing and analysing vast amounts of data to identify patterns and make predictions.

To illustrate the practical application of AI, Mr. Deepak discussed the example of a book titled "Tic Tac Toe," explaining how the book itself can be considered an AI due to its ability to play the game intelligently. He further elaborated on ChatGPT, a large language model, demonstrating its ability to assist students in conducting research and generating creative text formats.

Mr. Deepak engaged with the students to explore the potential coexistence of AI and humans in the business landscape. He emphasized that AI should not be viewed as a replacement for human workers but rather as a tool to augment their capabilities and enhance productivity.

Throughout the session, Mr. Deepak underscored the positive impact of AI on various aspects of life, including its potential to improve healthcare, education, and environmental sustainability. He encouraged the students to embrace AI as a powerful technology that can shape the future of business and society.



## THE FUTURE OF CORPORATE DEBT MARKET

**Mr. Chirag Ranka**

*Head- Corporate Sales*

*Yubi*

The 10th session of Beyond Management Initiative (BMI) on November 15<sup>th</sup>, 2023, featured Mr. Chirag Ranka, the Head of Corporate Sales at Yubi, a leading fintech company specializing in supply chain financing (SCF) solutions. With over 10 years of experience in corporate sales and a deep understanding of the financial sector, Mr. Chirag provided valuable insights into Yubi's mission, vision, and the transformative trends in the corporate debt market.

Mr. Chirag began the session by introducing Yubi, a fintech company founded in 2020, headquartered in Chennai, India. Yubi aims to revolutionize the global debt market by providing a seamless platform for borrowers, lenders, and investors. The company's mission is to democratize access to finance, unlocking a GDP multiplier and creating massive economic value.

Highlighting Yubi's vision and mission, Mr. Chirag emphasized the company's commitment to leveraging technology and innovation for working capital management and supply chain optimization. Yubi offers a comprehensive suite of debt products for enterprises, lenders, and investors, driven by the belief that access to prudent finance is a fundamental right for all global citizens.

Yubi's growth since its inception has been remarkable, marked by expanding product offerings, strategic acquisitions, and substantial funding rounds. The company's execution prowess and the increasing demand for its SCF solutions reflect its position as a leading player in the industry.

The SCF platform of Yubi rests on four pillars: credit intelligence, platform, ecosystem, and service. Mr. Chirag detailed how Yubi utilizes data intelligence, including information from credit bureaus, courts, credit ratings, and other sources, analysed through machine learning and statistical modelling techniques, to provide comprehensive credit appraisal reports and monitoring solutions.

The discussion delved into Yubi's expertise in digital platform development, fostering a strong partner ecosystem, and delivering efficient SCF solutions to its diverse clientele, including banks, NBFCs, mutual funds, forensic firms, law firms, and stock exchanges.

Mr. Chirag Ranka concluded the session by discussing the transformative trends in the corporate debt market. He highlighted the impact of data intelligence, new market participants, and regulatory reforms, envisioning a more inclusive, efficient, and innovative future for the corporate debt market.



## LEADERSHIP

**Mr. Md Nasimuddin IAS**

*Chairman, TN Online Gaming  
Authority*

The 11th session of Beyond Management Initiative (BMI) on November 22<sup>nd</sup>, 2023, featured Mr. Md Nasimuddin IAS, the Chairman of Tamil Nadu Online Gaming Authority. A distinguished IAS officer of the 1989 batch, Mr. Nasimuddin shared profound insights on leadership, drawing from his extensive career in various Tamil Nadu government departments.

The session commenced with a video presentation highlighting the omnipresence of leadership and its diverse definitions. He emphasized that leadership transcends positions of authority and evolves over time, manifesting in various forms.

Diving into the essence of leadership, he outlined three broad categories: bureaucratic, social, and political leadership. He stressed the uniqueness of each leader's style and the importance of understanding diverse approaches.

The session then explored ten essential qualities that effective leaders should embody:

1. High Emotional Intelligence (EQ): Leaders with high EQ understand, manage, and influence their emotions and those of others, fostering collaboration and conflict resolution.

2. Professional Knowledge and Competence: Leaders must possess deep expertise in their field, staying informed

about industry trends for effective decision-making.

3. Moral Courage: Leaders demonstrate an unwavering commitment to what is right, even in challenging situations, inspiring trust and integrity.

4. Taking Responsibility: Effective leaders take ownership of failures, learning from mistakes, and generously attributing successes to the collective efforts of the team.

5. Aptitude for Innovation: Visionary leaders embrace innovation, challenging the status quo and continuously seeking new possibilities.

6. Decisiveness: Leaders make informed and timely decisions, balancing careful consideration with decisive action.

Mr. Md Nasimuddin concluded by highlighting that leadership is an evolving concept, and leaders are made through continuous learning, self-reflection, and a commitment to growth.



## NO CODE ENGINE

**Mr. Noble Abraham**

*Co-Founder and Chief Strategy Officer, Sterlo*

The 12th session of Beyond Management Initiative (BMI) on November 29<sup>th</sup>, 2023, featured Mr. Noble Abraham, the Co-founder and Chief Strategy Officer at Sterlo, an emerging enterprise No-Code SaaS platform. With a focus on "No Code Engine," Mr. Noble delved into the transformative power of no-code development, shedding light on Sterlo's success and the vast potential it holds.

Sterlo, recognized as a top-performing No-Code platform globally by G2Crowd, stands at the forefront of revolutionizing how web and mobile applications are built in the digital transformation era. With notable clients such as L&T, Metro projects, and Shell group, Sterlo's user-friendly interface and pre-built components empower enterprises with agility and innovation.

The session initiated with an exploration of Sterlo, emphasizing its capability to enable rapid application development and deployment. The platform caters to diverse user needs, offering a drag-and-drop interface and pre-built components for seamless application creation without coding. With recognition as one of the top 3 low-code platforms in India, Sterlo empowers users to master the in-demand skill of no-code development.

Mr. Noble highlighted Sterlo's features, including custom workflows, an inbuilt database, and dynamic integration capabilities. The platform simplifies data management, allowing seamless connections to external applications and notebooks.

The traditional application development process often faces communication breakdowns and misunderstandings between business owners and developers. No-code platforms, like Sterlo, empower non-technical users to translate their ideas into functional apps, eliminating the risk of misinterpretations and ensuring applications align with the intended user experience.

Sterlo's mission goes beyond simplifying modernization processes; it aims to make no-code development accessible and cost-effective for businesses of all sizes. This democratization of technology empowers businesses to become more agile, robust, and competitive in the AI-driven market.

In his closing remarks, Mr. Noble emphasized that no-code platforms empower individuals to address common challenges, offering customizable solutions without relying on IT.



## EKALAVYA - FITNESS

**Mr. Ashwin Francis**

*PGDM - Full time student of LIBA*

The 13th session of BMI on December 13<sup>th</sup>, 2023, witnessed an insightful discourse on sustainable fitness routines, spearheaded by Mr. Ashwin Francis, a fitness enthusiast and student from the F22 batch at LIBA. With a focus on sharing knowledge and fostering learning among peers, Ekalavya provided a platform for students to delve into the blueprint for sustainable fitness.

Mr. Francis commenced by recounting his personal journey, marked by significant weight gain following a leg injury. Inspired by a dedicated trainer, he embarked on a path of self-improvement, emphasizing the crucial role of consistency, research, and collaboration in achieving fitness goals. Despite challenges such as lockdowns, he demonstrated resilience and resourcefulness, continuing to grow as a personal trainer through freelance work and forging new connections.

Highlighting the importance of balanced nutrition, Mr. Francis advocated for a diet rich in protein, carbohydrates, and fats to support muscle building and fat loss. He cautioned against drastic calorie cuts, and endorsed gradual, sustainable changes tailored to individual body types. Emphasizing responsible practices, he

advised against pursuing extreme physiques akin to professional bodybuilders, underlining the potential risks for everyday individuals.

A testimonial from Mr. Manoj, another student from the F22 batch, elucidated Mr. Francis's approach to weight loss, emphasizing gradual changes over drastic measures. Through calorie management and a holistic approach encompassing both diet and exercise, Mr. Manoj successfully achieved and maintained his ideal weight.

For beginners, Mr. Francis stressed the importance of building sustainable habits, advocating for gradual dietary modifications and consistent calorie reduction. He encouraged celebrating non-scale victories, engaging in enjoyable physical activities, and progressively increasing workout intensity to avoid burnout.

In conclusion, Mr. Francis reiterated the importance of enjoying the fitness journey, celebrating progress, and cultivating healthy habits for long-term success. With a focus on consistency and balance, participants were encouraged to embrace sustainable practices, making fitness a fulfilling and enduring aspect of their lives.



## ANALYZING PROCUREMENT FOR THE AGRO INDUSTRY: A RESEARCH-BASED APPROACH

**Mr. Suresh Thamotharan**

*Customer Engagement Lead,*

*Beroe Inc.*

The 14th session of Beyond Management Initiative (BMI) on January 9<sup>th</sup>, 2024, featured Mr. Suresh Thamotharan, a seasoned Commodity Research Analyst and Customer Engagement Lead at Beroe Inc. Beroe Inc is a procurement platform that specializes in providing data, insights, and intelligence to aid Chief Procurement Officers (CPOs) in making informed sourcing decisions.

Mr. Suresh commenced the session by shedding light on the intricate and dynamic nature of agricultural commodity pricing. Drawing from his nine years of experience, he emphasized the significance of understanding factors such as supply, demand, macroeconomics, inter-commodity relationships, and government regulations in the agricultural market.

Unlike traditional market research firms, Beroe focuses on procurement-driven research, unraveling the complexities of a "limited market." Mr. Suresh's experience encompassed in-depth research on everyday items like palm oil, sugar, tomatoes, and onions, where he monitored supply and demand, imports, exports, production, and consumption.

His comprehensive approach, covering both micro and macro aspects, offered insights into the entire agricultural research

sector. Mr. Suresh highlighted the impact of government regulations on specific commodities, emphasizing the need to consider not only supply and demand but also niche markets, regulations, and team collaboration when analyzing commodity pricing and market dynamics.

Mr. Suresh's diverse experience underscored the importance of understanding the "why" behind client needs, translating knowledge into valuable insights for buyers and traders navigating the intricate world of commodities.

His tenure at Beroe served as a masterclass in agricultural commodity dynamics, transforming him into a skilled analyst capable of decoding price complexities, predicting market trends, and navigating the ever-shifting landscape of the agricultural sector.

In his advice to the audience, Mr. Suresh emphasized the importance of gaining at least two years of experience in the first job, investing time in skill development (particularly in Excel and macros), starting small but consistent financial investments, prioritizing research before entering the stock market, and actively shaping one's career by making informed decisions based on individual understanding rather than blindly following recommendations.



## **DIVERSITY AND INCLUSIVITY – THE CHALLENGES FACED**

**Mr. Terry Thomas, FCA, CISA, CFA**

*Independent Consultant*

The 15th session of BMI, conducted on January 24<sup>th</sup>, 2024, delved into the critical topic of "Diversity and Inclusivity-The Challenges Faced," led by Mr. Terry Thomas, a seasoned Independent Consultant with a remarkable 30-year career at Big 4 firms like EY and PwC.

Mr. Thomas commenced by stressing the need for a comprehensive approach to diversity and inclusion (D&I) beyond traditional metrics. He advocated for recognizing diverse perspectives across dimensions like age, ability, and neurodiversity. Rooted in his extensive experience, he urged organizations to embed D&I into their core culture, emphasizing the importance of defining values and actively addressing unconscious bias.

Highlighting the inadequacies in addressing D&I for specially abled individuals, Mr. Thomas shared his transformative journey advocating for this community. He emphasized their untapped potential and recounted his work with organizations like Ability Foundation. This experience triggered introspective questions that propelled him to create impactful change for the neglected demographic.

Mr. Thomas detailed his advocacy for inclusive design and hiring practices. Overcoming challenges in making the workplace accessible, he collaborated with the Ability Foundation to incorporate features promoting inclusivity. Notably, he shared the success story of hiring an engineer with a hearing impediment, illustrating a significant stride towards genuine inclusivity.

The speaker underscored that true inclusion goes beyond basic access, emphasizing the importance of cultural integration and understanding office dynamics. He highlighted the disparity between the acceptance of general "diversity" and reluctance towards deeper levels like disability inclusion. Mr. Thomas urged broader acceptance and actionable steps to unlock the full potential of diverse talents.

Concluding the session, Mr. Thomas emphasized the pivotal role of individuals in fostering diversity and inclusion. He encouraged active participation by volunteering with organizations like the Ability Foundation and stressed the significance of accessible infrastructure.



## RAW STORIES OF ENTREPRENEURIAL SPIRIT

**Mr. Balasubramanian Jayam**

*Founder & CEO-TheHalfBrick™*

The 16th BMI session, held on February 7<sup>th</sup>, 2024, featured Mr. Balasubramanian Jayam, the Founder and CEO of TheHalfBrick, sharing profound insights on "Raw Stories of Entrepreneurial Spirit."

As the brain behind The Half Brick™, Mr. Jayam boasts 13 years of experience as a marketing and business leader, recognized for his transformative leadership and commitment to empowering young minds through original stories.

Mr. Jayam kicked off the session with a unique perspective on life, framing it within the context of 25,000 days - the average human lifespan. He emphasized the fleeting nature of time and the need to navigate life with intentionality, acknowledging that mistakes can overshadow positive actions.

Shifting focus to human potential, Mr. Jayam drew a compelling parallel between the equal weight of human brains, underscoring that everyone has the potential for success. With the right guidance, opportunities, and exposure, he argued that individuals can achieve self-improvement, transcending their starting points.

Using analogies like honey, charcoal, and diamonds, Mr. Jayam advocated for businesses to prioritize genuine value and quality over societal perceptions.

Encouraging a commitment to personal development, Mr. Jayam likened individuals to unripe mangoes on the same branch, each with the potential to ripen and reach their full capability through time and effort. Drawing inspiration from the eagle's ability to rise again after losing feathers, he urged the audience to overcome challenges and distractions by staying focused on authentic living.

Mr. Jayam then introduced "Raw Stories," his platform dedicated to celebrating diverse backgrounds and challenging conventional narratives. Emphasizing self-made and selfless individuals, he highlighted the platform's focus on personal journeys and struggles. "Raw Stories" aims to inspire through shared experiences, opening doors for collaboration and providing a platform for startups to connect ethically.

In conclusion, Mr. Jayam issued a powerful call to action, encouraging individuals to learn from mistakes, cultivate resilience, and foster positive connections.



## **MBA TO CORPORATE JOURNEY & FUTURE HR ROLES**

**Ms. Rebekah Eunice**

*HR Consultant - EY*

In the 17th BMI session on February 15<sup>th</sup>, 2024, Ms. Rebekah Eunice, a People Consultant at Ernst & Young specializing in OD, SWP, and process design, shared her invaluable insights on the "MBA to Corporate Journey & Future HR Roles."

Ms. Eunice an alumnus of LIBA began by recounting her journey towards career clarity, emphasizing the importance of self-discovery and exploration. She urged aspiring HR professionals to actively seek mentors and explore various fields to identify their passion. Stressing the significance of aligning career paths with personal interests, she advised continuous learning through industry trends, articles, and mentorship.

Reflecting on her internship and placement experiences, Ms. Eunice highlighted the importance of prioritizing long-term career vision over short-term compromises. Despite facing uncertainties and initially settling for a less-than-ideal role with lower pay, she encouraged choosing a job aligned with ultimate goals. Emphasizing factors like team, culture, and growth potential, she advocated for perseverance, sharing her own journey from dissatisfaction to a more fulfilling role.

Continuous goal setting and achievement were at the forefront of Ms. Eunice's

discussion, both personally and professionally. She recommended setting small, achievable goals every six months and integrating passion into daily tasks contributing to overall career goals.

Addressing the evolving landscape of HR, Ms. Eunice outlined emerging roles like Employee Experience Manager, Diversity & Inclusion Officer, Talent Analytics Specialist, and Well-being Manager. She stressed the importance of bridging the application gap from academics to practice, with on-the-job learning playing a crucial role. New HR professionals were advised to explore online platforms to learn specific software used in different roles, gaining insights into future-proof HR roles and preparing for a dynamic career in the field.

Concluding her talk, Ms. Eunice underscored the significance of Diversity & Inclusion (D&I) efforts in modern organizations. She highlighted how D&I fosters creativity and benefits organizations overall, emphasizing its importance even for smaller firms. Her session served as a beacon for navigating the multifaceted HR landscape, encouraging individuals to blend passion with purpose in their professional journeys.



## VFX & ANIMATION INDUSTRY 2024

**Mr. Vinod Kumar**

*Senior VFX Artist & Trainer –  
DNEG Visual Effects Studio*

The 18th session of BMI, conducted on February 21<sup>st</sup>, 2024, featured Mr. Vinod Kumar, Senior VFX Artist & Trainer at DNEG, discussing "VFX & ANIMATION INDUSTRY 2024." With 18 years of experience, Mr. Kumar provided insights into the dynamic world of visual effects (VFX) and animation.

Beginning with his journey, Mr. Kumar shared his transition from filmmaking in Chennai to becoming a Senior VFX Trainer at DNEG. He debunked the misconception that animation and VFX are the same, using examples like "Iron Man" and "Avatar" to illustrate their distinctions.

The session covered the VFX pipeline in both Indian and international contexts, providing a glimpse into how audiences experience the final product. Mr. Kumar demonstrated the VFX process using live action/CG examples, stressing the importance of deadlines in the industry. He detailed his role in managing the pipeline, ensuring efficiency to meet project timelines.

The impact of AI on VFX jobs was addressed, with Mr. Kumar assuring that creative roles requiring artistic skills are safe for now. Collaboration, management, and leadership play crucial roles in meeting tight deadlines and handling complex workflows in the VFX industry.

The speaker discussed the differences between live-action and animation, using

examples like "Finding Nemo" and "Toy Story." He highlighted the collaborative effort in animation, emphasizing the meticulous approval process at each stage.

A personal anecdote about creating dinosaurs for "Jurassic Park" in 1981 underscored the challenges in bridging imagination and reality. The VFX pipeline was likened to car manufacturing, showcasing the specialization of different departments and the collaborative effort needed.

Career growth within VFX, hierarchy, and progression were outlined, emphasizing the significance of communication and technical skills. The speaker touched on audience opinions, directorial decision-making, and government roles in project approval and budgeting.

The growth of VFX studios in India, particularly in cities like Chennai and Bangalore, was attributed to a skilled talent pool, government support, and rising content demand. Challenges such as connectivity issues were highlighted, stressing the importance of high-quality internet infrastructure.



## UNDERSTANDING INTERNATIONAL BUSINESS

**Mr. Krishnakumar Menon**

*Advisor & Consultant – Global Markets  
(Auto, Consumer & Industrial products)*

Facilitated by Mr. Krishnakumar Menon, a seasoned professional with over three decades of expertise in sales and marketing across diverse sectors, the 19th session of BMI on 27<sup>th</sup> February, 2024 delved into the intricacies of international business. As the Business Head (General Manager) for International Operations at MRF Ltd., Mr. Menon's insights offered invaluable guidance on navigating the complexities of global markets.

The session commenced with an elucidation on the essence of international business, particularly from a manufacturing standpoint. Mr. Menon highlighted the rationale behind companies venturing into exports despite a robust domestic market in India, citing reasons such as identifying overseas market opportunities and mitigating excess production capacity.

Key considerations before embarking on export ventures were underscored, emphasizing meticulous market research encompassing consumer behaviour, regulatory frameworks, and market segmentation. Mr. Menon elucidated the imperative of adapting products and marketing strategies to suit diverse cultural nuances, citing Hyundai's pre-entry research into Indian culture as a testament to success.

Drawing from rich case studies, including Bajaj Auto's adaptation of motorcycles for African markets and Maruti Suzuki's insights into South African preferences, Mr. Menon emphasized the paramount importance of aligning product range and promotional efforts with local market demands.

Selecting the right channel partner emerged as a critical determinant of success in international ventures. Mr. Menon advocated for exhaustive due diligence to ensure alignment with the company's ethos and long-term objectives, citing MRF's experiences in the Philippines and Nigeria as exemplary instances.

Long-term commitment and meticulous planning were highlighted as cornerstones for sustained success in international endeavours. Mr. Menon stressed the necessity of continuous engagement with stakeholders and proactive problem-solving to address market fluctuations effectively.

In conclusion, Mr. Menon reiterated the indispensability of human intervention in navigating the multifaceted landscape of international business, underscoring the enduring relevance of strategic planning and adaptation amidst evolving market dynamics.



## NAVIGATING THE LEADERSHIP LABYRINTH: EVOLVING FROM CO- WORKER TO MANAGER

**Mrs. Petula Thomas**

*Chief Executive Officer*

*Indo-Australian Chamber of  
Commerce*

Facilitated by Ms. Petula Thomas, CEO of the Indo-Australian Chamber of Commerce, the 20th session of BMI on 5<sup>th</sup> March, 2024, delved into the intricacies of transitioning from team member to leader. Drawing from her extensive experience in international relations and business development, Ms. Thomas illuminated the path to effective leadership, emphasizing the fusion of passion and purpose.

Leadership, Ms. Thomas highlighted, embodies inspiring others, taking initiative, and selflessness. She underscored the distinction between passion and purpose, urging individuals to seek careers that blend both. Lifelong learning and passion, she emphasized, are pivotal for leadership, fostering adaptability and growth.

Ms. Thomas championed self-awareness as a cornerstone of leadership, urging leaders to recognize their strengths, weaknesses, and authentic style. A growth mindset, she iterated, fuels continuous improvement, with feedback and emotional intelligence as indispensable tools.

Initiative, active listening, and trust-building emerged as key qualities for aspiring leaders. Ms. Thomas advocated for inclusive environments, particularly for women, urging men to support women's advancement by offering opportunities and amplifying their voices.

Addressing the challenges faced by women in leadership, Ms. Thomas stressed the importance of building supportive networks and seizing opportunities. She concluded by acknowledging progress towards gender parity while advocating for continued advocacy and relationship-building to propel further change.

In a dynamic session, Ms. Thomas illuminated the multifaceted journey from co-worker to manager, imbuing participants with the wisdom and inspiration needed to navigate the leadership labyrinth.

# BEYOND MANAGEMENT INITIATIVE TEAM (BMI)



**DR. DEEPA ITTIMANI THOLATH**

*BMI Faculty In-Charge*



**DR. E. PRADEEP**

*BMI Collaborating Faculty*



**BEYOND MANAGEMENT INITIATIVE TEAM OF F22**



**BEYOND MANAGEMENT INITIATIVE TEAM OF F23**