

IBS | ICAI Business School
Jaipur

PROWESS

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JAIPUR DIARIES

A MELANGE OF CULTURE AND COMMERCE



Jaipur Diaries

In the heart of Rajasthan, where stories are spun, Jaipur, a gem, basks in the golden sun. A hub of diversity, where dreams find a stage, In the tapestry of Jaipur, let's turn the page.

In the corridors of wisdom, Jaipur takes its flight, Universities and colleges, a scholarly sight. Nurturing minds, a beacon so bright, In the city of hues, where knowledge ignites.

In every brick and stone, history unfolds, Hawa Mahal whispers, tales of old. Amer Fort stands proud, in stories untold, Tourism's embrace, a journey to behold.

Startups bloom in Jaipur, a dynamic world, In the land of tradition, new stories are swirled. A canvas for innovation, a flag unfurled, In the Pink City, where visions are hurled.

In the bustling bazaars, colors declare, Block print textiles, a heritage to wear. Artisans weave tales with meticulous flair, In Jaipur's embrace, where traditions declare.

Johari Bazaar's sparkle, where dreams arrive, Tripolia's hum, where trade stars thrive. Markets alive with the exchange, like bees in a hive, In Jaipur's commerce, ambitions revive.

In every corner, tradition's glance, Rich culture, a timeless dance. Artisans' hands, a craftsman's trance, In Jaipur's heart, where traditions enhance.

Diwali's glow, Holi's colorful maze, Teej's dance, in the cultural phase. Festivals' symphony, in vibrant arrays, In Jaipur, where joy and tradition embrace.

Pink city's architecture, a story to be told, A blend of history and innovation's mold. In the streets, in the markets, in every stronghold, Jaipur's charm, a narrative to unfold.

Education, tourism, startups' lore, Block print textiles, trade's open door. In Jaipur's heart, culture evermore, A hub of hopes, where dreams explore.

To sum up, this mag is your golden pass to the epic show of Jaipur's success story. Yes, we've uncovered the real MVPs. So sit back, relax, grab a cup of coffee (without sugar), this edition is compiled in a way where every turn of the page unveils the magic, spirit and history of Jaipur.

Happy Page-Turning!

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From The President's Desk

Prof (Dr) H P Singh, VSM



Greetings!

I am happy to learn that the seventh edition of “Prowess” is ready to be launched with a theme revolving around Jaipur, encompassing various facets

such as the academic and professional landscape, industry insights, and the evolution of the education sector in this culturally rich city, and with a special focus on the ICFAI University Jaipur and ICFAI Business School (IBS) Jaipur.

Jaipur, the capital city of the Indian state of Rajasthan, has been making strides in becoming an important hub for higher education and industry. It is now home to several reputed universities and educational institutions offering a wide range of courses. The city has seen the emergence of a vibrant start up culture with support from incubators, accelerators, and government initiatives. Jaipur has also seen the establishment of specialized institutes focusing on areas like management. The IBS, as an integral school of the ICFAI University, Jaipur has been in the forefront of embracing the latest pedagogies & teacher-learner centred conceptual framework in the domain of Management, and is acknowledged as one of the best Management schools in the city of Jaipur.

I am very happy to note that IBS, Jaipur is genuinely engaged in empowering its students by providing them the right kind of exposure & opportunities for developing leadership qualities. This empowerment is enabling the students to explore new roles, take on greater responsibilities, and contribute in meaningful ways. Over the years, the IBS has evolved into a very fine institution and it is heartening to note that all stake holders have contributed in empowering it as a genuine, result oriented, and student centric School. Despite a reduced hiring in Business schools world over, IBS has continued to ensure impressive placements of its students which speaks volumes of the commitment and dedication of the faculty and the placement executives.

I hope the readers will find the seventh edition of the Prowess worth reading.

Best Wishes,

Jai Hind

Prof (Dr) H P Singh, VSM

President

The ICFAI University, Jaipur

From The Dean's Desk

Dr. Shweta Jain



To all our cherished readers and well-wishers!

As we present unto to you this vibrant edition of "Prowess", a profound sense of joy and excitement enwraps us. While exploring some interesting themes for the latest volume of our campus bi-annual, we came across this beautiful caption posted by a popular blogger, "Jaipur is not just a destination, it's an emotion that stays with you forever".

And here we are, welcoming you to experience this emotion, this journey and this transformation that Jaipur as a city and IBS Jaipur as an institution offers to all who make a choice to be here. I'm quite sanguine that you would relish going through this compilation page by page, as it unfolds a treasure trove of incredible insights about Jaipur. In addition, it takes you through the wonderful moments and milestones IBS Jaipur has witnessed in the recent times.

No wonder, you'll be the next one to delightfully quote - "In Jaipur, even the mundane becomes magical, and the ordinary transforms into extraordinary".

Happy reading!!!

From The Associate Dean's Desk

Dr. Archana Rathore



Jaipur has now become hub of traditional and contemporary industries. The city is all set for its contribution in the emerging landscape of Bharat. Known for its family-owned businesses, manufacturing, traditional Rajasthani goods including the Rajasthani clothes, foot wear,

handicraft items and the likes are now expanding with most of the business owners setting up their branches in other parts of the country. Jaipur has more than 1500 startups in the IT sector. There are increasing number of companies attracting million dollar fundings, to name a few Cardekho, Voylla, Deal Share, Freewill, and wholesale box. Jaipur has emerged as most feasible location for nascent enterprises because of its increasing real estate, inexpensive cost of living, readily available workforce, manufacturing expertise, and strategic location. A wide range of employees are in more demand due to the growth of e-commerce and the startup industry. The rise in e-commerce has increased demand for IT and tech-related workers. Due to the increasing restructuring challenges faced by organizations, in order to meet the competition, there is an unprecedented demand for managers and MBA graduates. Pink City has shown constant upward trend in hiring indices as compared to previous years. We at IBS feel proud to be a part of the capacity building initiatives imparting world class contemporary management education. Our students are highly skilled, creative and innovative to accommodate the increasing demands of businesses.

Faculty Editorial

Dr. Shivangani Rathore

Amidst the resplendent charm of Jaipur, where history whispers through ancient walls and commerce echoes in lively bazaars, 'Jaipur Diaries' unfolds as a captivating symphony—a mélange of culture and commerce, seamlessly blending the bells of tradition with the rhythm of modernity. Navigating the enchanting streets of the Pink City, each page of this editorial is a brushstroke, painting the portrait of a city that not only preserves its rich heritage but also orchestrates a medley of commerce.

Our editorial journey continues with the Thoughts of the Academia and Industry, showcasing the intellectual prowess of our esteemed faculty members and experts. Their perspectives on the evolving landscape of education and industry trends in Jaipur offer valuable insights, shaping the mindset of the next generation of professionals. As we unfold the Jaipur Diaries, we invite you to join us on this exploration of a city that seamlessly blends tradition and commerce.



Mr. Ajay Banerjee

Jaipur, the literal meaning of Jai is victory and the city has always lived up to its name. When you see this place from a distance it looks like any other town with a few splendid forts that have been standing tall for years ever since the time they fought many historical wars and always stood bold and erect like a brave soldier. But when literally be here, you come across its rich heritage culture and cuisine, the old temples to follow your spiritual trail, lip smacking food to tickle up your taste buds, the wedding shopping

arrangements, traditional handicrafts, animal sanctuaries, street food with a promise of no Delhi belly. As the change is inevitable, the city also is enjoying the best of both worlds, the blend of old and new is clearly seen now. The old Jaipur stays within the walls but the moment you leave the walled city, you get the experience of a whole new world. The narrow streets of old Jaipur turn into wide and spread roads with lots of new energy of the temporal times, be it the tall malls, hospital and hospitality arrangements to cater all your health and fun requirements, the educational institutions and the night life. The education industry is flourishing here. No wonder that the parents even from different corners of the country, are sending their children with a guarantee that of a quality education with a great social safety. That is the time when Jaipur becomes JOYpur. The psyche of the city lies in its “Maan and Manuhar” AKA giving respect and appease your guest beseechingly.

TEAM PROWESS



Aman Jaswal



Aarushi Pareek



Shivangi Pandey

TEAM PROWESS



Harsh Kumar Sharma



**Deevi Krishna
Karthik**



Pankhuri Shandilya

. LAYOUT AND DESIGN .


A photograph of the ICFAI University Jaipur campus. The main building is a large, multi-story structure with a light-colored facade and several windows. In the foreground, there is a well-maintained green lawn with some trees and a yellow and black striped curb. A signpost with 'ICFAI' and 'IBS' logos is visible. The sky is clear and blue.

ABOUT ICFAI UNIVERSITY JAIPUR

Nestled in the scenic foothills of Aravali Hills, the ICFAI University Jaipur has served as a testament to quality education for the past 12 years.

ICFAI University Jaipur has consistently managed to attract students from every nook and corner of the country. Offering 27 undergraduate, postgraduate, doctoral and diploma programs in various fields including Management, Engineering, Liberal Arts and Law.

ICFAI University provides a serene and conducive environment for learning. It places great emphasis on nurturing not only the academic but also the personal development of its students. Through a variety of extracurricular activities, clubs, and organizations, students are encouraged to explore their interests and passions beyond the classroom. With a dedicated faculty team, state-of-the-art infrastructure and a student-centric approach, the university is committed to providing students with a holistic education that prepares them for their future endeavours.



ABOUT IBS JAIPUR

ICFAI Business School (IBS) Jaipur is a constituent of the ICFAI University, Jaipur, established under The ICFAI University, Jaipur Act, 2011 (Act No. 26 of 2011) passed by the Legislative Assembly of Rajasthan.

With high-quality education, excellent faculty, and case-based pedagogy, IBS Jaipur has stood out as a leading business school in the country. Amidst the walls of the beautiful and culturally rich Pink City, IBS Jaipur encapsulates the true spirit of Jaipur. The blend of tradition and modernity is woven into the very fabric of the institution, fostering an environment that encourages creativity and innovation. IBS Jaipur helps students develop problem-solving and decision-making skills, imparting them with leadership qualities. Amidst the historical and cultural riches of Jaipur, IBS Jaipur is a modern epicentre of knowledge and innovation, shaping the leaders of tomorrow.

TEAM IBS JAIPUR



Dr Shweta Jain



Dr Archana Rathore



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DIALOGUE

WITH INDUSTRY MAESTROS

Revolutionizing Medical Setups: Enhanced Patient Care in Jaipur

The heartbeat of the healthcare industry echoes with the rhythm of progress that Jaipur has witnessed in the past couple of years. An Industry that weaves pathways for constructing more and more businesses. An Industry with this much significance can never be ignored when The Team Prowess is designing a fanzine of Jaipur. Healthcare is one of the key parameters that decide the quality of life of the residents. To decipher the pulse of progress that defines the contemporary healthcare narrative in Jaipur, we had the privilege to interview Dr Suhasani Jain, Medical Superintendent at CK Birla Hospital.

According to Dr Suhasani Jain, the healthcare industry in Jaipur has taken a paradigm shift from earlier times, there has been a lot of significant improvement in terms of accessibility, technology and digital interface. The vast expanse of Rajasthan; especially Jaipur, it's a large area, and accessibility is the most important part. In hospitals digital interfaces have allowed people to book online appointments and take digital consultations from doctors. It has made healthcare accessible to people who need it the most in the right place.

Gone are the days when patients had to travel to bigger cities to avail of services, for example, people travelling for different surgeries like robotic surgery. And now all these services can be availed in Jaipur itself. Jaipur is becoming a leading city for medical tourism capturing the business from the international patients. Every hospital in Jaipur is keeping a big segment for international tie-ups. Medical tourism gives a boost to other industries also. Dr Jain noted that post-COVID there is a big surge that has gone into building up excellent healthcare.

As a hospital administrator and Medical Superintendent of the hospital, Dr Jain acknowledges that technology makes it easier, however, there's a challenge in adaptability amongst the medical staff and doctors. But, once the technological advancement is implemented well it gets easier. The software and the MIS that have been used in the hospital give a lot of ease to the patients as well. There are also several AI-based interfaces to help doctors make diagnoses. All these changes have streamlined operations and made life easier for the doctors, the administration and the patients.

All these changes have made life easier for the doctors, the administration and the patients.

The patient experience takes centre stage nowadays. Patient experience goes hand in hand with medical tourists coming from various parts of the country or across borders. Considering tourism within the country, the accessibility is at par with a patient from Jaipur. So, the hospitals do not differentiate between a patient who belongs to Rajasthan or coming from different states. There is a little bit of difference in terms of formalities when it comes to international patients, the information given to the FRRO Office, consents and regulations that need to be taken care of. For international patients, it comes a lot cheaper on the pocket. The cost of healthcare is one-tenth of what it is in the US, the UK and even some African countries. Some patients travel from the Middle East. Since the air flights have been connected very well with the Jaipur airport. This has made Jaipur a hub for medical tourism which was earlier restricted only to Metro cities like Delhi and Mumbai.

Rajasthan is categorised as a site that beholds heritage, and it's a place that is known for its great hospitality. The same reputation has been carried forward by the hospitals also. All the hospitals in the city are gearing up, they are putting their best equipment forward, and getting up ready to welcome all the patients who are coming from different places here. The healthcare industry is driven by several ethos that this state and its culture brings to us and the hospitals are standing tall with it.

Dr Suhasani Jain
Medical Superintendent
CK Birla Hospital, Jaipur

The medical education industry in Rajasthan and especially in Jaipur used to have very few medical and nursing colleges. However, there are a lot of private players that are into developing medical and nursing colleges. But at the same time, the government is taking initiatives for a lot of Public-Private Partnership. So, that is the PPP Model that runs across wherein the hospital offers the desired standard whether it is a bed, or the number of patients that they treat, so they get permission to start their medical college.

The government is taking initiatives to bring positive changes in the industry and educate a lot of people around. In terms of when a hospital is opened up with the government, the hospital is given certain rebates for licensing, land acquisition, etc. Dr Jain reveals that CK Birla might soon house its college, adding to the 10-15 medical colleges expected to emerge in Rajasthan.

As Pink City continues its journey as a modern hub of innovative and inclusive medical practices, the healthcare industry stands tall, driven by the rich heritage and cultural ethos of Rajasthan. The future holds the promise of further positive changes and educational initiatives, ensuring Jaipur remains a beacon in the evolving narrative of healthcare excellence.





NOTES ON DEMAND

Friedrich Nietzsche believed that without music, life would be a mistake. If he is to be believed, then the little joys that we experience through music make life worth living for. Many of us harbor an intense enthusiasm for transforming our love for music into a fulfilling career. Well, there are certain inspiring souls who have successfully crafted a livelihood from their musical pursuits. Mr. Patrick Prior, one such noteworthy individual, made the bold decision to depart from his corporate job and pursue his true love for music. He transformed this passion into a sustainable and rewarding career. Explore the intricacies of the backline business within the music industry through the wealth of knowledge and expertise that Mr. Prior brings to the forefront. In the ever-evolving tapestry of the entertainment industry, particularly the vibrant hues of the music industry, change isn't just a note but it creates a whole new melody. The industry is a bustling avenue for careers, businesses and passionate hobbies. It provides a symphony with endless musical possibilities. With a scope that rockets through the sky, the music industry has not only experienced massive growth but is ready to reach further heights in the upcoming five years.

Patrick Prior, a musician for the past 32 years, is a drummer and lead singer in the band Cool Boyz. It gave him the idea to do rentals for celebrities. Now, he has a backline firm, Patrick's Backline where he gives rentals to only celebrities. Started this business in the city of Jaipur and eventually spread to the entire Rajasthan. With a musical journey spanning 32 years, Mr Patrick Prior, the versatile drummer and the lead singer of the band, 'Cool Boyz', discovered a unique route to blend his passion with entrepreneurship. This epiphany led to the creation of 'Patrick's Backline', a backline firm catering to celebrities. Founded in the enchanting Pink City, has also expanded its rhythmic reach to the entire state of Rajasthan.

Rajasthan, an epitome of culture, tradition and heritage, houses numerous NRI weddings. The state boasts several hotels and forts that define heritage wrapped in luxury. Places like Jaipur, Udaipur, Jodhpur and Jaisalmer stand out as perfect destinations for NRI Weddings. During these extravagant weddings, celebrities are often invited to perform. However, transporting their instruments over long distances becomes a logistical challenge. To address the need, Patrick's Backline comes to the rescue.

Mr Patrick Prior provides instruments on rent, including high-end keyboards, percussions, drums etc. This defines the core of a backline business. Mr Prior contemplates slowly spreading the business out to the entire country, marking his company as the only backline business in India operating from the Pink City.

There are already several competitors that exist in this dynamic market. It provides huge employment, for musicians mainly part-time musicians. The future holds promising opportunities for growth for musicians. Currently, Patrick's Backline employs 20 talented individuals. It is a growing industry with a rhythm of its own. While conducting his business in the capital city of Jaipur, Patrick envisions expanding it to different parts of India. The next acts are set to unfold in the breezy destination of Goa, the ever-growing Bangalore, and the diverse and culturally rich Kolkata.

While rooted in the realm of the music industry, Patrick's Backline relies deeply on people from diverse career backgrounds including sales, marketing, accounting and more. Mr Patrick emphasizes that successful events depend on meticulous management and flawless execution

Patrick Prior reflects on the highs and lows of the music industry, acknowledging that his transition was surprisingly smooth. With a corporate background of 21 years, he applied the knowledge acquired from both management classes and practical experiences. While the shift from corporate life to entrepreneurship posed certain differences, Mr Patrick sailed through the way keeping his learnings in his mind. He emphasizes that every day unfolds as an opportunity to learn something new. There is vast potential in the fields of backline, sound engineering, and management within the music industry, offering significant career opportunities. Students should consider this industry as it not only pays well but also provides extensive avenues for professional growth. The musical journey does not end here. Jaipur promises explosive growth opportunities in the music industry, ensuring that this industry continues to flourish and reach new heights aligning with the culture and heritage that looms in the city.

Mr Patrick Prior
Founder
Patrick's Backline



From Seedling to Sequoia

TULSI RAM MODI

MANAGING DIRECTOR

ALFEN DOORS AND WINDOWS



Jaipur, a city where every corner tells a story, fenestration becomes a silent narrator, framing the picturesque views of palaces, forts, and bustling markets. Craftsmanship is at the core of

Jaipur's culture, and the fenestration industry mirrors this ethos with intricate designs that reflect the city's royal past. In an interaction with Mr. Tulsi Modi, Managing Director at Alfen Windows, we delved into the fascinating journey that led him to the zenith of fenestration industry. Mr. Modi's career, which commenced in 1994 as an Aluminium Fabricator, has evolved into a story of determination, innovation, and entrepreneurial success. When we asked about his early experiences, he reminisced about his beginning as an Aluminium Fabricator. Delving deeper into his career trajectory, Mr. Modi shared insights into his strategic move to transition from Aluminium Fabrication to the system windows market. Becoming an associate of Alutec Systems marked a pivotal moment, exposing him to the intricacies of the fenestration industry. His determination to learn and adapt allowed him to navigate the challenges inherent in this evolving market. The turning point in his career came with the establishment of his own fenestration brand, "Alfen Window". The journey from being an Aluminium Fabricator to the proprietor of a renowned fenestration brand attests to his resilience and vision. Alfen has carved a niche for itself, known for its commitment to quality and excellence. When questioned about the success mantra behind Alfen Windows, he emphasized the brand's dedication to craftsmanship, innovation, and customer satisfaction.

He highlighted the seamless installation process as a key factor that sets Alfen apart in the competitive market. When asked about the transformation of business from early 90s to present, he expressed witnessing significant changes in building design and the mindset of people. He highlighted the huge transition in design parameters over the last 15 years, shaping the cities evolving architectural landscape. When we asked about talent pool in Jaipur, he emphasized the need to hire, develop, and educate talent, citing challenges in finding the right professionals for their industry.

Moving on to the branding journey of Alfen Windows, Mr. Modi shared insights into the initial difficulties faced in making people understand the products. However, over the years, with the help of the internet and concerted branding efforts, customers are now well-educated about the quality and specifications of Alfen’s offerings.

When asked about geographical reach of their business, he mentioned selling their products in various cities, including Hyderabad, Indore, Orissa, Gujarat, Delhi, Mumbai, and Pune. He expressed ambitious plans to cover the entire country within the next two years. When asked about collaboration, Mr. Modi revealed that indirect collaborations with other companies are already in place, emphasizing the industry’s interest in working with reputable brands.

When questioned about the impact of tourism on their business in a city like Jaipur, known for its traditional values, Mr. Modi highlighted the customizability of their products. Alfen Windows continues to offer customized solutions to align with the city’s rich heritage. Looking ahead, Mr. Modi discussed the potential for future growth, citing continuous development opportunities and government initiatives supporting the industry. He expressed confidence in the growth of Alfen Windows, emphasizing the ever-present scope for advancement in this sector.



“Genius is 1%
inspiration and
99% perspiration”

~Thomas Edison



Wheels of Progress



Ever since the inception of cars, the fascination has never stopped, in fact, it escalated to the extent that we became Gearheads. The automobile industry is one of the biggest industries in the world, a billion-dollar industry with millions of organizations operating worldwide. Zooming in at 26.9124° N, 75.7873° E coordinates, here, the growth is tremendous. In the past few years, the business in Jaipur has overshadowed major cities in India, and the sales of multi-utility vehicles, commercial vehicles, and passenger cars have skyrocketed. To get into the depth of this industry in Jaipur, we reached out to the veteran, who has more than a decade of experience in Hyundai - Mr Anshu Garhwal. His rich experience in the industry acted as a torch bearer for us, this article explores the market of automobiles in Jaipur. Talking some numbers, the growth percentage over just a decade shows an increase of 300%.

To understand this extraordinary growth of the industry, let's break it into three major parts-

Ability to spend - The per capita income of Jaipur has increased; the reasons are better known to everyone in India. This results in a level up in disposable income of people, resulting in a switch from needs to wants. I mean, of course, there is a reason why we get to see big giants in the industry getting sold out right at the launch itself.

Infrastructural Advancement - The government has invested a tidy sum in the infrastructure of the capital city of Rajasthan. This gives a passage to all the big giants of the industry to set up their stations in Jaipur.

Easy Financing- The automobile manufacturers have collaborated with major financial institutions to decipher the financial constraints of Jaipur residents in purchasing automobiles. The blossom in the non-commercial motor vehicle could easily be justified by this development in the space.

Jaipur is home to hundreds of dealership stores, however, the manufacturing setups in Jaipur are quite minimal. This does not necessarily mean that the pool of human talent that these companies in Jaipur have been any less than the Tier 1 cities. To fathom, it constructs a demand for professionals in all verticals and capacities. The requirement for human talent in the automobile and allied industries is proliferating, opening the doors for people across India looking to make their career in the automobile industry.

Further, busting the buzz, Mr Garhwal stated that even after being a lot in the trend, EV Vehicles still capture roughly only 25% of the recent business, with this being said, petrol, diesel, and gas vehicles still are the market leaders in all categories. With the EV market flourishing worldwide, Jaipur has a scope of double-sizing the market and seeing phenomenal growth in the newer technologically advanced EV vehicles. Jaipur's automobile industry is burgeoning, and the city is ready to witness magic of this industry.

Mr. Anshu Garhwal
Senior Manager
Hyundai, Rajasthan



Jaipur – Thriving Center for Consulting, Membership-Based Organizations (MBOs), and Education Sector: A Gateway for MBA Students

Mr Hitesh Gulati

Jaipur, the Pink City of India, has transcended its historical and cultural significance to become a burgeoning hub for the consulting industry, Membership-Based Organizations (MBOs), and the education sector. This transformation not only reflects the city's economic dynamism but also presents a unique opportunity for MBA students seeking a confluence of academic excellence and real-world business exposure.

The pink city now has consulting services that supports businesses to progress their performance, elucidate problems and achieve their organizational goals. It encompasses working with experts/ consultants that offer direction, guidance, and recommendations in various situations for a business's success. With experts/ external consultants, businesses accomplish higher profits and have enhanced business performance compared to those that rely exclusively on internal resources. Accenture, KPMG, Infosys BPM, EXL Service, MTX Group, ZS Associates, etc. are some of the top global business consulting companies with their set ups in Jaipur, enabling the businesses to revolutionize their processes through analytics and digital transformation. For MBA students, this presents an invaluable opportunity to bridge the gap between theoretical concepts learned in classrooms and their real-world applications.



Mr. Hitesh Kumar Gulati is a Human Capital Transformation and Change Management Consultant. He is Founder of DiversityAce Business Consulting and a Certified PPA Practitioner in Personal Profile Analysis (PPA) & Human Job Analysis (HJA), by Thomas International. Mr. Gulati could be reached out at hitesh@diversityace.com.

Internship programs, collaborative projects, and mentorship opportunities with consulting firms in Jaipur enable MBA students to gain hands-on experience. By actively participating in consulting projects, students develop critical skills such as problem-solving, data analysis, and strategic thinking. Exposure to diverse industries enhances their adaptability and equips them with the practical knowledge required in today's competitive business environment.

The city also has Membership Based Organizations (MBOs) like The Indus Entrepreneurs (TiE), Jaipur and Jaipur Management Association (JMA). The MBOs with a sole motive of "giving back to the community", works closely in fostering entrepreneurship in the region and making a salutary contribution to management learning and practice. TiE Jaipur, a group of successful entrepreneurs, corporate executives and senior professionals from Jaipur nurture the next generation of entrepreneurs/ startup ecosystem of the region by fostering entrepreneurship through mentoring, networking, education, incubation and funding. Jaipur's flourishing environment for Membership-Based Organizations (MBOs) provides an ideal landscape for MBA students interested in entrepreneurship and strategic business management. MBOs often involve active participation from members who share common interests, objectives, or industries. MBA students, through engagement with MBOs, can broaden their perspectives, network with seasoned professionals, and gain insights into the entrepreneurial ecosystem. Jaipur Management Association (JMA) working closely with industry, Government, academia and students, makes a valuable impact to introducing best management and research practices. Participating in MBO activities allows MBA students to witness firsthand the challenges and rewards of managing and growing a business. The exposure to various industries and business models within MBOs enhances students' entrepreneurial acumen, preparing them for leadership roles or even venturing into their own business endeavors.

Jaipur, a hub for Industrial Houses, Consulting, and Membership Based Organizations (MBOs), is also a centre to several top universities and educational institutions, creating a large pool of skilled and talented professionals. The city has numerous colleges from all field of study, i.e. Engineering, Management, Medical, Arts, Architecture, Law, Hotel Management, Pharmacy, etc. With almost 50% of the students from different states including Uttar Pradesh, Haryana, Delhi, Gujarat, Tamil Nadu, Andhra Pradesh, Bihar, Himachal Pradesh, Madhya Pradesh, Jharkhand, Bihar and other states, the educational institutes at Jaipur brings in the diversity of aspiring creative and intellectual talents, who will contribute towards the growth of the organisation in the region. The diversity of aspiring professionals can enhance creativity, introduce new perspectives, leading to breakthrough innovations. MBA students benefit from curricula that incorporate case studies, industry interactions, and collaborative projects with local businesses.


The educational institutions in Jaipur often foster partnerships with consulting firms, MBOs, and corporations, providing students with opportunities to apply theoretical concepts in real-world scenarios. This integration enhances their problem-solving abilities, critical thinking, and decision-making skills.

The diversity of people in industries, consulting, membership-based organizations and education sector makes Jaipur a preferred destination for most of the professionals and it fosters an inclusive culture where everyone feels welcome. The environment here embraces differences and invites every person and group to participate and contribute. Jaipur's emergence as a hub for consulting, MBOs, and education creates a conducive environment for MBA students to build a robust professional network. Networking events, industry conferences, and seminars hosted by consulting firms, MBOs, and educational institutions facilitate connections with experienced professionals and potential employers.

The city's vibrant business ecosystem also translates into a plethora of career opportunities for MBA graduates. The demand for skilled management professionals in consulting, entrepreneurship, and various sectors of the economy presents MBA students with a myriad of paths to explore and pursue post-graduation.

Jaipur's transformation into a hub for consulting, Membership-Based Organizations, and the education sector underscores its commitment to fostering a dynamic business environment. For MBA students, the city serves as a gateway to a holistic educational experience, offering a perfect blend of academic rigor and practical exposure. The convergence of consulting opportunities, entrepreneurial endeavors, and quality education positions Jaipur as an ideal destination for MBA students looking to carve a successful and fulfilling career in the world of business.

It is high time to re-create a new corridor and work closely in building the synergy between the three pillars CONSULTING, MBOs AND EDUCATION SECTOR, with an aim to contribute towards the economic and community development at Jaipur, by cultivating professionals, emerging entrepreneurs, raising the progress bar of established business houses and introducing best management and research practices in the industrial and education sector.



Jaipur is multidimensional; it boasts a rich history and is a city that is rapidly advancing towards modernity while remaining firmly connected to its culture.

~ Marie-Anne Oudejans

THOUGHTS OF THE ACADEMIA



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DR VIDHU K MATHUR

Evolution of the Education Landscape of Jaipur

The city of Jaipur, since its foundation in 1727 has attracted scholarship from diverse quarters. Its founder Maharaj Sawai Jai Singh, was inspired by the intellectual capital Varanasi, as an ancient seat of learning. He invited scholars from all over the land, held them in high esteem in his court and these scholars were bestowed with grants and royal patronage to settle in Jaipur and the city benefitted tremendously from their scholarship. The layout of the city and its architecture, drew heavily from the principles and ideas brought by these scholars from all over India. So, one can readily see these influences in the domed arches of the palaces and gates, the beautiful mirrored and hand-painted facades, marble inlays with precious and semi-precious stones speak loudly of Vedic themes intricately interwoven with Persian and Indo-European styles. These scholars set up several ashrams where students were taught under a guru.

The visionary kings of Jaipur realized the importance of modern education and the first school in the city was set up in 1844 by Maharaja Sawai Ram Singh II. It was named as the Maharaja School and Pandit Shiv Deen was appointed as its first Head Master. It was first affiliated to the University of Calcutta and then the University of Allahabad in 1890. The next milestone in the development journey of education in Jaipur is the introduction of English medium education. In this endeavor, the city owes a great deal to the erstwhile Maharani of Jaipur, Rajmata Gayatri Devi who along with her husband, Maharaja Man Singh II, was instrumental in founding the Maharani Gayatri Devi (MGD) School for girls in 1943. The school was pathbreaking in several ways as it not only introduced the girls of Jaipur to modern education but can equally be credited for breaking several social taboos about modern education. The royals of Jaipur also invited Jesuit priests and nuns to set up a boys English medium school and a convent school for girls, in the same decade. These were the Saint Xavier's Boys School and Saint Angela Sophia Girls School. The city had already taken great strides in bringing the fruits of education to its people when the country gained independence in 1947.

The post-independence period, witnessed the crowning of Jaipur as the capital of the state of Rajasthan. As the capital, it witnessed rapid progress on all fronts and education was no different. The Maharaja School set up in 1844, grew into the Maharaja's College providing teaching in programs leading to degrees in Science, Arts and Commerce. In 1947 itself, the University of Rajputana was established to make higher education more accessible to the people of the state. Mirza Ismail, the Prime Minister of the then Jaipur State helped set up the Sawai Man Singh Medical College in 1945. Studies and technology and engineering received a boost by setting up of the Malviya Regional Engineering College in 1963. It has been upgraded to National Institute of Technology status in 2002. So, for the past half a century, Jaipur city has taken pride in having centers of learning in all domains of human inquiry which have contributed to the economic as well as social development of the city. Literacy in the district, at the time of Independence was languishing at around 23% for males and 17% for females. It has come up by leaps and bounds to be around 90% on average due to the yeoman's services rendered by these hallowed institutions of learning. All endeavors noted above, were initiated, funded and managed either by the erstwhile royals of Jaipur or the Government. The next wave of development in education has come about in the city beginning in the last decade of the twentieth century driven by private enterprise and building on the foundation laid by the education pioneers.

As of 2023, Jaipur district has 3,903 schools, 326 colleges and 27 Universities.

Another interesting development in the education space in Jaipur has been its emergence as a coaching hub where hundreds of students from Jaipur and surrounding districts throng to these centers for giving wings to their education and career dreams. Coaching is available for various entrance examinations, government services, CA and CS, language proficiency as well as international admissions. This sector too has earned a name for itself with each year's toppers lists regularly featuring students enrolled in these centers.

With traditional programs, Jaipur's education infrastructure is embracing new age programs in skills, AI and Machine Learning, Analytics, Public Health, Liberal Arts, Travel and Hospitality, Media and Fashion amongst others. Education plays an important role in preparing the youth for careers and professional development.

While government service used to be the primary focus of graduating students, placement opportunities have blossomed into multitude of options as several sectors vie to recruit students from Jaipur. Prominent recruiting industries include the BFSI sector, hospitality, retail, logistics, IT, FMCG, agro-based industries, pharmaceuticals, mining, realty and so many more.

Jaipur's schools and colleges have produced luminaries like Irfan Khan and Govind Asrani in movies, Pandit Vishva Mohan Bhatt who bagged the renowned Grammy award for his contribution in music, Dr. P K Sethi,

founder and inventor of Jaipur Foot, which gave a new lease of life to scores of disabled people all around the world, Professor Arvind Pangariya, famous economist and former advisor to the PM, Rajya Vardhan Rathore, Olympic medalist and Minister, and many many more.

The COVID pandemic presented a momentary glitch in the education journey of Jaipur city when all the students were driven indoors to fix their eyes on computer and mobile screens. Technology enabled education has added another dimension to the kaleidoscope of education in the city. Both education institutions and their students have embraced technologies such as electronic class-rooms, video conferencing, smart boards, simulations and gamification. The future holds tremendous potential as environmental dynamics present changing demands on skills, knowledge and attitude to be catered to by educational institutions of tomorrow.

“Education is the most powerful weapon which you can use to change the world.”

~Nelson Mandela

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Jaipur – A Flourishing Hub of Trade and Industry in Art, Culture, and Cuisine

Dr Moon Moon Lahiri

The beauty of heritage lies in its stories, waiting to be told. Great history, Regal palaces, colossal forts, and luscious Rajasthani cuisine.

This is the capital of Rajasthan – Jaipur, the pink city. So, let us take a sneak-peak and travel to the land of colours, culture, and courage. The city of Jaipur has kept alive its magnificent heritage since its inception. Entrenched by Maharaja Sawai Jai Singh II, a visionary ruler and astronomer, in the year 1727, the city has been a treasure trove for its majestic forts and palaces, solemn monuments, and vibrant markets. One of planned city of those times, the founder procured the dexterity of architect Vidyadhar Bhattacharya to delineate a city which is magical mix of traditional crafts and unexpected modern styles. Often referred to as the "Pink City" due to the distinctive hue of its historic buildings, Jaipur is not only a visual delight but also a flourishing hub of trade and industry. This city seamlessly blends tradition with modernity, making it a unique destination that attracts tourists, artists, entrepreneurs, and food enthusiasts alike. It has also emerged as a vibrant hub for exports, contributing significantly to India's global trade landscape.

ART

The exceptionally beautiful Blue Pottery, the art of applying blue glaze on pots, originated from Jaipur. In the pink city, this is the craft that has been painting the town Blue. It is an age-old craft that has been carried out in Jaipur from time immemorial. From exquisite gems to indigenous daris, Jaipur stands as a testament to India's rich history and imperial legacy.

The city is renowned for its skilled artisans who excel in traditional crafts like block printing, tie-dye, hand embroidery, customary textile articles comprising zardozi, zari, and bandani, Bagru block prints, and minuscule calligraphy constitute distinct artistic endeavours of Jaipur that exhibit its creativity flowing culture. The Johari Bazaar and Bapu Bazaar are bustling markets where you can witness the artistic prowess of local craftsmen, offering a plethora of textiles, jewelry, pottery, and more.

In recent years, Jaipur has also become a haven for contemporary artists, with the emergence of art galleries and cultural events. The Jawahar Kala Kendra, an avant-garde cultural center designed by renowned architect Charles Correa, hosts exhibitions and performances, providing a platform for both local and international artists to showcase their work.

CULTURE

Jaipur is a cultural haven where the spirit of Rajasthan comes to life. The city hosts numerous festivals and events that celebrate its rich cultural heritage. The most famous among them is the Jaipur Literature Festival, attracting literary giants, thinkers, and bibliophiles from around the world. This event has become a melting pot of ideas, fostering intellectual discourse against the backdrop of the city's architectural marvels.

The City Palace, Hawa Mahal, and Amer Fort are not just historical landmarks but also vibrant venues for cultural performances. From traditional folk dances and music to modern theatrical productions, Jaipur offers a diverse cultural tapestry that captivates visitors and locals alike.

The celebration of regional fairs and festivals reflect Jaipur's culture. A good deal of the celebrations are community-based events that illustrate the lively spirit that permeates the city and the state. Religion plays a salient role in preserving the religious culture in Jaipur. Folk culture of Jaipur tends to be appreciated by the locals, who relish singing and dancing. Rajasthani folklores outline the ancestral ballad of Jaipur, but there are additional dances, notably Ghoomar and Chari, whereby the dancers showcase their skills by balancing pitchers or litiyas on top of their heads. The culture of this city is truly an excellent amalgamation of convention and cosmopolitanism.

TRADE AND INDUSTRY: A MODERN ECONOMIC POWERHOUSE

Jaipur's economic landscape has evolved over the years, transforming the city into a thriving hub of trade and industry. The city's Special Economic Zones (SEZs) have attracted businesses from various sectors, contributing significantly to its economic growth. These zones offer a conducive environment for international trade, attracting both domestic and foreign investors. Industries such as textiles, gemstone processing, and handicraft manufacturing have flourished within these zones, bolstering Jaipur's position as a key player in the global supply chain.

Jaipur has long been known as the gemstone capital of India, with its gem-cutting and polishing industry achieving international acclaim. The city's expertise in working with precious stones has led to a booming gemstone export industry, catering to markets worldwide. Jaipur's gem traders and craftsmen engage in a global exchange, supplying high-quality gemstones to jewellery markets across continents.

The Jaipur Stock Exchange and the Rajasthan State Industrial Development and Investment Corporation (RIICO) have played pivotal roles in fostering a business-friendly environment. The city's strategic location and well-developed infrastructure have also made it a logistics and distribution hub, connecting it to major cities across India.

CUISINE

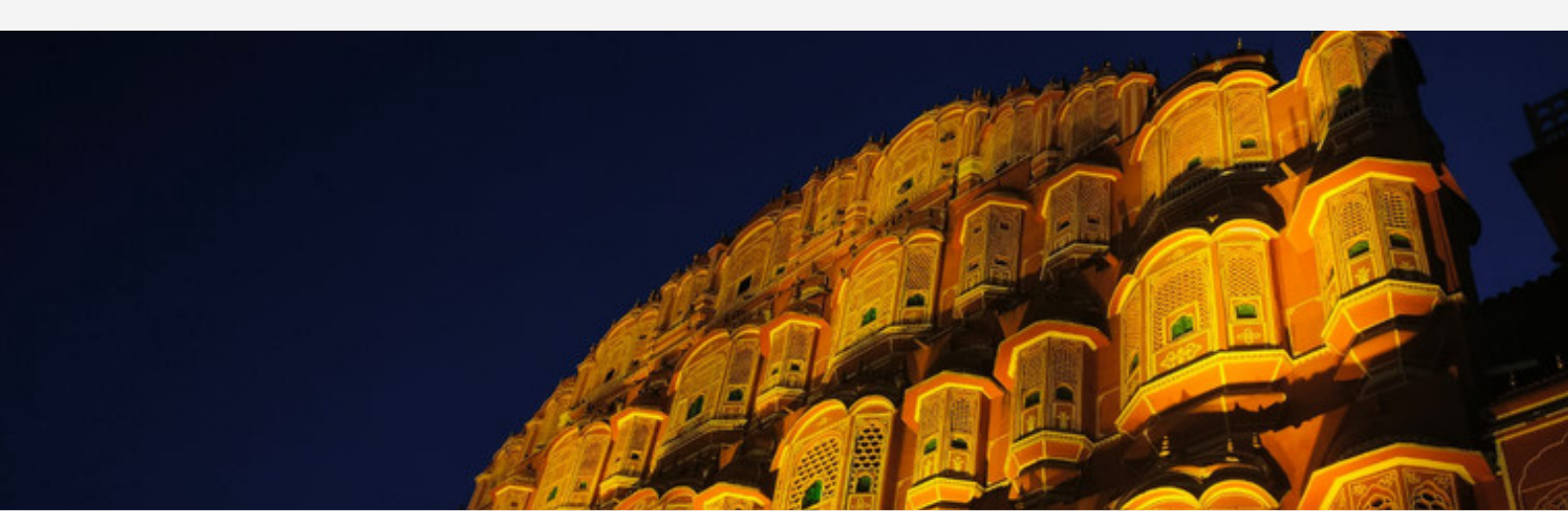
The culinary scene in Jaipur is a fusion of royal flavors and local traditions. From the royal kitchens of the Maharajas to the bustling street food stalls, Jaipur offers a diverse gastronomic experience. The city is famous for its delectable sweets, including the iconic Ghewar, feni, chauguni laddu, moong thal and Mawa Kachori.

The Johari Bazaar and the Bapu Bazaar are not only treasure troves of art and craft but also food havens, offering a variety of traditional Rajasthani dishes. The vibrant colors and aromatic spices of dishes like Dal Baati Churma and Laal Maans reflect the rich culinary heritage of the region. Jaipur's culinary delights are not confined to its streets and local markets; they also traverse borders. The city's traditional sweets, spices, and culinary expertise have found a place on international dining tables. The export of Rajasthani culinary products has become a growing sector, introducing the world to the rich and flavourful taste of Jaipur.

Jaipur stands as a multifaceted gem, shining brightly with its cultural richness, economic vibrancy, and culinary delights. As a flourishing hub of trade and industry, the city seamlessly marries its historical charm with modern progress. Visitors are drawn to Jaipur not only for its architectural marvels but also for the pulsating energy that permeates its streets, making it a city that truly encapsulates the essence of India.

The city's everlasting charisma, apparent in its opulent structures, vivid celebrations, and flawless craftsmanship not only draws tourists but additionally welcomes them to engage in an edifying voyage by belting out this lovely verse: Padharo Mhare Des!





Through the prism of Hawa Mahal

From a lofty vista, Hawa Mahal may appear as a jewel in Jaipur's crown, but on the ground, it unfolds into a contrasting tapestry of experiences. This bustling street becomes a classroom in perspective, teaching me how our senses adapt and shape our realities. Here, I meet Mr. Yogendra Singh, a man whose 37 years have been woven into the intricate art of bangle-making. His life's devotion spills onto the dusty canvas of an old linen sheet, where bangles meticulously arrange themselves, catching the day's fleeting light like stained glass windows. His weathered eyes scan the tourist throng, calculating the day's "munafa" - not profit, but the potential to bridge the gap between basic needs and a doll for his granddaughter.

This, however, is a luxury. When summer's scorching breath slows the tourist tide, and local preferences veer towards the modern, Mr. Singh becomes a nomadic salesman, pushing his trolley through the city, chasing the elusive sale. For him, Hawa Mahal is a crucible, not a monument.

A stark contrast to this scene is the joy radiating from Mr. Ramesh Sengar and his family. Their Indian odyssey has culminated in Jaipur, each moment adding vibrant brushstrokes to the canvas of childhood memories. Hawa Mahal's gleaming facade becomes a backdrop for laughter as grandchildren, fingers stained with cotton candy pink, race towards their grandfather, cameras click-clacking, capturing the essence of this treasured escape.

Several eyes and minds converged on the monument, each framing a unique perspective within their own lenses. The art of noticing, subtle and fleeting, dances across this human spectrum regardless of where the person is. From spotting a potential customer to realizing a missing purse, or finding the perfect picture-worthy pose, every individual engaged in a personal gameplay with the space, extracting their own value, own importance from its essence. Perception is a puppet master, shaping raw experience into a vibrant narrative. For a student, this same space might morph into a future memory, laced with the laughter of shared gol gappas and the indelible mark of youthful camaraderie. Ultimately, it is the time, how it was spent, and by whom, that dictates the depth of engagement. Be it an intrigued tourist, a tireless hawker, a bookish student, or a dedicated employee, each life found its own rhythm within the vibrant symphony of the place.

It's remarkable how a single space can morph into a kaleidoscope of perceptions, each colored by the prism of time, purpose, and personal narratives. On the cobbled streets of Hawa Mahal, Mr. Yogendra and Mr. Ramesh are two sides of the same coin, forever bound by the intricate tapestry of human experience.



Rashi Rathore
MBA Batch of 2025



Rediscovering the Architectural Marvels of Jaipur: A Tapestry of Culture and Heritage

Jaipur, the Pink City of India, stands as a testament to the grandeur of historical architecture and urban planning. Nestled in the heart of Rajasthan, Jaipur, demonstrates India's rich cultural and architectural heritage. Founded in 1727 by Maharaja Sawai Jai Singh II, a visionary ruler with a keen interest in architecture, astronomy, and urban design, the city was meticulously planned based on ancient Vedic principles of town planning, combining scientific precision with artistic elegance reflecting a unique blend of tradition and innovation. The architecture of Jaipur, characterized by its vibrant colors, intricate designs, and strategic layout, showcase a unique blend of Rajput and Mughal architectural styles. The city tells the tale of a bygone era while continuing to captivate visitors from around the world.

At the heart of Jaipur lies the City Palace, a monumental edifice that not only underscores the regal grandiosity of the Rajput rulers but also epitomizes their strategic foresight. The palace seamlessly integrates Mughal influences, evident in its domes and arches, with Rajput aesthetics, reflected in the intricately adorned gateways and courtyards. The Hawa Mahal, or Palace of Winds, with its distinctive honeycomb facade, stands as an architectural marvel, illustrating the fusion of artistic elegance and functional brilliance. The Jantar Mantar, a UNESCO World Heritage site, is an astronomical observatory established by Jai Singh II, that attests to the city's scientific temperament, with its colossal instruments designed for precision in measuring time, predicting eclipses, and monitoring celestial movements. Beyond these iconic landmarks, the Amber Fort, a majestic fortress perched on the Aravalli Hills, offers a captivating journey through the Rajput legacy. With its grand ramparts, ornate palaces, and a mesmerizing Sheesh Mahal (Mirror Palace), the Amber Fort is a living chronicle of the region's military prowess and aesthetic finesse.

Similarly, the Albert Hall Museum, an architectural gem built in Indo-Saracenic style, not only houses a diverse collection of artifacts but also serves as a cultural repository, showcasing the multifaceted tapestry of Jaipur's history. The stepwell of Panna Meena Ka Kund, a lesser-known gem, exemplifies the city's commitment to water conservation and doubles as a striking architectural marvel. The Nahargarh Fort, overlooking the city, not only served as a formidable defense structure but also boasts of architectural elegance, offering panoramic views of the surrounding landscape. Moreover, the city's planning, based on the ancient Vastu Shastra principles, is a testament to a profound understanding of the interplay between architecture and cosmology. The grid-based layout of Jaipur, divided into distinct sectors for commerce, residences, and religious structures, reflects an astute urban planning approach that transcends time. As a city steeped in history and cultural richness, Jaipur's architecture serves not only as a visual spectacle but also as a living heritage, inviting scholars and enthusiasts to delve into its intricacies and unravel the stories embedded in its walls.

The architecture of Jaipur, thus, explores the intersection of art, history, and urban planning, offering a rich tapestry of insights into the socio-cultural dynamics that have shaped this timeless city.



Preksha Pareek
MBA Batch of 2025



**MANVENDRA
SINGH
SHEKHAWAT**



**TEJASWI
CHANDELA**



**HARSHA
ROHIT**

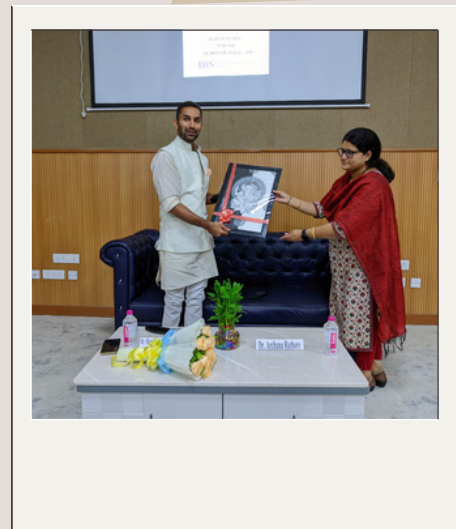
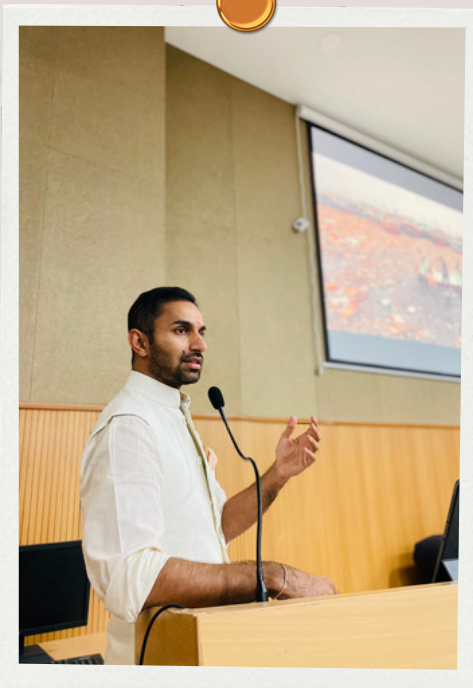
CORPORATE TALK SESSION

The interactive program where industry experts and professionals share their insights and knowledge on a variety of business-related topics



Mr Manvendra Singh Shekhawat

Manvendra Singh Shekhawat, a prominent figure in the hospitality industry, enlightened the students at IBS Jaipur about his career path. He currently serves as the Managing Director of the MRS Group. His journey commenced as a model at the age of 22, but a short, yet far reaching vacation to Jaisalmer changed the course of his life. Enthralled by the beauty and rich heritage of Jaisalmer, he envisioned and transformed the Suryagarh Hotel into a boutique establishment in the Golden City of India. His vision was to offer people access to the depths of Jaisalmer's culture and remarkable heritage. Not only did the Suryagarh Hotel attract tourists from around the world, but it also elevated the overall economic value of the destination. He initiated the 'I Love Jaisalmer' campaign, aimed at improving the city's cleanliness and initiated tree plantation drives.



This campaign later evolved into the 'I Love Foundation.' Additionally, he ventured into a pioneering project called 'Dhun Life,' which served as a model for an ideal city, with a focus on creating a sustainable blueprint for future urban living. Collaborating with the entire community, he transformed barren land into a flourishing residential area. Through the Miyawaki method, they successfully planted 200,000 trees, and an additional 70,000 trees were planted using traditional methods. While sharing his inspirational journey with the students of IBS Jaipur, he not only ignited their entrepreneurial spirit but also raised their awareness about the role they can play in shaping a better world.

He concluded the session with this impactful message: "Logic and rational thinking are powerful tools in life, but for life's most important matters, trust your intuition."



Ms Tejaswi Chandela & Mr Kuldeep Singh Chandela

In an engaging presentation, Mr. Kuldeep Singh Chandela and Ms. Tejaswi Chandela took the stage to delve into their individual career journeys. This **father-daughter duo** captivated the audience with their storytelling, sharing experiences that spanned over the years.

Mr. Chandela kickstarted his professional journey in 1974 when he began working as a tour guide in the enchanting city of Udaipur. He also shared an interesting chapter from his career when he played the role of an interpreter for the French stunt team during the making of the James Bond film, 'Octopussy.' Over five decades, he gathered a diverse range of experiences, transitioning from being a tour guide to becoming a successful restaurant owner. He also made significant contributions while working with the Rajasthan government in the tourism department. Notably, he's proficient in several languages, including French, German, Japanese, and more. Mr. Chandela emphasized the importance of qualities such as honesty, sincerity, dedication, and humility in achieving success in life. He advised students to maintain physical fitness and mental alertness as crucial factors for personal growth.

Ms. Tejaswi Chandela, on the other hand, highlighted her impressive ten-year career as a pastry chef and chocolate artisan. She shared her career highlights, from delivering a TED Talk to receiving an invitation to be featured in the prestigious La-Liste. She described how she turned her passion for cooking into a full-fledged profession, exemplified by her own venture, 'Dzurt,' a patisserie she founded in Jaipur at the age of 22. Notably, she discussed her innovative approach of blending traditional Indian sweets with modern pastry techniques, resulting in a unique fusion that captured the imagination of her audience.

Collectively, the stories shared by Mr. Kuldeep Singh Chandela and Ms. Tejaswi Chandela painted a compelling picture of determination, creativity, and resilience, serving as an inspiring example for all those who aspire to pursue their own paths to passion and success.





Mr Yash Kalra

In an enlightening session at ICFAI Business School Jaipur, renowned speaker Mr. Yash Kalra engaged with the enthusiastic students of MBA Class of 2025 on a topic that transcends the boundaries of conventional business education –the teachings of Bhagavad Gita.

Yash Kalra, known for his insightful and transformative talks, explored the wisdom of Bhagavad Gita, a revered ancient scripture that imparts profound lessons on life, ethics, and leadership. As the session unfolded, students found themselves captivated by the application of these teachings in the context of their MBA journey. The discussion delved into the timeless principles of the Bhagavad Gita, emphasizing the importance of righteous action, selflessness, and maintaining equanimity in the face of challenges.

He skillfully related these teachings to the dynamic world of business, illustrating how ethical leadership and a sense of purpose can be powerful catalysts for success. His ability to bridge the gap between ancient spiritual wisdom and modern business resonated deeply with the students, offering a fresh perspective on leadership and personal growth. One of the key takeaways was the concept of 'Karma Yoga,' the path of selfless action. He emphasized how embracing this philosophy can lead to a more meaningful and fulfilling professional life. The students, driven by a newfound understanding of purpose, began to envision how they could apply these teachings in their future roles as business leaders.

The session had not only broadened their perspectives but also instilled a sense of purpose and mindfulness in their pursuit of knowledge and success. In essence, Mr. Kalra's interaction with the students of ICFAI Business School Jaipur opened a door to a deeper understanding of leadership, ethics, and the interconnectedness of personal and professional growth.





Mr Sandeep Menghani



In the ever-evolving world of business and management, the role of a seasoned management consultant and corporate trainer becomes indispensable. Mr. Sandeep Menghani, a distinguished professional in this field, has been actively engaged in imparting valuable insights and skills to students at ICFAI Business School Jaipur, with a focus on preparing them for the dynamic challenges of the corporate world. Mr. Menghani's presence at ICFAI Business School has become synonymous with expertise and practical knowledge. He has been a recurrent figure, investing his time and knowledge in guiding the aspiring business leaders of tomorrow. His sessions are highly transformative, providing students with the tools they need to navigate the complexities of the corporate realm.

He conducted various sessions covering essential aspects of management and corporate readiness. From leadership development to effective communication skills, he tailors his training programs to address the multifaceted needs of students aspiring to excel in the corporate world. His sessions are marked by interactive learning, case studies, and real-world examples, creating a holistic learning experience for the students. The primary objective of Mr. Menghani's sessions is to equip students with the skills necessary to be corporate-ready. Through mock interviews, simulated business challenges, and industry-specific insights, he bridges the gap between academic learning and professional acumen. The impact of his sessions on ICFAI Business School students is incredible. Many alumni attribute their success in the corporate arena to the practical skills and knowledge gained under his guidance. His mentorship has instilled a sense of confidence and preparedness among students, enabling them to seamlessly transition from academia to the professional world.



Mr Nixon Joseph

“The path to greatness is paved with the courage to shatter the barriers that confine your dreams”

In a corporate talk session at ICFAI Business School Jaipur, students were treated to an invigorating discourse on life lessons and personal development by inspirational speaker, Mr Nixon Joseph. The session focused on breaking barriers, living up to one's full potential, and the transformative power of stepping out of one's comfort zone. He emphasized the importance of pushing boundaries and embracing challenges. He encouraged the students to recognize their untapped potential and strive for greatness beyond the confines of their comfort zones. Breaking barriers is not just about overcoming external obstacles but also about conquering self-imposed limitations. He delved into the psychology of personal growth, urging students to identify and challenge their own beliefs that might be hindering their progress. Students were inspired to view obstacles as opportunities for growth and self-discovery.

Living up to one's full potential, requires a mindset shift. He shared anecdotes and practical tips on cultivating a positive and growth-oriented mentality. The students were encouraged to set ambitious goals, pursue their passions, and continuously seek ways to expand their skills and knowledge. He illustrated how true growth and success often lie beyond the familiar and routine. By sharing personal experiences and success stories, Nixon motivated the students to embrace discomfort as a catalyst for personal and professional development.

This session allowed students to engage with Nixon, posing questions and seeking advice tailored to their individual journeys. Nixon's ability to connect with the students on a personal level added a dynamic and relatable dimension to the talk, making the lessons more applicable to their lives. Breaking barriers, living up to one's full potential, and stepping out of the comfort zone were not just abstract concepts but actionable principles that Nixon brought to life through engaging narratives and practical advice.





Dr Sheenu Jhavar

In the wise words of John A. Shedd, "A ship in the harbor is safe, but that is not what ships are built for."

In a recent Corporate Talk Session, Dr Sheenu Jhavar took centre stage to share her entrepreneurial story with the students. Dr Jhavar holds several accolades to her name. A person with a vibrant academic journey and meticulous experience in the field of medical science and health management, Dr Sheenu is a TEDx Speaker and director at the Apex Hospital. Also, the first woman President of The Indus Entrepreneurs (TiE) Rajasthan. She is an alumnus of IIMB and London School of Hygiene and Tropical Medicine, UK and has experience of working as a Clinical Auditor with the NHS, UK. Over and above that she acted as a consultant for several hospitals across India and Africa, imparting her knowledge gained during her term as a Clinical Auditor.

Her research about Antenatal Depression and Perinatal Depression serves as a pathway to create awareness about depression among women during and after pregnancy.

She acknowledged that her passion for entrepreneurship was sparked when she was pursuing her graduation. With manifold experience encompassing Healthcare and Management, Dr Sheenu addressed that no business can sustain itself without profitability. She also said that there is a prevalent misconception that only passion can sow the seeds of entrepreneurship. She broke the myth by expressing that whatever you do instill passion in it and you will reach the pinnacle of success.

She narrated her anecdote that she manifested her life to be a certain way, all those things happened to her; however, at different timelines. Dr Jhavar emphasized grabbing the opportunity and not giving up.

This corporate talk inspired the budding leaders to inculcate the traits of ambition, determination and perseverance.





Ms Harsha Rohit

Ms Harsha Rohit took the stage with her wit and charm to showcase the importance of Dining Etiquette. The entire session was engaging and equally enchanting. From telling the use and importance of various utensils to how to hold each one of them, he taught it all. The MBA Class of 2024 and 2025 got the chance to dive deep into the intricacies of fine dining and table manners. She carefully unpicked the intricacies of setting the table, from the positioning of glassware to the placement of cutlery and crockery. Her meticulous explanations left no room for ambiguity, ensuring that students were well-equipped to navigate formal dining situations with confidence. In a world where impressions matter, Ms. Rohit's session was a valuable lesson, equipping MBA students not only with the bane knowledge of which fork to use but also with the grace and finesse to leave a lasting impression in any professional setting. Her expertise was met with an enthusiastic and appreciative audience, who were now better prepared to conquer the complexities of the corporate world, one dinner table at a time.



ALUMNI TALK SESSIONS

Ankur Jain, an esteemed alumnus of ICFAI University Dehradun, has carved an illustrious career path as the Vice President of Risk Management at Citi India.

As the Vice President of Risk Management at Citi India, he brings a wealth of experience in Strategy and Business Planning. His proficiency in key areas such as Business Strategy, Risk Management, Project Management, and Regulatory Compliance has positioned him as a seasoned professional in the industry.

His interaction with students goes beyond the theoretical realm, providing them with real-world anecdotes and practical advice that transcend textbooks.

As a mentor, he guided students, imparting not only technical knowledge but also instilling a strategic mindset essential for success in the corporate world. His willingness to share challenges faced, lessons learned, and risk management added a layer of practical wisdom to the academic experience of students.



ANKUR JAIN

Samrat Dutta, a distinguished alumnus of ICFAI Business School Jaipur from batch of 2023, shared invaluable insights with MBA Class of 2025. Currently serving at prestigious organization - Khimji Ramdas, Oman. He discussed his academic journey and the pivotal role that extracurricular activities played in shaping his career. He began by narrating his academic journey, emphasizing the importance of a well-rounded education. He highlighted the significance of balancing coursework with practical experiences gained through internships and extracurricular activities. His journey showcased the seamless integration of academic knowledge with real-world application, providing a roadmap for aspiring professionals. One of the key takeaways from his discourse was the impact of club activities on personal and professional development. He underscored the role of participation in clubs and organizations as a means of honing leadership skills, fostering teamwork, and building a robust network.



SAMRAT DUTTA

ALUMNI TALK SESSIONS

Mr. Dhakshina Varadarajan, an IBS Jaipur alumnus, Facilities & Global Physical Security Operations Manager, Pegasystems Worldwide, guided students of the MBA - Class of 2025 for their summer internship program. Mr. Varadarajan emphasized the importance of being unique and standing out from the crowd. He also stressed the importance of being genuine and authentic in one's interactions with recruiters. When it comes to interviews, Mr. Varadarajan said that recruiters are looking for candidates who are passionate about their work, have a strong work ethic, and are a good fit for the company culture.



DHAKSHINA VARADRAJAN

In the symphony of professional enlightenment, the Alumni Talk Session at ICFAI Business School struck a chord of inspiration with the distinguished presence of Mr. Prateek Joshi. He has gracefully etched his professional story as a Functional Consultant and Analytics Expert at Tata Technologies. With a canvas painted by his own real-world experiences, he intricately outlined the 'Dos and Don'ts' for a Summer Internship Program, transforming the session into a masterpiece of guidance and practical advice. His words, akin to golden brushstrokes are poised to be a game-changer for the aspiring interns navigating the corporate canvas.



PRATEEK JOSHI

Ms. Aishwarya Rajwani, an IBS Jaipur alumni (MBA - Class of 2023), and Talent Acquisition Manager at ICICI Home Finance, graciously guided the students of IBS batch 2025 for their summer internship program. She shared her valuable experiences in the field of HR and Marketing, answering the students' questions with astute insights. She also emphasized the importance of maintaining professionalism and avoiding interpersonal entanglements in the workplace.



AISHWARYA RAJWANI



IBSAF AWARD FOR EXCELLENCE IN SIP 2023

THE AWARD WAS PRESENTED TO

Aman Jaswal

Product Management Intern at smartSense Consulting
Solutions Pvt. Ltd.,
GIFT City, Gandhinagar, Gujarat

Rajshree Chauhan

HR Generalist Intern at Larsen & Toubro Limited,
Kolkata, West Bengal

Sahil Kumar Singh

Equity Analyst Intern at Modani Financial Services,
Jaipur, Rajasthan

The winners were acknowledged with a cash prize,
memento and a certificate.

Student Achievements

With an excellent showcase of talent and hard work, Mr Aman Jaswal has secured the second position in the National Level Summer Internship Presentation Competition - X-Curio hosted by BSSS Institute of Advanced Studies, Bhopal. The competition had students from B schools across India. Mr Jaswal has secured a certificate and a cash prize of ₹15000.



Aman Jaswal



Ms Rajshree Chauhan secured the second position in the Summer Internship Presentation Competition at FMS-IRM. Students from several business schools participated in the competition. She received a cash prize of ₹5000 along with certificate for her excellent performance.

Rajshree Chauhan

DUBAI



TRIP



MANAGEMENT DEVELOPMENT PROGRAM

A Management Development Program (MDP) was conducted on the 28th and 29th of October 2023 on the topic, "MS Excel – Tools & Techniques for Data-based Decision-Making in Daily Life." Dr. Brijesh Awasthi, an alumnus of IIM Indore and an expert in business analytics and data-based decision-making, served as the resource person for the program. Bringing a pool of knowledge to the table, Dr Awasthi shared his insights and guided corporate professionals in mastering the art of harnessing the power of Microsoft Excel.



Given the widespread use of Excel in professional settings, his expertise proved to be valuable for all the attendees.

The MDP program contained a diverse range of essential topics, covering everything from the basics and delving deeper into advanced data analysis, visualization, and pivot table usage. Participants were provided with all the essential knowledge from the advanced functions to Excel techniques that have a direct impact within their respective fields.

Dr. Awasthi's teaching approach was enriched with in-depth knowledge and practical examples, making the learning experience highly engaging and applicable to real-world scenarios. Participants expressed their appreciation for the program, citing its high relevance and practicality in addressing their professional tasks.

Upon successful completion of the program, each participant was recognized for their commitment to enhancing their skills and was awarded certificates. The MDP at ICFAI Business School Jaipur has undoubtedly equipped professionals with the tools necessary to excel in the ever-changing landscape of data-driven decision-making.





INDUSTRIAL VISIT

I CFAI Business School Jaipur quenched students' thirst for knowledge with a thrilling Bisleri plant visit. Witnessing the meticulous journey from raw water to processed Bisleri bottles, the MBA Class of 2025 experienced various filtration stages, which included sand filtration, activated carbon filtration, and UV sterilization.

One of the highlights of the visit was observing the water purification process followed by a demonstration of the bottling and packaging phases. Witnessing the automation and precision applied at this stage was truly intriguing for the students.

This industrial visit was an immersion into the science and strategy behind one of India's most iconic brands. This industrial visit showcased the precision behind brand consistency. Interactive sessions with experts highlighted the intricacies of marketing and logistics. This visit not only strengthened theoretical knowledge but also gave practical exposure to the Class of 2025..





CERTIFICATION PROGRAMS

NIVA BUPA - INSURANCE

Organized in October 2023



KPMG - LEAN SIX SIGMA

Organized in January 2024





MBA Batch Picnic- Pushkar





*Student
Council*

Empowerment . Enablement . Entrustment

2024-2025

COUNCIL MEMBERS



Communiqua

**Ayushi Dubey
Swagata Singh**

To kindle amongst the members a bent towards not only language and literature, but also creativity and innovation.



Money Matrix

**Harsh Kumar Sharma
Veerpreet Singh**

The goal is to improve students' financial understanding through seminars, events, activities, workshops, and information sharing sessions.



Market Mavens

**Abhishek Baradwaj
Aarushi Pareek**

To ignite each club member's interest in the current condition of marketing tactics and global trends.



Business Squad

**Raj Kumar Naik
Ishika Batra**

To provide opportunities for networking with business professionals and fellow business students, professional development, and to help students transition into the business world.



Cognizance

**Preksha Pareek
Kulvinder Kaur**

To inculcate the thirst for knowledge and general awareness among the young minds, and convert them into smart citizens.

COUNCIL MEMBERS



synchRonize

**Pranivika Nair
Anshika Prajapati**

To serve an encouraging platform to the members and foster their innovation and human resource management competencies, in pursuit of brilliance and ethics.



Ignited Minds

**Mansi Sharma
Rishika Raj**

To push and promote young minds to think, cultivate and yield sustainable business ideas and provide a platform to grow these ideas into scalable ventures.



Techno
**Prachi Yadav
Kashish Mehra**

Building and providing a base for students to know and make themselves aware about the new technologies and advancements regarding Digital Marketing.



Pixel

**Atulya Kumar Acharya
Loves Mehta**

Commitment with full dedication to cover each and every event of the University with creativity and learning



Eco Biz
**Parth M Athawale
Manasvi Madaan**

To provide a stage that empowers students to be a think-tank, to impart knowledge and invoke discussions and conversation about the field of economics

COUNCIL MEMBERS



Khel Ratna
Ayush Pratap Singh
Manasi Rathod

To provide the best possible inclusive environment to all the students to help them enhance their sportsman spirit & potential.

Invoke inner strength to organize events and motivate youth to take part in co-curricular activities.

Youth Vibes
Sanjam Narayan Mishra
Astha Agnihotri



Prayaas
Shailja Srivastava
Niladri Saha

A sincere & humane club, putting efforts for development of institution, society & the environment.

Navrang, as a club, envisions fostering culture and enabling diversity and education by providing an opportunity for dialogue and exchange of ideas and skills

Navrang
Saurabh Singh Jadaun
Utkarsha Sharma



Graffiti
Shivangi Singh
Disha Parmar

Graffiti club is a community that fosters and enriches students' lives and empowers them to become confident, articulate, and creative young adults.

COUNCIL HEADS



President

Aditya Verma

Shivangi Pandey

Vice President

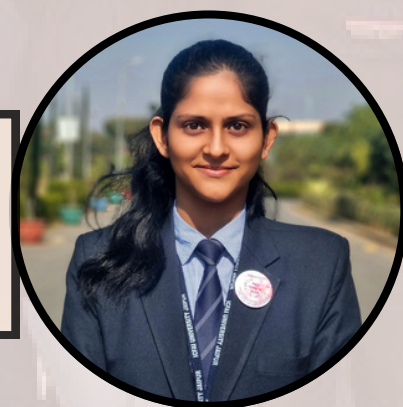


Joint Secretary

Akshita Chauhan

Shubhi Srivastava

Joint Secretary



Treasurer

Karthik Singh



Experience the
heartbeat of campus
culture through our
immersive
Events' - Tab



FORZA 2023

*The Inter-Department
Sports meet*



Forza is not just a sports event, but for every sportsperson, it's like a festival. A festival to celebrate camaraderie, sportsman spirit and community. Forza is a university-level event. All 4 departments of the ICFAI University encompassing the law, tech, liberal arts and business school participated in the 4-day tournament. With a wide variety of indoor and outdoor sports spanning Cricket, Football, Table Tennis, Races, Discus throw, Javelin Throw, Carrom and Chess.

This year it was particularly special to ICFAI Business School, as the coveted winning trophy now lies with us. The triumph not only symbolizes our dedication, and excellent sportsmanship but also strengthens our sense of pride and unity. May the force be with us as we hope to bring the trophy again in the upcoming years.





HR CONCLAVE 2023

In the realm of human resources, success is not just measured in policies and procedures but in the ability to cultivate a culture where individuals potential is recognized, nurtured, and celebrated. The HR Conclave 2023 at ICFAI Business School Jaipur, unfolded as a beacon illuminating the path forward in the ever-evolving landscape of Human Resources. Themed "Navigating the Emerging Landscape of HR," the conclave brought together industry experts, thought leaders, and distinguished professionals to share their insights and experiences.

The event commenced with an insightful address by Ms. Richa Mahendra, Co-Creator Abundance at M/s Finesse, and Ms. Sheeba Tyagi, Vice President – Transformation Inclusion & Diversity at Smart World Developers. Their remarks set the stage for a profound exploration of the challenges and opportunities in HR, especially in the aftermath of global events that have reshaped the way organizations operate. The conclave's focus on the intersection of tradition and technology resonated throughout the sessions. The first panel discussion, delved into the challenges and advantages of managing Millennials and Gen Z while preparing for the emergence of Alpha professionals. Distinguished panelists, Dr. Veena Arora, Ms. Deepa Yadav, Mr. Ambikesh Vyas, and Ms. Medha Behal, shared their diverse experiences and expertise, shedding light on the HR dynamics required to navigate this multigenerational workforce.



The second panel discussion shifted the focus to the digital transformation of HR, emphasizing the practical implementation of strategies involving AI, platforms, and technology. Esteemed speakers, Mr. Ajit Singh Parihar, Dr. Mamta Chauhan, Mr. Subrata Das, Ms. Anuradha Mathur, and Ms. Sakshi Bhatt provided valuable insights into the digital journey of HR, offering a roadmap for organizations to embrace technological advancements in HR practice.

The third panel explored the critical theme of retaining the human touch in HR and enhancing the overall employee experience. Mr. Nikhil Mathur, Mr. Syed Faizan Ali, Dr. Nidhi Vashishth, Ms. Nisha Gupta, and Mr. Shounak Biswas, shared their perspectives on creating a workplace that values employees as individuals, emphasizing factors beyond traditional work hours.

The conclave underscored the inevitable integration of technology into HR practices. From AI-driven solutions to leveraging platforms for talent management, the future of HR lies in embracing technological advancements to streamline processes and enhance efficiency. The discussions highlighted the need for tailored strategies to engage and motivate Millennials, Gen Z, and the upcoming Alpha professionals, acknowledging the distinct characteristics of each generation.

The evolving HR landscape demands a commitment to continuous learning. HR professionals need to stay abreast of technological advancements, industry trends, and the changing expectations of a diverse workforce to remain effective in their roles. HR Conclave provided a platform for rich discussions and invaluable insights. As organizations navigate the emerging landscape of HR, the conclave served as a compass, guiding professionals towards innovative solutions and strategies to thrive in future.



हिंदी दिवस

14 सितम्बर 2023



Major General Neeraj Bali

The Author's Talk - The Winning Culture



“There is more treasure in books than in all the pirates’ loot on Treasure Island.” In the enchanting realm of literature and art, ICAI Business School Jaipur, organized a captivating book event in Conversation with the Author – Neeraj Bali. The distinguished guest of honor, **Major General Neeraj Bali**, graced the occasion with his remarkable presence. He is a veteran of the Indian Army, a corporate professional, an accomplished author, and an organizational culture transformation consultant. His expertise in organizational culture and leadership shines through his book, **‘The Winning Culture,’** where he translated military wisdom into actionable concepts for civilian leaders.

MOCK PARLIAMENT



2024

Onam



Janmashtami



Ganesh Chaturthi



Christmas





UDBHAV 2023





ALUMNI MEET

16 December 2023





DM
WORKSHOP



TEACHER'S
DAY



THEATRE
PLAY



DEBATE
COMPETITION

PICTURE BOARD

IBS Jaipur



POSTER
PRESENTATION



ABSTRACT
ART PAINTING



VOLLEYBALL
MATCH

WORLD
INVESTOR
WEEK 2023



JOY OF
GIVING



Paper Publication in Journal

- Awasthi, B., & Mehta, M. (2023). Does Social Media Paradigms and Branding Play the Role in Sustainable Customer Retention? Empirical Economics Letters, 22(1), 17-30.
- Devika, Dugar, S. (2023). The Application of Human Resources Information Systems for Enhancing Output in Agricultural Companies. European Economic Letters, ABDC (C LEVEL), ISSN 2323-5233 Vol 13, Issue 3(2023).
- Agrawal, H., Lahiri, M.M., & Banerjee, S.K. (2023). Exploring Factors Affecting Women Entrepreneur's Businesses via Online Social Media Applications. Third Concept: An International Journal of Idea, 37 (437), 42-45.
- Chourasiya, A., Bhardwaj, A., Saxena, A., & Jain, A. (2023). Revalidation of Super's career stage model with respect to service industry. International Journal of Learning and Intellectual Capital, 20(6), 612-632.
- Gupta, P., Gupta, A., Impact of RPA on Procurement Process of Service Industry MNCs in India (2023) The IUP Journal of Operations Management, Vol. 22, No. 03, Oct. 2023, ISSN 0972-6888, Page 31-43.

Conference Paper Presentation - Dr. Avinash Gupta –

- Co-presented (with PhD Scholars) 5 papers at National Seminar on Self Reliant India: A Pathway to Being Developed India Mission 2047 organized by St. Joseph's Degree PG College, Hyderabad on 25th & 26th August 2023 sponsored by ICSSR.
- “Demography Based Employee Readiness on RPA Adoption- A Case of the Indian Service Industry” paper presented at International Conference on 9th Global Conference on Business Management and Social Sciences (GCBMS-2023) organized by Academy of Business Management Conferences at Dubai, UAE on 6th & 7th May, 2023.

CAPACITY BUILDING PROGRAMS

Industry Joint Certifications

- U-Beginner (Stock Market Training by StockNerv)
- NISM VA: Mutual Fund Distributor
- Bloomberg Marketing Concepts
- Certificate Program of Insurance by Niva Buppa Health Insurance
- Digital Marketing by IIM-Make Intern Collaboration

Initiatives taken by Centre for Emerging Technologies

- Mastering the Art of Data Visualization
- Excel Excellerator: Beyond the Spreadsheet
- Leveraging The Power of Canva and Program Management
- MS Excel – Tools & Techniques for Data Based Decision-Making in Daily Life
- The Art of Report Writing
- Email Writing Workshop

“We improve by 1% every day. In just 70 days, you’re twice as good.”

~Alan Weiss



PLACEMENTS 2024



*A partial list of Recruiters

SUMMER INTERNSHIP PROGRAM 2024



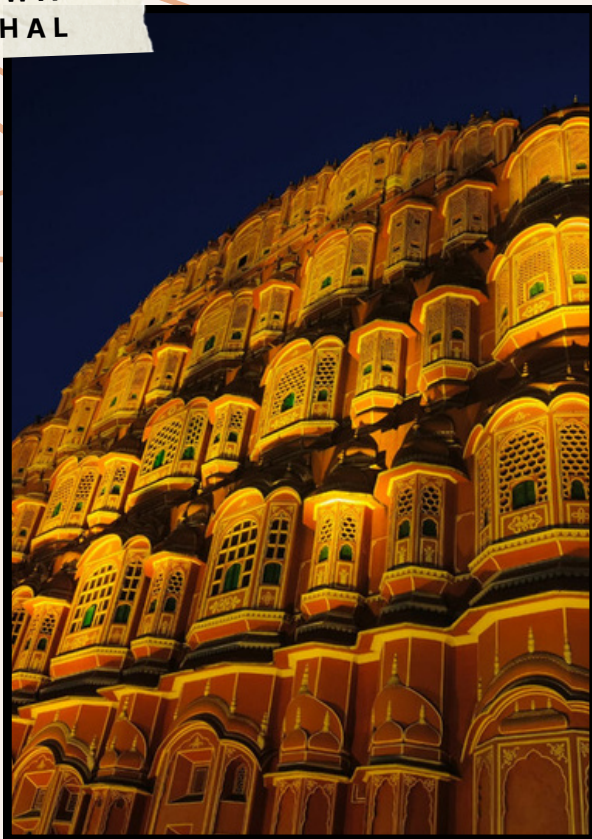
*A partial list of Recruiters

VISIT JAIPUR

ALBERT HALL
MUSEUM



HAWA
MAHAL

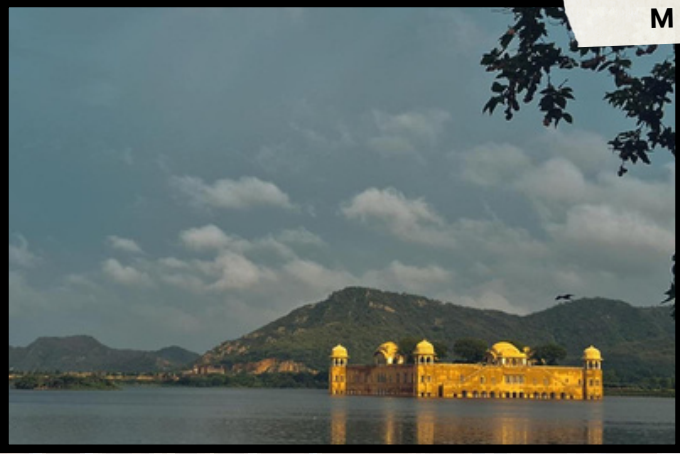


PATRIKA
GATE



CITY
PALACE

**JAL
MAHAL**



**GATORE KI
CHHATRIYAN**



**GALTA JI
TEMPLE**



AMER FORT



**SISODIYA RANI
KA BAGH**



**VIBRANT CITY
MARKET**



**BIRLA
TEMPLE**





ICFAI Business School

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Agra Road, Jamdoli, Jaipur - 302031, Rajasthan

<https://iujaipur.edu.in/> | Email: ibsjaipur@ibsindia.org

For any suggestions - prowessibsjaipur@gmail.com

खम्मा घणी, पछे मिलांगा।



#NewAgeLeadership

MBA / PGPM

HIGHLIGHTS



3000+ offers
Highest CTC
of ₹ 58 L



100%
case-based
learning



66,000+
alumni pursuing
careers in
India & abroad



Networking with
1000+
companies

Candidates who wish to pursue MBA/PGPM Program can apply with valid scores from 2021 onwards of GMAT™/CAT/ NMAT by GMAC™/XAT till 31st January 2024.

Eligibility



- Graduation in any discipline with minimum 50% marks and medium of instruction as English.

IBS Advantage



- Case Based Learning
- Student centered learning
- Using Rubrics
- Contemporary, market-oriented curriculum
- Soft-skills
- Strong Industry Interface
- Mentorship Program

Academic Edge



- Academic networking and collaborations with leading Universities and B-Schools
- IT training and Soft Skills development
- Continuous evaluation procedure
- Case-based learning and focus on analytical thinking and learning
- Environment for 360° development for every student.

Case-Based Learning



The Case Research Center (CRC) is a center of excellence at ICFAI developing high quality internationally benchmarked case studies, which are used in Business Schools around the world.

- CRC has developed more than 7,000 case studies
- ICFAI Business School is the second largest contributor to the case repository, only after Harvard.
- ICFAI Business School Case Authors have secured the Top 7 Bestsellers positions among the Top 50 Best selling Case Authors 2022-23.
- CRC cases have been used by more than 1,000 institutions across 90 countries. These include: INSEAD; Colombia; California-Berkeley; Johns Hopkins; London Business School; Oxford; Cambridge; HEC Montreal and SDA Bocconi.
- ICFAI Business School is among the very few institutions in India that have made case based learning a critical component of pedagogy. More than 100 AACSB accredited schools use the case studies of ICFAI.

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