

PROWESS

FURBISHING THE PRODIGIES



CAMPUS

Story and insights of the campus life for an IBS student

INTERNSHIPS

All you want to know about Internships

PLACEMENTS

"What happens after college?" Hear it from our Alumni

IBS[®]

ICFAI BUSINESS SCHOOL

JAIPUR





MESSAGE FROM PRESIDENT'S OFFICE

India is certainly on V-shape recovery. It augurs well for all of us, as it endorses optimism, growth and economic progress – a must for every budding corporate aspirant. We at IBS, ICEFAI University, Jaipur endorse this echo that every crisis results into opportunity. Our students are groomed, nurtured & oriented to make a rewarding career by virtue of intensive training, effective SIP, rigorous personality development programs and appreciating change in mandate of business. For instance, students have undergone online internship, live projects and qualification updation during lockdown period. Once again wishing you a very prosperous New Year. Because for us, at IBS, this is not the rollover of a leaf of calendar but a mandate for commitment, concern and career.

Dr. Rajesh Kothari
President
The ICEFAI University, Jaipur

FROM THE DEAN'S DESK

To our much-cherished readers...

Writing that I am delighted to pen this note for the readers of PROWESS would certainly be an understatement. It is indeed much beyond delight, it encompasses our hopes, ambitions and aspirations that we wish to manifest through this compilation. PROWESS envelops the talents, achievements, and contributions from the members, associates and well-wishers of IBS Jaipur. I am sure, as you navigate through the different sections, you would experience similar excitement as we had while bringing this together.

I applaud the editorial team of PROWESS for their stimulated thoughts and aesthetic brilliance. The contents of PROWESS don't just reflect the creative potential of our contributors, but it is a manifestation of their sense of belongingness to the institution. This is going to go a long way, consistently setting new benchmarks.

We promise to deliver a delightful reading experience with every edition of PROWESS. May this enable us all to give and get more!

Cheerful Reading!



Dr. Shweta Jain
Dean – IBS Jaipur

FROM THE ASSOCIATE DEAN'S DESK



Dr. Archana Rathore
Associate Dean – IBS Jaipur

With glorious 25 years of ICFAI Business School, it gives me enormous pride to welcome the students excited to be part of the transformation process at IBS. Our objective is to transform the youth into committed professionals. We draw students from diverse and multi-cultural backgrounds, which provides a very vibrant and stimulating classroom environment. IBS curriculum meets the industry requirements. The pedagogy provides real-time exposure and hands-on training to the students to understand and analyze the business scenario. The student activities inculcate the leadership, conceptual and analytical skills which make the student ready for the dynamic business scenario. Our alumni are placed in esteemed organizations in leadership positions representing all verticals and sectors. The institute is committed to putting in place the best of infrastructure, attracting and retaining best-qualified faculty and staff, so as to provide the best student experience.

Once again welcome to ICFAI Business School, The ICFAI University Jaipur.

EDITOR'S NOTE

A very Happy New Year to the readers of “Prowess” ...

Looking back, 2020 has not been an easy year for any of us. We all experience the ebb & flow of calendars, but how we grow through it matters the most. Last year has wounded the human race physically, mentally, emotionally and socially, above all. But attempts of nature to incapacitate humankind have been failing with our inborn desire to fight against all odds. Pandemic compounded with lockdown brought gloominess in our lives. Nevertheless, “Hope is the light of life and with that optimism, we have learned to rise after every fall”. Everything has changed from the duty of domestic chores to our workplaces, from entertainment to travel, from basics to luxuries.

Not only teaching has been digitalised but also the complete campus life has been reformed into 17 inches screen, be it seminars or meetings, freshers' party or farewell, all have been virtually evolved. Let us look back at the past year with the warmest of memories. This edition gives a glimpse of a myriad of activities from corporate talks to zestful trips. This showcases the innovative minds of ICFAIns in form of business and motivational articles. It also incorporates our top SIP and Recruiters' details of the past year. I hope you would have a delightful reading.

I hope this year turns out to be the best year for you and your family in all facets of life. Your suggestions for the amelioration of this magazine are most welcome.



Dr. Shivangani Rathore
Editor

STUDENT
EDITORIAL TEAM

"TEAMWORK MAKES THE DREAM WORK"

- JOHN C. MAXWELL

MBA (Class of 2021)

- Rajveer Kaur Bhullar (Team Lead)
- Kanak Khandelwal
- Varadraja Dhakshina

MBA (Class of 2022)

- Mohd. Nawazish Khan
- Ojasvi Ahuja
- Anjali Mishra
- Amit Dalal
- Ashish Sahoo
- Avni Shah



IBS at a Glance



SNIPPETS

➔ Sports Indulgences



Students develop and evolve through co-curricular activities. Every year inter department tournaments, annual sports day and inter college sports competitions happen.

➔ Talk Rocks



Brainy minds meet every quarter to discuss and brainstorm on various topics and place their voices to claim their spot in the race.

➔ Library & Solitude



Thousands of books piled for students to read and learn from. Management bestsellers to Sci-Fi and Accountancy to C++ we have it all.



FRATERNIZE WITH IBS

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. The University has been notified under Notification No. F. 2(26) Vidhi/2/2011 dated September 22, 2011. Sponsored by The ICFAI Society - a not-for-profit educational society, the University is empowered to award degrees under Section 22 of the UGC Act, 1956. The University is a Member of the Association of Indian Universities (AIU), New Delhi.

Spread over an eco-friendly campus of 40 acres with total constructed built-up area of over 3,53,000 sq. ft. (in addition to the large basement) in the foothills of Aravalis, the University provides an ideal learning environment amidst the serene natural surroundings, wonderfully supplemented with a best in class academic infrastructure. With well-equipped classrooms, laboratories, workshops, well-stocked library, Wi-Fi services, cafeteria, sports facilities & playgrounds, separate girls and boys hostels along with essential welfare amenities, the institution promises an enriching campus life experience.

Over the years, IBS Jaipur has positioned itself as the choicest destination for management aspirants from all corners of the country. For students, life at IBS Jaipur is a unique amalgam of academic rigor, excitement, exploration and all inclusive learning. IBS Jaipur is committed to provide an excellent learning environment and promising career opportunities, to help young aspirants pursue their ambitions and realize their dreams, with pride and gratification.



Portrait by Muskan Varshney

AFFAIRS DURING THE YEAR

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MULTIPLICITY OF CLUBS

Diversified clubs to accommodate each student with different tastes



Here at IBS, for the holistic development of our students, we encourage students to participate in the club activities. This helps individual students to open up to new challenges and also encourages comradeship among the students.

We pay equal emphasis on the creative half of the mind, as on the logical. Activities conducted by the Photo Click Club, Graffiti Club, Shri NJYMC Club and Communiqua Club help the students to showcase their hidden and unexplored creative side. The Prayaas Club helps in augmenting social awareness amongst the students regarding the issues that have been inflicting the lives of the citizens in one way or the other. The club activities help in nurturing the feeling of compassion and empathy in the students.

We have always been a firm believer of promoting diversity. The Club activities not only help the students to extend their horizons but also help them to understand the customs, beliefs and values of the diverse culture at the ICFAI Family where we welcome students from all the states and Union Territories.

As insignias, the achievements of our students across different fields reflect the grooming they have received through these club activities. Club activities conducted by the Money Matrix Club, Business Squad Club, Eco-Biz Club, Techno Club, Market Mavens Club, Ignited Minds, Placement and SIP Cell Club make our students corporate ready.

THE UNDEFEATED LOT

We strive to conquer what is rightfully ours!
Beware, we are IBS Jaipur students.



“The secret to winning is constant, consistent management.”

- Tom Landry

We at IBS, don't preach about winning, we preach about being consistent, hard-working and fighting with a goodwill. Our students only win or learn they never lose. Some of the highlights of our students are listed below:

- Mr. Vinay Verma of MBA second year secured the first position in IBAC Cell Quiz organized by IBS Gurgaon.
- Ms. Vanshika Gupta of MBA Sem I secured the first position in TRIKONA 2.0 organized at IBS Hyderabad.
- Mr. Anshuman Pattanayak & Swati Shiv Kumar won second prize at IIS University in Business Games.



MR. & MISS FRESHERS

Who made their entry grand?



IBS Jaipur organizes Freshers' Meet (Novato Fiesta), to welcome fresh MBA Batch every year. Through this event, we make sure that these beautiful young minds open up to the IBS family.

The event starts with ice-breaking activities across a week, where many performances and activities are conducted at the event to welcome young pupils to the institute. Freshers' meet at IBS Jaipur presents a super cool platform, where seniors welcome freshmen and provide a stage to showcase various talents.

Alongside activities and performances, 'Mr. & Ms. Fresher title' contest goes throughout the event, where freshmen participate in a three staged contest; Ramp Walk, Talent Hunt and Q&A round. Contestants go through these stages, and top performers amongst are awarded Mr. & Ms. Fresher accolade.



Mr. and Ms. Freshers 2020 are Mr. Mohd Nawazish Khan & Ms. Deeksha Tiwari. Throughout the event, there is fun, laughter, lights, music, action, performance and whatnot. A plethora of energetic and warm memories to welcome fresh folks to IBS Jaipur.

MR. & MISS IBS

Who wooed the whole college in the course of two years?



Time flies by and soon comes an end of a beautiful moment that is engraved in our memories for a very long time. The water beneath our feet may not be the same but the memories etched in the walls of our institution never grow old.

We have witnessed a transformation of fledgling and brash youngsters to men and women ready to combat the challenges of the world and make a name for themselves on the paths they choose to walk on.

This day has mixed feelings in everybody's heart but we bid goodbye to our students with a dream to see them reaching heights in their life.

Out of the amazingly talented batch giving away the title of Mr. & Miss. IBS put us in a very difficult spot, but in the end it was secured by Mr. Kevin Arul Selvanathan and Miss Snigdha Sarkar, who proved their worth, talent and skill throughout their IBS journey.

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ALL YOU WANT TO KNOW ABOUT INTERNSHIPS



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SIP ACHIEVEMENTS

SUMMER INTERNSHIP PROGRAM

Summer Internship Program helps students to gain hands-on knowledge which helps them absorb meaningful and practical knowledge related to a student's field of study or career interest.

At IBS, students move out after their 2nd-semester exams for the internship program. The internship is 3.5 months long starting from mid-February to May.

The programme consists of four semesters and one internship, where students are evaluated for their performance at work.

WHAT IS IN THERE FOR YOU?

We offer the best SIP award to students who perform extraordinarily in their course of internship with prize money of ten thousand. The process is quite rigorous where your faculty guide nominates you and then external panel members judge the candidates based on their final presentations.

BEST SIP AWARD

Mr. Kanak Khandelwal of MBA second year secured first position and cash prize in inter-institute SIP competition organized by Institute of Management Studies, Ghaziabad.



EXPERIENCES TO CHERISH

"Throughout my internship, I have had the pleasure of working with the Regional Manager - Human Resource. Under his guidance, I have successfully completed my SIP project on the topic- 'Impact of Covid-19 on Work-life Balance of Millennials in L&T'. This experience has helped me inculcating patience and I also learnt how we can work remotely. I was also blessed with the additional responsibility to work on the editorial board of the organization. It never hurts to reach out and ask what you could do, despite the difficulties that may exist. You never know who might take a chance on what you have to offer."

-Ayush Arnav

Larsen & Toubro- Construction Ltd. (East)
Kolkata



"I have done my SIP from Re/Max Fortune. The basic things I have learned during my SIP are teamwork, how to deal with clients, how to generate leads, and other essentials that are important for any job."

- Aashi Tyagi

Re/Max Fortune

EXPERIENCES TO CHERISH

" I was working on a project titled Attrition Analysis and Effective Retention Approaches. It was an amazing and challenging experience for me as I was new to the corporate environment and was also trying to adapt myself to the dynamic culture. This will definitely help me to prosper in the future."

- Swati Shiv Kumar
Eureka Forbes



"My internship has given me the opportunity to explore so much more about marketing of financial products. I have developed many skills which has given me a greater understanding of how classroom teaching can be applied in real life. One of the greatest benefits that I have received is the knowledge that I actually enjoy, indeed what I have been studying for."

- Vinay Verma
SBI Mutual Funds

SOME POINTERS TO PROFESSIONAL SUCCESS

Let me begin by wishing everyone a very happy and satisfying 2021! This year presents hope and revival on several fronts for billions around the world, as humanity tries to come to grips with the uncertainty of our times. Undoubtedly, we are on a water-shed moment where old models are on the cusp of unprecedented change. Social norms, life-styles, careers, businesses and of course, the economic systems are undergoing a fundamental paradigm shift. Asset heavy business models are being replaced by tech-enabled, leaner, more nimble footed start-ups which will become unicorns of tomorrow. For hospitality there are the Airbnbs and Oyos of the world and for the transportation industry there are the Teslas and UBERs and Olas as the transformers pointing the general trend. These winds of change are blowing away the creaking remnants of the last century which were environmentally, socially as well as economically divisive.



Dr. Vidhu K. Mathur
Faculty Member
Marketing & Strategy

These new systems will demand a new set of professionals – you! As you embark on your career journeys in this third decade of the twenty-first, here are some pointers to the skills, and more importantly attitudes which are being much sought after in these new ventures. These, I believe, are universal in the sense that they should apply equally to all domains of professional endeavor.

1. YOUR NETWORKING

If black box organizational departmentalization was the characteristic of the last century, professional, business and social networks are the norm today. For businesses that seek to tap into the pulse of markets for signs of change and innovation, networking is a critical skill. You may be in HR, as a head-hunter, you will want to keep tuned to the movers and shakers in the top echelons of corporate headquarters of the world. As a Finance whiz, you will want to be on the first-name familiarity with top bankers, policymakers, angels and VCs and the street wheeler-dealers. As billions of dollars in funds move from Wall Street to Dalal Street to Paternoster Square in a blink of an eye, you will want to keep an eye out for that deal that brings the lowest cost of capital or that next best investment opportunity as you create wealth for your stakeholders. Marketers get their bread, butter and jam from knowing how that lady in Thoothukudi Tamil Nadu shops for her family or how that student living away from home spends leisure.

Networking is always 360 degrees – peers, seniors, juniors, neighbors, colleagues, relatives, friends and friends of friends and, teachers! Research has shown that diverse networks are also important for securing placement for freshers as well as career development later.

Pro Tip: Stay connected

2. YOUR ONLINE PRESENCE

The virtual is today as important as the real. Recruiters' perceptions about you are not only formed by seeing you or interviewing you but they are frequently turning to your social media profiles to deep dive into your life. Lets say you've mentioned that you are a creative mind in your resume, and your social media is dominated by forwards or shares of others posts. It clearly shows a jarring disconnect. Further, who you are friends with, who do you follow, your opinions, your politics all create impressions and leave a trail. Professional connection platforms like LinkedIn are critical. Keep a tidy profile and post interesting events and happenings which showcase your work or achievement. Pro tip: Corporate careers do not mix well with extreme views.

3. SOFT SKILLS ARE ENABLERS

The question of how these networks are developed and nurtured is answered through soft skills. Your grades, certifications and technical skills are amplified through your soft skills. While soft skills include verbal and non-verbal communication, team working and etiquette, I would like to suggest that an even more important soft skill is a positive attitude. This stance opens your mind to ideas, creativity, learning, knowledge and ultimately wisdom which empowers your decision-making and builds character. Recruiters are tuned to the gauging attitudes of applicants. A positive attitude, while being a state of mind, is communicated by a smiling face, inquisitive enquiry, and open body language. Keep these in mind.

4. PRACTICE YOUR ANECDOTES

It is not enough to write about your strengths or your internships or your certificates on your resume. You will be asked to demonstrate these accomplishments by relating them to situations and experiences. Prepare a list of anecdotes to exemplify your claims in your resume. You may be asked, for example, to narrate one accomplishment you are proud of. This should be answered as an instance where your degree, certification or internship imbued skill saved the day in line with the job role you are applying for. Similarly, questions on mistakes of your student life, how you handled a difficult situation, when you went beyond your duty or your leadership experience, are all probable questions recruiters of today would ask you. These require you to relate them to anecdotes that show your talent and your cultural, skill, knowledge and attitude fit with the expectations.

5. ASK FOR ENDORSEMENTS

It's always better if others are ready to give you a thumbs up for your skills. It may be your professor, your supervisor at an internship, your sports team coach or even some office bearer from your housing society who vouches for your contribution in organizing an event. Maybe work for a social cause. Add them to your LinkedIn profile.

6. SHOW HOW YOU'RE DIFFERENT

God has created each one of us differently. Recruiters today are open to a lot of diversity in their search for talent. This may be a sport or a musical instrument you learnt to play, a dance, calligraphy, sketching, story writing, a foreign language, computer programming, cooking anything that shows you are creative, goal-oriented and a well-rounded personality. Match it up with appropriate anecdotes or endorsements. For instance, if you claim dancing or cooking, shoot some short videos and put them up on your social media pages. Avoid listening to music and watching cricket – it is commonplace and boring!

7. READ UP!

Lastly try to be up to date on happenings in your field. Read up one or two books on your chosen area. Not textbooks. If you are specializing in Marketing let's say, read about the latest trends in Marketing, new innovations companies are trying to reach their markets or new product launches. Read 'Ogilvy on Advertising' or Peeyush Pandey's 'Pandemonium' or any book(s) that catch your fancy. The next decade will be one which will demand more and give you more. Old stable career definitions are on the verge of retirement. People are becoming comfortable with two sometimes even more careers during their working lives. Many aspire to and are choosing entrepreneurship which gives more opportunities to express personal choices, lifestyles and hobbies. Definitely, an exciting future awaits – keeps your minds open!

TOP 10 SIP DRIVES



- 1.HDFC LIFE INSURANCE
- 2.SBI MUTUAL FUNDS
- 3.AMUL
- 4.L&T CONSTRUCTION
- 5.KOTAK MAHINDRA BANK
- 6.RELIANCE JIO
- 7.NOVOTEL
8. JOHNSONS CONTOL - HITACHI AIR
CONDITIONING INDIA LIMITED
- 9.OUTLOOK
- 10.ARVIND MILLS



CREATIVE COMPOSITION

"THE CREATIVE ADULT IS THE CHILD WHO SURVIVED."



Portrait by Muskan Varshney

CREATIVE COMPOSITION

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BELIEVE IN YOURSELF

Words by Ojasvi Ahuja

Portrait by Muskan Varshney

"The world is the great gymnasium where we come to make ourselves strong."

-Swami Vivekananda

A friend came to ask me for my opinion regarding a project that she has been working on for many weeks. She seemed to be quite disturbed by the fact that her Mentor identified some loopholes in the same. Upon talking with her for a few more minutes, I understood the root cause of her disposition. It was not the way her Mentor reprimanded her but her belief that she is not good enough.

We all go through a similar phase in our lives, maybe because of our upbringing, maybe because of peer pressure, or maybe because of the goals and standards, we set for ourselves and start to see ourselves as someone who cannot achieve anything and are not worth anything when we fail to meet the set standards. This psychology is not easy to break because we treat ourselves austere and forget to forgive ourselves and the people around us, which leads to the growth of weeds of self-doubt in our minds.

There are many ways to conquer this self-doubt and to start believing in ourselves again. The most basic practice is to say 'STOP' to the voice that is trying to belittle us. We should feed our mind with a host of positive thoughts like, 'I can do it', 'Let's try again' etc.

In the morning, wake up with one thought in mind, 'Today I am going to give my best in everything that I will take up'. The second way is to start journalizing the thoughts that disturb the mental peace. This will not only help in venting out but is also a good way of keeping a check on our emotional behavior and emotional triggers. Engaging in catharsis is a great method of combating our fears.

Setbacks and failures are temporary. They are a means for us to grow into someone whom we thought we could never be. Start finding what we can learn from this setback, what is that one thing that we learnt in this process even though it was a failure. Look for the silver linings. Take small steps towards the goal and set some milestones in-between and on reaching them, rejoice and look back at how far you have come, this will not only motivate you but will further boost your confidence to give your level best. Once we start believing in ourselves, there is no other power that can beat us down. We can achieve whatever we set our minds on.

Openly disagreeing with an opinion especially to that of a superior often induces an irksome atmosphere and exhibits unwelcoming behavior. Private conversations about disagreements and an ability to incorporate others' opinions show a collaborative style of conflict management. A recent HR study projected that individuals who possess a collaborative style of conflict management rise faster than those who are competitive and compromising.

Similar guidelines are also applicable to online interactions where you must never speak while others are speaking. Regardless of the medium or platform of interaction, you are always to seek permission for interruption while someone is speaking.

Just like how you have the right to disagree; others too enjoy the same rights. Therefore, not getting provoked or agitated while still welcoming others' disagreements and reasoning with them is the need of the hour. Using an inappropriate tone like shouting will never strengthen your perspective or point of view about something in a discussion, it rather proves the absence of professional etiquette.

You must express yourself dispassionately. James Thomson, a Scottish playwright once

said: "Truth, justice, and reason lose their force and all their luster when they not accompanied with agreeable manners."

In a social discussion or gathering, being enthusiastic is good, but monopolizing the whole conversation is not. If a need to criticize arises, do it in a polite and civilized manner. Be careful about your choice of words. Avoid a harsh tone. Gestures and tones are more expressive than words. Gestures always over-shadow words.

Be it college, an online class, in the street, at the office, at your house, on a bus, or in the company of peer group, you are always being watched. Everybody tends to notice the way we behave. Objectionable behavior always gets noted while good conduct earns ceaseless rewards.

The extent to which an individual commands regard is directly proportionate to the manners and etiquette being displayed. They comprise a large portion of the social quotient of every person. Being the most precious gifts of civilization, they are the unwritten rules that dictate success and failure.



UNBRIDLE THE MANAGER IN YOU

By Kanak Khandelwal

This will shock you but there is a manager inside you which you are not aware about.

SURPRISED?

We all follow a pattern, an order, basically a series of tasks that we do everyday and in the same order and we never even realize it. We achieve our objective no matter how stupid it is. A kid who goes to school will wake up at the same time everyday even though her mother is forcing him/her to wake up from the last 10 minutes, he will wake up only when he wants to and still manages to get ready on time. The mother who is waking his son or daughter up to get ready to school will try to wake her up on the same time so that he/she can be ready for their school in time. The point here is the objective was to go to school and the child knows how to manage things so that he/she can be ready in time without getting a beating from his parents. Even a lazy person who wakes up in the afternoon knows the cycle or series of work he has to do throughout the day. The point here is we all know how to manage our work in order to achieve our objectives or goals. We just call it is as ADLs (activities of daily living) but there is a manager inside you which manages all the things and helps you to achieve your objective, and as we say in the management terms you have to put the “right person for the right job”. So ask the manager inside you to manage the tasks which will help you in your self-enrichment or success that you wish to have. Being able to manage things is inside you. It is either for a good use or for a wasteful thing so align the abilities of manager inside you to a good use and achieve the success you desire. And that’s what self-management does!





Green is the new Black.

WRITTEN BY MOHD. NAWAZISH KHAN

Fashion, as an aesthetic expression, paints our ideas & culture in the Canvas of time. It's a Beautiful art that demonstrates what we are and can be. Unfortunately, beautiful things come with price tags.

Every passing day, green is becoming new black. People are understanding values that their cosmetics might cost to innocent animals. Consumers are introducing ethical purchase as a new dimension in market demand. Companies are also joining hands to strive for sustainable fashion.

Few honorary inclusions under "Green is the new Black" culture are DIY fashion, Waterless jeans/garments, Timeless designs, Cruelty-free Products, Repair and Redesign Products, Rent-Lease-Swap culture and secondhand/vintage items.

Let's keep Sustainable Fashion growing and The Revolution will look Fabulous.

DID YOU KNOW?

- Washing of Clothes releases 5,00,000 Ton Microfiber/Annum = 50,000,000,000 Plastic Bottles.
- IUCN estimates 35% of Microplastics as Ocean Pollutant are from the Laundering of Synthetic Products like Polyester.
- Fashion industry has contribution of 10% in carbon emissions and 20% in Water Pollution.
- It takes 700 Gallons water for a Cotton shirt and 2000 Gallons for a pair of Jeans.
- Animal Cruelty, dried up Aral Lake, Indigo Plants and what not?

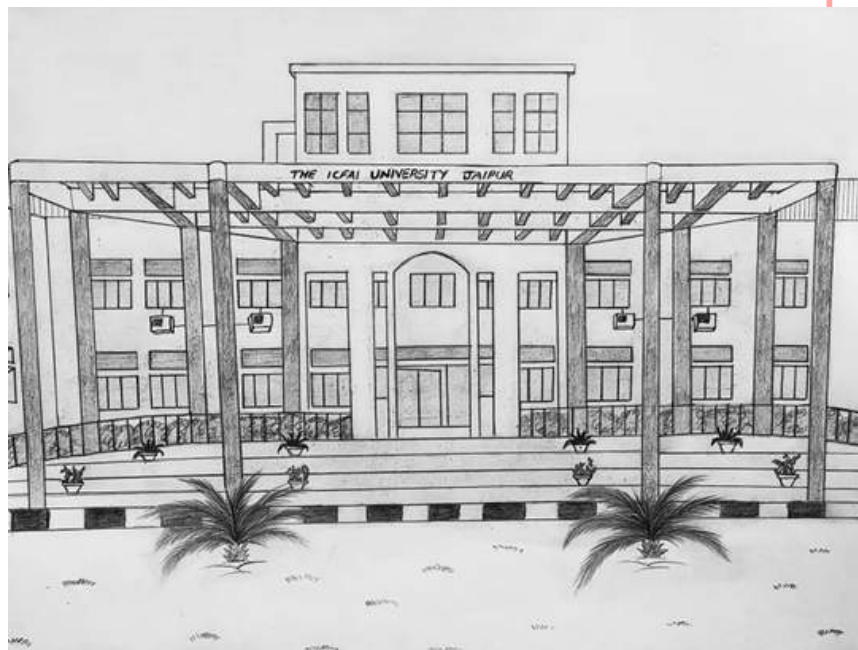
EdTech: Evolution to Revolution

Words by Amit Dalal
Sketch by Nisha Khan

During pandemic & lockdown, EdTech enjoyed enormous growth in their Students/Subscribers, for obvious reasons. Besides corporates' Work from Home, Education adopted 'Learn-from-home', and this is where EdTech got its window to expand, and no wonder, it did!

- UdeMy raised \$50 million twice! reaching evaluation of 325 billion in November 2020.
- BYJU'S acquired Whitehat Jr for \$300 million in the past year.
- Vedantu raised \$100 million in funding from Coatue.

Not only this, these EdTech Giants have reported multifold growth in the past few months, Gaurav Munjal Co-founder & CEO at unacademy shared information that their viewers are increased 3 times with 30million watch time every day. Similar growth is observed in BYJU'S with a 60% increase in new students. Indian Private Equity and Venture Capital Association (IVCA) shared the stats that show, Indian Edtech startups have witnessed a total investment of \$2.22 Billion in 2020, which is approximately 400% higher than 2019's.



It is well established that these EdTech organizations are being beneficial to both learners and teachers. With the growing "Learn-from-home" demand, it is creating opportunities for teachers, and the availability of better teachers is promoting "Learn-From-Home" back, one is fueling the other.

Bengaluru based up EdTech startup by Neeraj Kumar & Manish Choudhary, 'Skilling India' is working on an interesting concept of creating a platform dedicated to fulfilling:

- Employability needs
- Productivity Skills
- Careers & Personal growth

And they are using the digital platform to achieve the same, creating an environment where learning is a form of entertainment, what we call Infotainment.

It is needless to say that EdTech platforms are providing enormous customer benefits through career developments. Future holds a good possibility of integration of these EdTech organizations with institutions for enhanced learning.

TRENDOMETER

-BY ANJALI MISHRA

Digital Marketing.

Digital marketing comes under the biggest and triggered change during the pandemic. Digital channels like social media pages or email marketing are acting as a catalyst between businesses and consumers.

Marketing.

With the coming of online business and other retail-accommodating innovations, buyer requests have moved towards practicality and comfort. Accordingly, retailers have executed new systems to pull in and hold the future, the omnichannel buyer. With the ascent of influencer advertising, direct-to-customer (D2C) showcasing, distributed (P2P) commercial centers, re-trade and that's only the tip of the iceberg, buyer brands should reconsider techniques and rehash themselves to draw in and hold the most recent age of buyers. In 2021, the normal customer will have a place with (at least one) of four divergent companions, each with a novel arrangement of qualities and requests, formed by developing social powers and pressing factors.

Entertainment

At the beginning of the pandemic, customers hoping to relax turned in huge numbers to music real time and video on interest (VOD) administrations to get their fix. Memberships to web-based features were developing before the pandemic however have seen a fleeting ascent since its beginning. At the point when networks start their re-visitation of routineness because of immunizations or group invulnerability, it will be fascinating to screen these administrations' memberships as a pointer of market development.

Manufacturing.

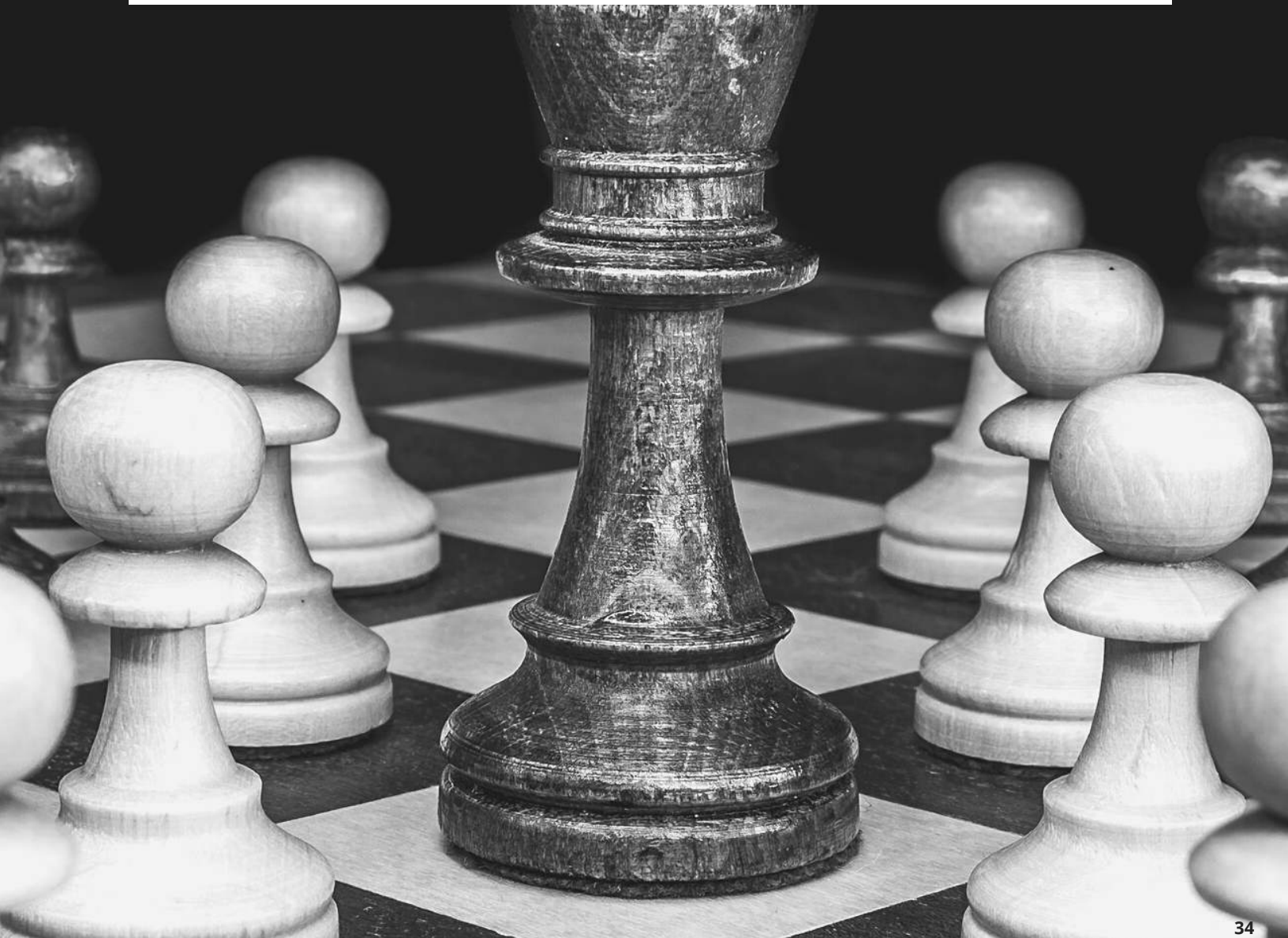
While Covid wellbeing, procedure, and leave plans will keep on overwhelming the scene of assembling patterns in 2021— influencing pretty much every other pattern—huge information, IoT, prescient support and creative advancements like 3D printing, increased reality and robots will drive production in the following year and past.

Jobs

In light of our examination and perceptions all through 2020, businesses will probably depend on these main five enrolment patterns for 2021:

- The quickened shift of Offline-to-Online recruitment processes
- Ascend in Recruitment Process Automation
- Expansion in Global Talent sourcing
- Interest in candidate experience

UP CLOSE WITH CORPORATE LEADERS



MANTRA FROM THE MENTOR

Hearty wishes of New Year 2021 to the eminent faculties and to all enthusiastic students of IBS Jaipur !!

Last year, which was perhaps the worst era of recent times, when we have witnessed the global pandemic. Though the intensity has substantially mitigated through vaccination and other improved types of treatment management, still the virus has not loosened its grip yet. Despite this unprecedented catastrophe in personal and professional life, we have learnt to swim through the opposite currents and have responded reasonably well for almost a year.

Amidst of this pandemic, the industry like construction has also suffered a major jolt due to its interdependencies on various other sectors like aviation, tourism and hospitality. It posed a major challenge for us to keep the morale high of panic stricken employees across locales. As a professional of human resources personally I can highlight the following major challenges that we accept and responded last year.

- To maintain the life and livelihood of the employees during institutional lockdowns.
- To engage meaningfully with employees so that resumption of operation can be smooth
- To ensure health, hygiene for employees maintaining SOPs.
- To assure the business by driving the employee performance
- To envisage the major challenges ahead and embrace digitalization.
- To reduce overheads by optimization of resources and deployment of idle manpower.

However, last quarter was substantially good for business and a few of the Mega Projects like High Speed Rail has secured by the organization with this new hope we have started the year 2021.

I would like to highlight the following mantras to those



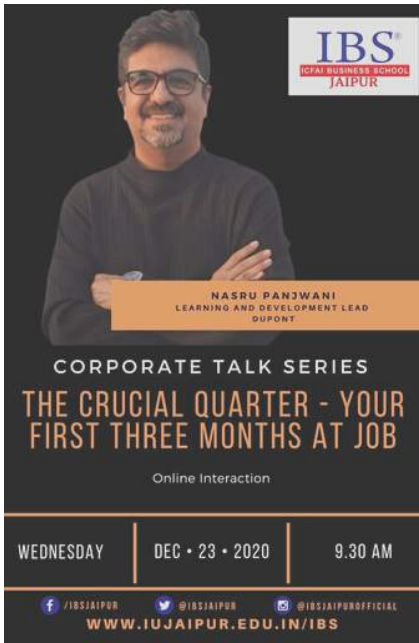
Mr. Dhruvajyoti Majumdar
Regional Manager – HR (East)
L&T Constructions Limited, Kolkata

young talents who will be entering the industry for the next one year time.

- Be flexible to unlearn and relearn
- Be resilient to accept the changes around you
- Be ready to put your ego in back sit
- Be self-motivated and a self-starter
- Be aware of the situation around you and should not work in silos.
- Be keen to own responsibilities in personal and professional life
- Be ready to accept jobs with multi-tasking or extended working hours
- Be cautious in your personal spending habits
- Be happy with your salary package
- Be enthusiastic to ask questions

I truly believe that the students of the IBS Jaipur campus are capable of making meaningful contributions to the organizations wherever they have joined as a summer intern or as an employee.

All the best & May God bless you !!!



IBS
ICFAI BUSINESS SCHOOL
JAIPUR

NASRU PANJWANI
LEARNING AND DEVELOPMENT LEAD
GUPFORT

CORPORATE TALK SERIES
THE CRUCIAL QUARTER - YOUR FIRST THREE MONTHS AT JOB

Online Interaction

WEDNESDAY | DEC • 23 • 2020 | 9.30 AM

f /IBSJAIPUR @IBSJAIPUR @IBSJAIPUROFFICIAL
WWW.IUJAIPUR.EDU.IN/IBS



ICFAI
UNIVERSITY
JAIPUR

Presents
A topical Webinar on
Managing Failure

आओ समझें असफलता के संसार को

Experts Panel

DR. MAHENDRA JAIN, DR. ANIL TAMBI, DR. CHITRA SINGH, DR. SHWETA JAIN, DR. R.K. SOLANKI, RAJESH KISHOR

Mon, July 6, 2020 at 3.00 pm

To Register
<https://forms.gle/PfoMZwfJDHjQn3Gb6>

Contact: Dr. Vidha Mathur 9829018234, Dr. Priyanka Jain 9414417266



ICFAI
UNIVERSITY
JAIPUR

IBS
ICFAI BUSINESS SCHOOL

TALK WITH OUR EXPERTS
TOPIC : DECODING THE HIDDEN MARKET RHYTHM

ICFAI BUSINESS SCHOOL
Cordially invites you for an insightful webinar

Date : 25-Sept-2020 Time : 04:00 pm to 05:30 pm Venue : Zoom

Mr. Chandan Taparia
Vice President - Research,
Head - Derivatives & Technical Research

Ms. Shivangi Sarda
Quantitative Analyst
Equity Research



BSE
AN INITIATIVE OF BSE-IPF

WORKSHOP ON DERIVATIVES

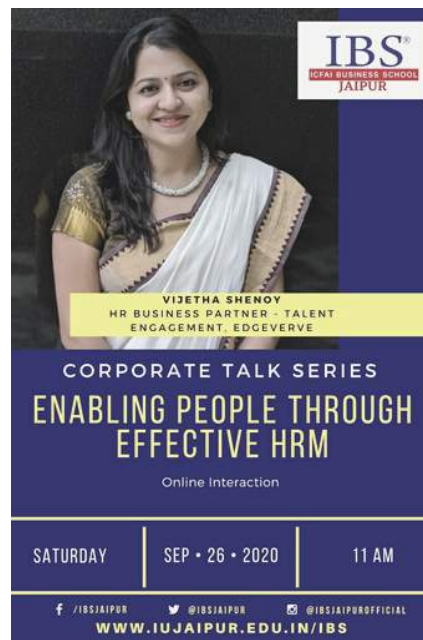
6th Sept 2020
(Sunday)

Decoding Basics of Derivatives
Time - 4:30 to 5:30 pm

What are Futures & Options?
Time - 6:30 to 7:30 pm

SPEAKER:
DR. PRIYA AGRAWAL

Helpline - 96585 77777



IBS
ICFAI BUSINESS SCHOOL
JAIPUR

VIJETHA SHENOY
HR BUSINESS PARTNER - TALENT
ENGAGEMENT, EDGEVERVE

CORPORATE TALK SERIES
ENABLING PEOPLE THROUGH EFFECTIVE HRM

Online Interaction

SATURDAY | SEP • 26 • 2020 | 11 AM

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WWW.IUJAIPUR.EDU.IN/IBS

UP CLOSE WITH CORPORATE LEADERS

The change that we have witnessed in the past year may have brought about a halt in the world but it has not stopped our students from growing and evolving every day.

The online corporate talks have helped our students to look at the corporate world in the new digital light. It has not only enabled the students to learn about how businesses worked in the pre-covid scenario but also how the businesses are operating now when office and home are the same place. It has taught our students to be digitally ready for the Industry 5.0 along with developing their management acumen. These talks have enabled our students to strike a balance between personal life and professional life as students, interns and professionals of a new tomorrow.

CHALKING YOUR CAREER PATH

1. In order to survive and flourish in this era of cut-throat competition, one has to focus initially on basics which would help to build a strong foundation for a successful career.

2. One should always have the zeal to learn and should be agile enough to work in a given environment as both these things are very essential to avoid getting stuck in the comfort zone.

3. Positive approach towards work and life helps to brainstorm new ideas, makes people excited about the work and will help to build a better relationship with your colleagues.

4. Never compromise on Integrity which involves honesty, moral and ethical principles as these are key to achieve the penultimate goal.

- Mr. Vishnu Maheshwari
Operation Control and Logistics Manager
Christian Dior

UP CLOSE WITH CORPORATE LEADERS

IBS
ICFAI BUSINESS SCHOOL
JAIPUR

MR. VISHNU MAHESHWARI
OPERATION CONTROL
AND LOGISTICS MANAGER,
CHRISTIAN DIOR

CORPORATE TALK SERIES

**CHALKING YOUR
CARRER PATH**

OCTOBER 24, 2020
11.30 AM

f /IBSJAIPUR t @IBSJAIPUR i @IBSJAIPUROFFICIAL

CORPORATE TALK SERIES

THE POWER OF STRENGTH-BASED TEAMS

October 31st, 2020
11:00 AM
ONLINE PLATFORM

MS. JAYITA ROY
HEAD-PAIRÉE LEARNING

THE POWER OF STRENGTH-BASED TEAMS

1. Start with talent, finish with strengths.

Identify your team's talent and strength and try to maximize it.

2. The key to success is to fully understand how to apply yours and your team's greatest talents and strengths in your everyday life.

- Ms. Jayita Roy
Head Pairee Learning

ATTITUDE AT WORKPLACE GENERATION-Z

1. Their high-tech minds don't trump human needs. 90% of Gen-Z reports wanting some form of human element woven into their work and team interactions.
2. Their desire for work-life balance is deep. 38% of Gen-Z view work-life balance as a top priority when choosing an employer.
3. Feedback is a necessity. 60% of Gen-Z'ers want multiple check-ins from their managers weekly, if not daily.
4. They have a good mindset about failure and feedback. 80% of Generation-Z saw failure as something to embrace on their way to more innovation and learning within a project.

Mr. Sandeep Menghani
Founder Director
Yeshaswi Bhav Training & Management Solutions

UP CLOSE WITH CORPORATE LEADERS



SMART PERSONAL BRANDING WITH LINKEDIN

1. Every student should invest time in creating their Visibility, showcasing their Credibility & Desirability (VCD Principle) to learn through the platform LinkedIn. With a power-profile and consistency, LinkedIn helps you communicate the value you create and connects you to the people who need what you have to offer.
2. Make yourself open to all potential opportunities by engaging with industry and knowledge experts of the platform. Spending little time on LinkedIn every day can deliver great rewards & helps you in building your Personal Brand for the years to come!



Ms. Roopshree Surana
Founder Director- Rise and Shine



40

TOP 10
RECRUITERS

41

WORD FROM
OUR ALUMNI

TOP 10 RECRUITERS

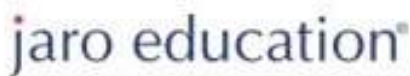


Khimji Ramdas

• S I N C E 1 8 7 0 •



1. ICICI PRUDENTIAL LIFE INSURANCE CO.
2. VOLVO CARS
3. ICICI BANK
4. NAUKRI.COM
5. NOBROKER.COM
6. ADITYA BIRLA FASHION AND RETAIL
7. AU SMALL FINANCE BANK
8. KHIMJI RAMDAS
9. TECHSCI RESEARCH
10. JARO EDUCATION



WORD FROM OUR ALUMNI

ALUMNI TESTIMONIALS

"My experience at ICFAI Business School (IBS) was prodigious. When I joined IBS I only had a vague idea of case study tutelage. This method taught me how to make a pragmatic approach in life. My faculties were knowledgeable, approachable and accessible. They played an integral role in molding and preparing me for the future. More than faculties they were a fine amalgamation of philosophers, mentors and very good friends.

Selecting IBS to pursue my MBA was one of the most significant decisions of my life. The course provided an innovative design with the best tutors and HR clubs which strived to provide students with an insight into industry experience, through guest lectures, enterprising competitions and webinar sessions. Throughout my academic sessions, I was challenged to discover some potentials which I never knew I had. This institution taught me the value of hard work, the importance of respecting deadlines along with many other lessons that made me the person I am today. I seize this moment to convey my never-ending gratitude towards IBS."

- Sri Vathsa (2017-2019)

Asst Manager - Talent Management
G R Infraprojects Limited



"As a college student, I felt pressured to make a choice on what career path I wanted to pursue until I completed my MBA. IBS Jaipur is rich in diversity in both faculty and students, which brings different skill-sets and backgrounds to the programme. My time in ICFAI has enriched my life in many ways and made me more well-rounded as a person: be it in building my confidence and making me more disciplined. Learning through simulations, games, role-plays and internships helped me in mastering practical knowledge which launched my career. ICFAI has the most intellectual and experienced faculty which has transformed me into the person I am today and I will be forever grateful to them."

Prerna Gupta (2017-2019)

Khimji Ramdas(P&G Division), Muscat, Oman. Section Sales
Manager.

WORD FROM OUR ALUMNI

ALUMNI TESTIMONIALS

"I am thankful to IBS Jaipur, for their help in determining my calling, for the wonderful faculties, and for the unforgettable years that I could spend there. The courage and the confidence that I got here has helped me reach where I am today. The institution's encouragement, faith and belief in me has led me to success!"

- Hasti Bhagde (2012-2014)

Senior Business Development Specialist
Media.net, Mumbai



"My MBA Experience was very rich & learnings were much closer to the real world than most of the other B-Schools and I also believe that success of any student can be measured by the contribution that faculties & students together make and I am thankful to all the Faculty Members for the continuous efforts and support in making me corporate ready and I still cherish all the learnings and memories of IBS Jaipur."

-Swati (2016-2018)

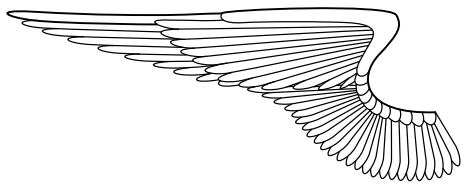
Human Resources- Learning and Development
Johnsons Control - Hitachi Air Conditioning India Limited

"IBS Jaipur has given me immense exposure to be more confident at every step that I take in my professional career. It is not just the academic curriculum but also the extra-curricular activities that have developed my overall personality and groomed me to be an effective L&D Professional. I am and will always be grateful to ICFAI Business School, Jaipur for making me who I am today. A happy, efficient and successful L&D Professional."

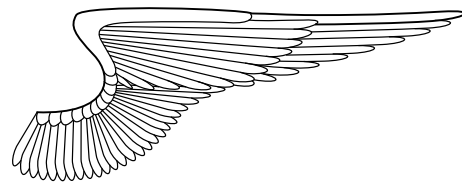
-Nivedita Srivastava (2011-2013)

Manager Learning and Development - HO Team
(RSPL Group)





FAST Facts



Nokia started as a paper manufacturer in 1865.

Facebook stores approximately 300 PETABYTES of user data on its servers.

Burj Khalifa Dubai, Petronas Towers Malaysia, Riyadh Metro Saudi Arabia, Incheon International Airport S.Korea, Mersey Gateway England, were all constructed by one company - Samsung C&T. It's a subsidiary of Samsung Chaebol.

Karl Benz, the founder of Mercedes-Benz, was the first person to be issued a driver's license.

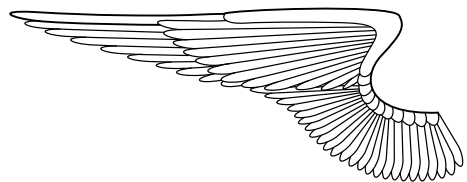
The time in an official iPhone advert or a press release is always 9.41 am (or occasionally 9.42 am). Why? Because Apple launch events start at 9 am and big product reveal generally happens just after 40 minutes into the presentation

Everything you say to Siri is apparently sent to Apple, analyzed and stored for up to 2 years.

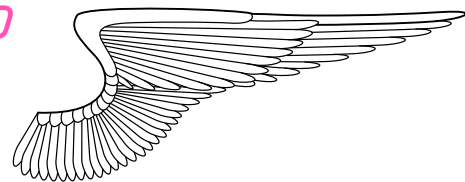
Warner Music owns the copyright to the song "Happy Birthday". That means technically you owe them royalties every time you sing it to someone.

Apple's iPad retina display is actually manufactured by Samsung

SAMSUNG started as a Company selling dried fish, vegetables and noodles on March 1, 1938.



FAST *FACTS*



Your favorite Lakmé was known to be Lakshmi and was developed by the TATA Group, later bestowed to HUL.

Starbucks' round tables were created specifically so customers would feel less alone.

Sixty-four percent of consumers have made a purchase decision based on social media content.

Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans.

Facebook is primarily blue because Mark Zuckerberg suffers from red-green color blindness

The Volkswagen group owns Bentley, Bugatti, Lamborghini, Audi, Ducati, and Porsche

If you have \$10 in your pocket and no debts, you are wealthier than 25% of Americans

BARBIE's full name is Barbara Millicent Roberts

Adding /4 to the end of Facebook's URL will take you to Mark Zuckerberg's profile

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The ICFAI University-Jaipur, ICFAI Business School, Near Cambay Golf Resort, Agra Road, Jamdoli, Jaipur - 302 031, Rajasthan

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

For any suggestions - prolessibsjaipur@gmail.com