



**Global Institute  
of Business Studies**  
BANGALORE, INDIA



# NEWSLETTER 2023

**MARCH EDITION 2023**

## MANAGING DIRECTOR'S MESSAGE

GIBS is devoted to students' success by offering quality education. We encourage academic research and focus on the needs and potential of the students with the help of unique programs to excel in their careers and life. We constantly interact with various business leaders, global managers, and academic scholars to ensure the highest quality of education. We look forward to serving you!

### **DREAMER...VISIONARY...WINNER...**



Mr. RITESH GOYAL  
Managing Director - IIM Alumnus

“Education is an instrument of empowerment to equip our people to help them become economically independent and self-sustaining.”

## DEAN & CGO' s MESSAGE

“Come let's Learn, Earn and Return!”



Dr. KAVITA MATHAD  
Gold Medalist in Karnataka University  
Alumni - Harvard Business coach School

GIBS Business School is one stop for the overall development of young minds through a scientifically designed curriculum with add-on training and workshops delivered by the GFS (GIBS Finishing School) and IRE (Innovation Research and Entrepreneurship) School. GIBS Business School's program structure incorporates creative student-centric learning with hands-on and experience-based pedagogy for the continuous assessment of the course. Students at GIBS Business School start their learning journey with an apt ice-breaking session and orientation program and are gradually introduced to various dimensions of management aspects including deliberations related to the well-substantiated theories and the ever-evolving models of the industry. The school incorporates industry-based learning through Case Studies discussions, Industrial Visits, Project-based courses, Industrial Training, Workshops, weekly Guest lecture Series, Alumni Talk Series, Specialisation Society Activities, and a Global Immersion Program to name a few. During their program, students get to shadow, an industry mentor while at the Summer Internships, Live Projects, Community Projects, and GFS training that ensures the internalization of management principles among students. As a premier Business School, there is a great emphasis on facilitating and nurturing an independent thought process and out-of-the-box ideation with grit to internalize an Attitude of Gratitude among the GIB'ians. Thanks to the GIBS team of brilliant, experienced faculty members, a galaxy of industry experts, and the national & international partners from academia and industry for being the driving force in achieving the set goals and raising the standards year-on-year.

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## AWARDS & RANKINGS



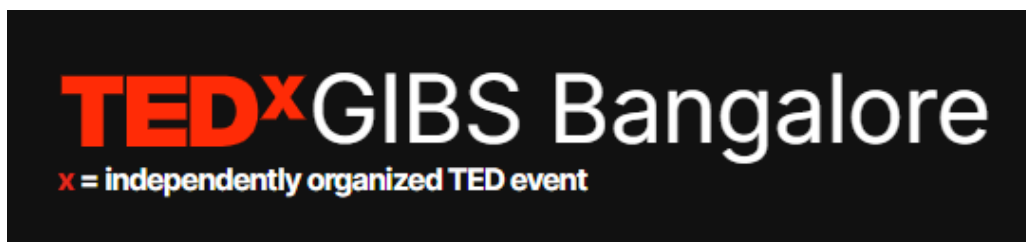
We are grateful beyond words to R World Institutional Rankings for recognizing GIBS Business School as a SUSTAINABLE INSTITUTION OF INDIA with the DIAMOND BAND (A+ GRADE) in The GREEN RANKINGS 2023. At GIBS, we are passionate about generating value for all of our stakeholders while protecting the economic, social, and environmental resources that support our business. Being recognised as a sustainable school gives us great pride, and we are steadfast in our commitment towards sustainable practices in higher education and beyond.





In the current Gen Z times, man is set to compete with machines and simply attaining scholastic degrees may not be sufficient to sustain and flourish in the changed times. GIBS Business School has well anticipated the sweeping disruptive changes taking place and has left no stone unturned to propel the institution and its stakeholders in its trajectory of phenomenal achievements. Taking due cognizance of the institution's efforts, R World Institutional Ranking has bestowed the prestigious India Academia Ranking 2023 inclusive of the Research Excellence Ranking 2023 and Employability & Startup Ecosystem Rankings 2023 to GIBS Business School, a remarkable feat achieved.

## TEDx GIBS Bangalore



It was yet another feather in the cap for the premier GIBS B-School to be granted the license for hosting the prestigious TEDx talks and events. It is an honor bestowed upon the organization that also acts as a testimony to the outstanding contribution being made by the GIBS Business School towards quality management education and the institute's unequivocal contribution towards the creation of a sustainable society. We keenly await the TEDx GIBS Bangalore event with great excitement and enthusiasm

## PODCAST



In the utterly tumultuous world, an organization is considered to be in safe hands if its leader is a man of grit, well grounded and unflinchingly value oriented. The same sets of exemplary traits got reflected in the podcast 'Manthan' hosted by Ms. Yogita Singh with GIBS Founder & MD Mr. Ritesh Goyal as the guest for the show. The candid talk show aired on 19th Jan at 1:30pm reveals the guileless, unassuming trait of the leader, his never-say-die attitude and his unswerving faith on the power of dreaming big. Mr. Goyal is not only a charismatic leader but a people person who believes that thought leaders should be accessible for their stakeholders as he vouches 'leaders should not be busy but easy'. The observation that anger should not be vented out but channelized towards raising one's productivity and determination has deep essence especially for today's youth who tend to become impatient, overly sensitive and ego driven. Mr. Goyal who is not only the head of GIBS Business School but also the founder of Pathfinder Value Creations Ltd. emphasized the immense potential of self belief and tenacity that can lead one to the pinnacle of success. However, the path to success needs to be treaded cautiously lest one gets baffled in the maze of overthinking losing one's purpose and focus



Motivational speaker, enterprising serial entrepreneur, energetic leader, supportive mentor, philanthropist and business coach, Mr. Ritesh Goyal is the founder and MD of GIBS Business School. He is a sought after luminary who is frequently invited to share his wisdom in several public and private platforms. One such appearance was the podcast hosted by Abhishek Vyas with the title “Ritesh Goyal’s Incredible Journey- How he turned 9.5k into millions.”

Brutally candid and down-to-earth are the words that best describe Mr. Ritesh Goyal as he shares with the audience his humble beginning with the paltry salary of 9.5K as a Business Development Executive in 2009 to being ‘India’s top 40 under 40’ in the field of education in 2021 and the ‘Business Leader of the Year 2023’. Listening to the visionary leader is not only inspiring but has a bolstering effect as he calls on people to dream big, understand the criticality of forecasting, cultivate networking skills and above all being in total control of oneself through the highest practice of discipline. The talk also highlights the importance of family support and the power of unanimity. Quoting Mr. Goyal, ‘RISK’ means nothing but ‘Rise in the Sky’ and “Money does not come to those who work for it....Money comes to those who create extreme value” shows the sagacity of the business leader and holds immense implications for the current and future business professionals.



# ENCHAINER 2K23



On March 24th and 25th 2023, GIBS Business School hosted the two-day "Enchainer 2k23", the national level management festival giving management students from across the country the chance to display their managerial prowess and artistic abilities. More than 300 students from more than 20 colleges took part in the event, which featured 14 different management and performing arts verticals, including marketing, human resource, finance, business analytics, entrepreneurship, business quiz, corporate social responsibility, public speaking, singing, dancing, and fashion show. XIME was announced as the overall winner of the fest bragging the top prizes across multiple verticals like marketing, human resource, business analytics, and CSR. The Best Manager and the Entrepreneurship prize were won by Kristu Jayanti College while the solo dance competition and the finance challenge were won by the New Horizon College. The individual singing competition award went to IZEE B-school, and the group singing competition was won by CIMS. 'GIBS Enchainer 2k23' was the ultimate manifestation of days of tireless hard work and complete dedication on the part of GIBS students and faculty coordinators. The occasion was a grand success with not only enjoyment galore but also a great learning experience as students handled end-to-end responsibilities for conducting the mega event. For all GIBians, the event was a great experience that they will cherish forever.

## STUDENT OF THE YEAR (SOTY) 2K23



Rewards and recognition have always been a powerful catalyst for bringing out the best in people. Resonating the same spirit, GIBS Business School organizes its 'Student of the Year' ceremony every year. The much coveted award honors the diligent students who have performed astoundingly well through the two year PGDM program. This award aims to encourage and inspire the youth to be proud of their achievements and to set examples of excellence for others to follow. GIBS recently hosted its **Student of the Year Awards ceremony** on March 25th for the PGDM Batch 2021-23. The ceremony began with the lighting of the lamp by all the dignitaries, followed by an invocation dance performance. This was followed by speeches from the dignitaries Mr. N.S, Vishwanathan, former Dy. Governor, RBI and GIBS MD, Mr. Ritesh Goyal. The ceremony also featured exciting performances by dance groups, music band and the spectacular Dance on Hands performance by Mr. Kamlesh Patel of Dance India Dance (DID)fame and GIACC Oscar award winner. He was also the Guest of Honor for the day. Ms. Palak Bansal won the "Student of the Year" for the batch 2021-2023 for her multifaceted accomplishments and positive demeanor. Her outstanding performance in the fields of academics, extracurricular activities, regularity in class attendance and above all her positive attitude has made her a true role model for all. Ms. Pooja Hudda was conferred the Shakuntala Devi Award and Mr. Vital Raju was bestowed with the Atal Bihari Vajpayee Award for their academic excellence.

The prestigious Student of the Year award ceremony hosted by GIBS has received media coverage in numerous platforms including Outlook India, which is indicative of the growing popularity of the institution and the much awaited SOTY event in particular

## CAMPUS BIZ 2K23



As part of the Business Mastery Program, GIBS Business School hosted its Campus Biz Day on February 16 this year. The Campus Biz program is designed to give students real-world experience in starting and running a business. The program was a great success, with an overwhelming 300 plus footfalls. The program was not only beneficial to the students alone but also to the local vendors who were assisted by the students.

All the participating groups have put in a lot of effort to make their products stand out amidst their competitors' products. The eighteen groups displayed and sold motley products including items like accessories, homemade aloe vera gel, noodles, brownies, mojitos, soda shakes and many more. The Campus Biz program is an excellent initiative by the GIBS Business School that gives management students an opportunity to build their own businesses and encourages them to unleash their entrepreneurial potential and gain hands-on experience in the world of business

## REPUBLIC DAY CELEBRATION





India got its independence on 15th August 1947, but it became a sovereign republic with the adoption of the Constitution of India on 26th of January 1950. To commemorate this occasion, Republic Day is celebrated every year across the Indian Union. It is a huge celebration for the entire country and in the GIBS Business School campus too. The occasion was celebrated in a solemn and ceremonial manner amidst the presence of dignitaries and the proud students of GIBS. The celebration started with the hoisting of the national flag by the dignitaries followed by a spirited cultural performance by the students' of the institute. Festivity and nationalistic feelings were looming large as everyone greeted each other warmly. Sweets and refreshments also formed a part of the celebrations. The event ended with the distribution of free blankets to the underprivileged members of the GIBS community, an initiative by the CSR society of the institution. This gesture of kindness brought smiles on the countenances of the recipients that were indeed infectious. As goes the famous observation by Martin Luther King Jr. "Everybody can be great because everybody can serve", GIBS Business School always endeavors its students to be proud Indians who would contribute for the good of the country and the good of the society. Jai Hind.

## HOLI CELEBRATIONS



Bright neon colours are spread all over the skies during the annual festival called Holi or the 'Festival of Colours' that mark the joyful onset of the spring season. The festival marks the end of winter and also stands for the triumph of good over evil. Celebrants light bonfires, throw colourful powders, eat sweets, and dance to traditional folk songs.



On 8th March 2023, Holi was celebrated with grandeur in the premises of the GIBS Business School. The students got the special feeling as though they were at home, with the platter of homemade delicacies and colours of vibrant hues splashed on them. All the students, along with the staff and the faculty members took out time from their busy schedules to enjoy the colorful vibes of this festivity. The campus was filled with music, dance, and laughter as students belonging to different cultures and backgrounds came together to celebrate the festival. It was a memorable Holi for the students and the entire GIBS fraternity.

## EDUCATIONAL TOUR



PGDM Students of GIBS Business School went for an educational tour to Akshaya Patra Foundation, the non-profit charitable trust devoted to battle hunger and malnutrition through its school lunch programme. Three separate trips were scheduled for the three sections of PGDM first year students on February 1st and February 2nd wherein students' got the opportunity to observe the operational processes of the foundation and the cooking procedures that are used to prepare nutritious meals for school children. They also got the chance to speak to the workforce of the trust and learn about the various challenges faced in managing such a big-scale organisation. The students learnt about the significance of combating hunger and malnutrition in countries with high income disparity like in the case of India. The day ended with the students visiting the famed ISKCON temple and spending time in its divine premises

## CORPORATE SOCIAL RESPONSIBILITY DRIVE



'Corporate Social Responsibility' (CSR) refers to the various voluntary initiatives undertaken by businesses towards the preservation and sustenance of society and environment. CSR efforts can contribute to the betterment of the society through the efficient utilization of resources. Under its Corporate Social Responsibility (CSR) drive, GIBS Business School in Bangalore set off on a heart-warming mission to assist those in need on February 9th, 2023. Both BBA and PGDM CSR societies jointly initiated the drive to collect and distribute food, stationery, and clothing for the needy. The kind gesture filled with compassion and empathy was a humble effort to make a difference in the lives of the have-nots. More than three hundred fifty clothing items, five hundred plus food packets were distributed on this day bringing smiles on the faces of the beneficiaries. The CSR drive served as an instance about the immense worth of kindness and the positive impact that it can have in the lives of many.

## PACE INAUGURATION



GIBS Business School initiated the 'Process Audit for Continued Excellence (PACE)' on January 30th, 2023, a significant step towards process excellence. The PACE initiative intends to undertake a comprehensive evaluation of all processes within the institute thereby providing a thorough understanding of process effectiveness and identifying the areas for improvement. Through this initiative, GIBS Business School seeks to streamline its processes, eliminate redundancies and implement the best practices to drive continuous improvement and maintain a competitive edge in the market. The ultimate goal is to achieve a highly efficient and student-centric business school that consistently delivers top-quality education. The roadmap and the salience of the newly introduced PACE was well demonstrated by GIBS CGO & Dean Dr. Kavita Mathad & CPO Mr. Bharath Gopalan. GIBS MD Mr. Ritesh Goyal talked about the essence of the PACE system and the volume of diligent efforts that have been put towards its design and implementation. The PACE inauguration event ended with the felicitation of Mr. Ritesh Goyal for his landmark achievement in the journey of learning and self actualization.

## GFS FLAIR 2.0



On 11th February, GIBS Business School hosted its annual GIBS Finishing School (GFS) Flair 2.0, a fun-filled learning event that rigorously assesses the first year PGDM students' on their skills and competence acquired in the different verticals. The event comprised three main categories, namely, Presentation, Debate, and Q & A session. The presentation segment was divided into two categories- 'Sustainability' and 'Vocal for Local', and each GFS group were represented by its shortlisted members for all the three verticals. The Brainy Badgers, Alpha Armadas, and The Phoenix Giants shone the brightest in the presentation round.

The Debate round witnessed the top four teams going neck and neck for the final round. The Black Hawk and A-Squad emerged as finalists, with A-Squad ultimately clinching the gold. The final event of the day was the Question & Answers session where the arch-rivals Brainy Badgers and Alpha Armadas made it to the finals. Although Brainy Badgers were close to victory, Alpha Armadas' teamwork and coordination led them to a fabulous win. The Q & A rounds were incredibly thrilling and informative, and the Alpha Armadas' performance was commendable. GFS flair 2.0 was an eventful day with every GFS team giving their best shot. While some teams won and some lost, the spirit of learning and growth loomed large through the entire event. The occasion was graced by the esteemed presence of our Dean & Chief Growth Officer, Chief Process Officer, and our MD Mr. Ritesh Goyal.

## CERTIFICATE IN PERSONAL MASTERY PROGRAM (CPMP) INAUGURATION



On March 4th, GIBS Business School launched its 'Certificate in Personal Mastery Program (CPMP)' which also coincides with the GFS 3.0. The launch event took place amidst the presence of distinguished dignitaries including GIBS Founder and MD Mr. Ritesh Goyal, Dean Dr. Kavitha Mathad, CPO Mr. Bharath Gopalan, trainers of the program Mr. Sujeet Jha, Mr. Gaurav Nigam and Ms. Shwetha Rajput apart from the esteemed teaching fraternity of the institute. CPMP is positioned as one of the signature programs of GIBS that will emphasize on advancing the critical skill sets which are much needed for producing the new generation honchos. The debut program stresses particularly on building leadership, communication and problem-solving skills which can eventually serve as the building blocks in the making of the future business tycoons.



The program is designed to provide a cutting edge learning experience to the students coming from diverse academic and cultural backgrounds. Students' continuous assessment is the salience of the CPMP program which will be instrumental in developing a pool of corporate-ready management graduates.

## DISCUSSION ON THE UNION BUDGET



BBA and PGDM students of GIBS Business School held a discussion on the Union Budget released for the financial year 2023-2024. The event organized on February 8th, 2023 was a great success as the enthusiastic participants commented on the various intricate aspects of the current budget vis-à-vis the last budget of 2022-2023. The objective was to provide the students a platform to express their opinions and also to improve their understanding of the tax implications and budget allocation for various industries. Students not only got a chance to express their views on the very critical Union Budget of India but were also enlightened from the insightful observations made by the judges, Dr. Chakrapani Gopal, business strategist and sales partner for Auxano Consulting and Mr. Nitish Kashyap, founder & CEO at Manartha Solutions Pvt. Ltd. and co-founder at Kadubi Holistic Services Pvt. Ltd. Both the students and the faculty of UG and PG programs enjoyed and gained newer insights by attending the three-hour discussion.

## FACULTY DEVELOPMENT PROGRAMME



Faculty Development Program on Data Analysis using the JMP software was conducted on March 17th, 2023 by the eminent resource person Dr. Muralidhara Anandamurthy. Mr. Muralidhara, an authority in the field of use and applications of statistical tools provided valuable insights and information on statistical data analysis and anchored the one-day workshop with great expertise. It was thrilling and a great learning experience for our faculty members. The session significantly contributed to the improvement of knowledge and expertise in the area of data analysis. The FDP was a pointer to the importance of continuous learning which plays a major role in the growth and development of an organization and its employees.

## SESSION ON DIGITAL MARKETING



The PGDM students at GIBS B-School attended an expert session on the topic of Search Engine Optimization (SEO) marketing on March 20, 2023. Dr. Shankar Mukherjee was the resource person for the day. The one hour session was very informative as students learnt about the different key aspects of SEO marketing and the increasing number of openings available in the arena of digital marketing in the present times. Students found the talk very interesting and engaging and posed various questions related to SEO and digital marketing during the Q & A session. All in all it was a fruitful session and the aspiring marketers and the IT enthusiasts look forward to more such sessions related to digital marketing in the future.

## IRE TALK



GIBS Business School is known for conducting IRE talks where experts from different fields deliver talk sessions to the student about the latest developments in different industries. On January 5th 2023, Mr. Kiran Babu C V delivered a key note session on 'Enterprise Blockchain Value Proposition' as a part of the IRE talk series. During the session, he provided a brief history of blockchain and explained the various components of the blockchain system while giving deep insights into various blockchain aspects like transactions, immutable ledgers, decentralized peers, encryption processes, and optimal smart contracts. The talk on one of the fastest emerging technologies was very informative and it provided the attendees sizable understanding of the blockchain concept and its applications in various fields. Mr. Babu's vast industry experience and expertise in digital technologies made the talk engaging and relatable for the attendees coming from diverse backgrounds.



One of the biggest inventor in the history of humankind Thomas A. Edison once said, "The value of an idea lies in the using of it." The essence of this quote is upheld at GIBS Business School, Bangalore through its flagship IRE program as the students envisage and nurture new business ideas backed by thorough research and eventually transform their ideas into viable entrepreneurial ventures. Further, as part of the IRE Talks series for the month of January, an enlightening session was conducted by Dr. Rashmi Devnath on the topic 'Cultural Dexterity in Leading Innovation'. Dr. Devanath's session on 17th January 2023 was pertinent as it was aligned to the perceptible changes that are currently taking place in organizational environmental contexts. Her talk emphasized the co-existence of separate cultures within the same organization and she also talked about the micro-behaviors one needs to adopt in order to adapt and thrive amidst the fast changing organizational cultures



On 24th January 2023, the students of GIBS were delighted to attend an IRE Talk by Dr. Shazia Kauser, Faculty in the University of Technology and Applied Sciences – Shinas, Oman. During the session, Dr. Shazia emphasized several essential aspects for the prospective job aspirants viz. the importance of drafting professionally groomed resumes and the need for adequate research especially about the hiring company before attending the interview. Besides, the speaker focused on some of the critical aspects for job aspirants like importance of having a well groomed personality, need to develop proficient public speaking skills and maintaining a clean social media profile. The talk was relevant and interesting as Dr. Shazia harped on some of the dos and don'ts while facing an interview. The talk ended with an enlivening Q&A session as the attendees felt invigorated to pursue a career abroad after the instructive and informative delivery. All in all, it was a resonating session, and we, GIBians are lucky to be part of such an instructive talk







IRE talks are a distinguishing hallmark of GIBS Business School and keeping up with this tradition of hosting talk series, the IRE talk on 27th January 2023 was delivered by Ms. Paulami Niyogi on the topic 'Mindfulness and Productivity'. It was a wonderful and interactive session which gave an idea to the students on how to be more productive. Ms. Niyogi is a motivational speaker and life coach on effective communication, emotional intelligence and team building. She is also a certified digital marketer. She focused on the importance of mindfulness that can help one to climb the ladder of success and reach one's goal. She also explained tools that are needed to improve productivity in one's career. Overall, it was an interactive lecture filled with wisdom and knowledge.

On the 7th of February 2023, Mr. Ruthuparna Sharma delivered an insightful talk on productivity and stress management as a part of the GIBS IRE talk series. Mr. Sharma is a celebrated storyteller, a TEDx speaker, and a guest lecturer in various educational institutions. He is also the author of two critically acclaimed books, namely 'Rhythm of Life' and 'Life Super Guruu'. Mr. Sharma is the founder of a renowned NGO and has also been conferred with the prestigious 'Kannada Seva Rathna' award. During the session, Mr. Sharma elaborated on the significance of productivity and stress management in one's personal and professional lives. He provided a few tips to the students on how to boost their productivity and improve their well-being. Some of the salient pointers that he emphasized upon like taking care of one's health by exercising for at least forty minutes everyday, investing quality time with family and friends, and working on one's talent or passion for at least a few minutes every day. Overall, it was a thought-provoking session by a distinguished public speaker, and the students were able to gain a deeper understanding of the importance of productivity and stress management in their lives.



In today's hyper competitive world, self-love and optimism seems untenable. One of history's most famous authors Helen Keller, who endured great hardship in her youth, once said, "Optimism is the faith that leads to achievement". Ms. Vibha Rani's IRE talk delivered on February 17, 2023 revolved around a similar theme as it sought to inspire optimism amongst students and help them succeed. Ms. Vibha Rani is an author, actor, motivational speaker and Josh talk speaker who has witnessed numerous ups and downs in life but faced every challenge with unrelenting optimism and grit. During the session, she discussed how self-love is lacking in today's youth and how it is connected to positive thinking. She also discussed about the charisma of inner beauty which is eternal and goes beyond one's grooming and external beauty. It was a productive and fruitful session as students felt more self-assured and confident in life.



Master Avi Sharma delivered an impactful IRE Talk on the topic 'Leadership/Management Lessons from Bhagavad Gita and Ramayana' on February 24th, 2023. Master Avi Sharma, famously known as the "Wonder Boy of India," hails from Indore, Madhya Pradesh. At the young age of 13, he has received numerous national and international awards, including the Pradhan Mantri Bal Puraskar Award in 2022, the International Icon Award for Youngest News Anchor in 2021, and the National Excellence Award in 2017. He is also the youngest mentor for Vedic Math and the founder of Mission Sanskar. Master Avi Sharma began the topic by emphasizing that the talk was about spirituality and not about religion. He focused on the lessons from the Ramayana and the Bhagavad Gita. He shared insights on "How to be a Good Leader," highlighting qualities such as brotherhood, humility, and respect that set good leaders apart from others. He concluded the session by stressing the need for future leaders who embody these values. It was a valuable session that gave a new perspective on leadership and management, and we look forward to more such enriching sessions.





The IRE talk series of GIBS is popular far and wide for its highly informative, instructive and engaging content that is delivered by the who's who from the respective domains. In the league of IRE talks, a session on "Application of finance in Fintech and other areas" was conducted on March 3rd, 2023 by Mr. Aswini Bajaj. Mr. Bajaj is the CEO of the company 'Leveraged Growth' and is also an acclaimed finance and corporate coach. The session was very interactive and insightful as students gained valuable inputs on diverse finance topics like the stock market, corporate finance and accounting. All in all, the session was a wealth of knowledge for the soon-to-be management graduates. We are grateful to Mr. Aswini Bajaj for sparing his valuable time and consider ourselves advantaged to be a part of an esteemed B-school which conducts such unique programs like the IRE talk series to hone the innovativeness, research and entrepreneurial acumen of its students.

On the 9th of March 2023, students of GIBS had the opportunity to attend an informative and inspiring IRE Talk – "Know your Innovation Profile" with Prof. Bharath Gopalan as the keynote speaker. In the session, the speaker mentioned the importance of having an innovative profile that can contribute to better team performance. The IRE talk deliberated upon the evolution of a collaborative innovation system that can enable complex problem solving by drawing four different styles of innovation, four stages of innovation, and designing the students' profile based on their responses to a certain set of statements that would help them analyze their preferences. Currently part of GIBS Business School as the Chief Process Officer, Prof. Bharath Gopalan is an accomplished professional, a celebrated author and an HR Excellence Assessor certified by CII. Listening him was indeed an enriching experience.





Communication and relationships has always been an integral part of the human civilization. Man being a social animal has a natural instinct to network and socialize which manifests both in his personal and professional lives. The IRE talk session “Is Relationship Measurable” aligned to the above thought and the motley audience attending the session found it very interesting and thought provoking. Dr. Rajeev Krishnaswamy was the keynote speaker for this IRE session conducted on March 23rd, 2023. The major highlight of his talk was the value and significance of relationships in business settings. With extensive experience in sales, business operations, and interpersonal relationships, Dr. Rajeev Krishnaswamy is currently associated with Mercuri International, Mumbai as Chief Consultant. He talked about how new technologies are causing changes in businesses and how to establish mutually beneficial business relationships. It was undoubtedly a very productive and fruitful session for the students to understand relationships at a whole new level.



## RESEARCH SERIES



On January 10, 2023, Dr. Lakshmi R B, Assistant Dean, Global Institute of Business Studies, Bangalore delivered an engrossing session on “Employee Welfare for Differently Abled in the Services Sector” in the GIBS Bangalore campus. This session was conducted as part of the research series presentation for the month. The session was like an epiphany for many of the attendees as the speaker unravelled the ambiguities and discord in the framing and implementation of labour laws for the differently abled and specially abled people in the country’s services sector. The one hour session by Dr. Lakshmi was interactive as the erudite audience sighted and discussed about various relevant HR aspects related to the employment of differently abled individuals that needs to be taken into cognizance towards their professional growth and to promote the spirit of inclusivity in organizations.





Prof. Girish Babu M, esteemed faculty member of GIBS B-School shared his valuable thoughts on the topic 'Consumerism – Then, Now and Beyond' on February 13th, 2023 as a part of the GIBS research series. His session focused mainly on the unobtrusive and unfettered growth of mobile apps, particularly the mobile shopping apps that has greatly influenced the way consumers perceive shopping activity in the modern times. The audience for the session comprised of the revered faculty members of the institution. Overall, the session was engaging as deliberations took place on the significant role played by mobile apps in the changing landscape of consumerism



The research series for the month of February was conducted by Prof. Malabika Purkayastha, Faculty GIBS Bangalore. The talk was on the topic of 'Innovative strategies to improve customer experiences in online grocery'. The one hour session was conducted on February 28, 2023 from 3:30pm-4:30 pm with the esteemed teaching fraternity of GIBS as the audience for the program. The session was elucidative as the resource person dwelled on the tools and techniques used for the empirical research in the field of online grocery and the innovative changes that are taking place in the field of online grocery. Overall, the session was an illuminating one as everyone by and large engages in online buying in the contemporary times which made the talk very relevant and relatable.

# JOY OF LEARNING



Joy of Learning (JOL) term is suggestive of a learning session that is interesting and engaging and can enliven the attendees of the session. JOL at GIBS is a monthly event that the teaching fraternity look forward to as it acts as a fillip for our faculty in carrying out their teaching with zeal and ardour. As a part of its monthly JOL sessions, we had the privilege of listening Dr. Nitin Barekere, Vice President HR at Omega Healthcare. His session was interesting and spontaneous with lots of insights on breakthrough leadership, learning organizations, and the latest trends embodied by modern day teaching and learning institutions



On 25th February 2023, Joy of Learning program was conducted at the GIBS campus with Mr. Shankar Rao as the guest speaker who held a lively and engaging session on "Digital Transformation". Mr. Rao is the CIO & CDO at Bosch India Limited. His JOL presentation highlighted the salience of digital transformation and digitalization in enhancing and extending the limits of seamless digital integration intra-industry and inter-industry that eventually gets reflects in increased customer value and satisfaction. All the attendees found Mr. Rao's session very lively and engaging



The Joy of Learning session for the month of March was delivered by Dr. Kavita Mathad, Dean and CGO, GIBS Business School, Bangalore. It was a highly interactive two hour session on the topic “OBE: Feedforward and/or Feedback”. Outcome Based Education (OBE) model is gaining popularity across the world as it adopts a more pragmatic, measurable and structured approach towards education. Dr. Mathad stressed on the significant role of feed forward in enhancing individual efficiency and productivity by offering constructive guidance on how to do better. The session was attended by all the faculty members of the GIBS institute and one of the key takeaways from the session was the identification of the various focus areas like industry academia collaborations, teaching pedagogy, curriculum design and the like which ought to be deliberated upon by the academia for attaining higher standards of educational goals

## FACULTY ACHIEVEMENTS

For any educational institution, its strength lies in its pool of faculty members. Faculties are the pillars and the torchbearers for any institution of learning. GIBS is proud to have some of the most learned and the best minds in its teaching team which gets well reflected by their accolades won

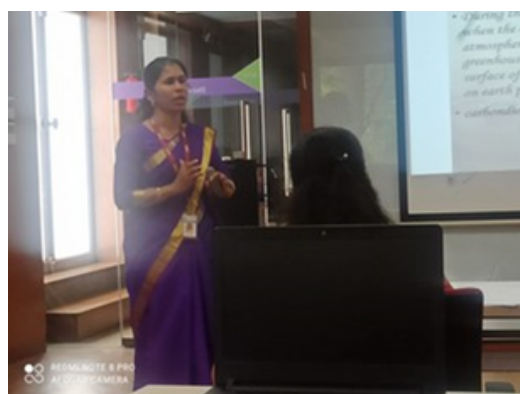




Mr. Hari Prakash Karcherla, Prof. of Practice at GIBS Business School is a versatile personality with huge corporate experience whose valued contributions are not only limited to the field of academics but also in the arena of sports and extracurricular. Prof. Karcherla was the panelist for the much acclaimed annual business conclave “Vridhhi” organised by IIM-Vishakapatnam on January 21st 2023. He also graced the management fest ‘UTOPIA’ at AMITY Bangalore as the judge for the Marketing Vertical competitions on 31st Mar’23. In the extracurricular front, he represented South Zone veterans (above 50 Years) cricket team at the Interzonal cricket tournament held at Indore during the first week of Jan’23 . He was also the chief guest for inter academies cricket tournament for under fourteen age group boys/girls organized by the Shine Academy of Bangalore on 26th Feb’23.



Dr. Lakshmi R.B, Asst. Dean PGDM conducted a one day workshop on “Design Thinking” at the Imperial Institute of Design Management, Bangalore and was duly honored and acknowledged for her insightful delivery on one of the most relevant topics of the contemporary times





Our esteemed faculty members Prof. M Sowmya, Dr. Chitra & Prof. Malabika Purkayastha presented their research papers at the 4th International Conference on “Innovation, Technology and Sustainability: Shaping the Future of Business & Society” on 16th March 2023 organised by WeSchool, Bangalore. All the three research papers were well received and appreciated by the Chair and the audience present. Prof. Malabika’s manuscript has been selected to be published as a textbook chapter by an international publisher.

## STUDENTS ACHIEVEMENTS



GIBS BusinessSchool is known for cultivating and nurturing students’ creativity and providing them with a platform to express their innovative ideas. GIBS Business School collaborated with storymirror.com and conducted an all India story and poem writing competition on 9th January 2023. More than thirteen hundred contestants from twenty odd higher educational institutions participated and fourteen of the top twenty stories shortlisted belonged to our GIBS students. Rahul Inaani, student of first year PGDM won the ‘Best Wordsmith’ title



Cranium is one of the flagship events of CMS Business School, Bangalore. This two-day annual management fest is a highly anticipated event for all business and management students coming from across the country. On January 5th and 6th, 2023, PGDM students from GIBS participated in this year's Cranium and showcased their skills in various competitions. Vital Raj and Praveen Raj, PGDM second year students represented GIBS in the finance event and won the first prize. Their incredible skills in financial analysis and on the spot decision-making were unparalleled. Also, in the group dance category, first-year students Tippu Sultan A, Vismaya Nair, Pratishta Singh, Manasa Pulimi, Deepthi Sundar, and Venapalli Krishna showcased their talents and won the first prize. Their mesmerizing performance with excellent teamwork and coordination skills left the audience spellbound. Participating in Cranium was a great learning opportunity for GIBS students. The fest provided an excellent platform for students to network, socialize, and engage with industry experts, faculty and peers from leading colleges and management institutions.



USHUS 2022 is the annual international management fest hosted by the School of Business and Management, CHRIST (Deemed to be University), Bangalore. Held on 24th and 25th January 2023, this event witnessed the gathering of some of the best minds from top B-schools, including GIBS. The fest included many events from diverse verticals. However, the most coveted award of the event was 'Best Management Team' that was won by our incredibly talented first-year PGDM students Shreesh Santosh Sakhawalkar, Parv Upadhyay, and Christy Thomas K V. Also, Madhu Yadav and SwethaRani Patel were declared the runners-up in the CSR event.

Ms. Palak Bansal, second-year PGDM student, won the Best Manager award in the 'Shrestha Prabandhak' category of the Aikyam Fest 2023 organised by ISBR Business School, Bengaluru. Amidst all the events conducted, Shrestha Prabandhak category is considered to be the toughest nut to crack as the contestants are grilled across all the management domains including marketing, finance, human resources, and public relations. The meticulously designed industry oriented curriculum is one of the major strengths of GIBS Business School that helps the institute to produce industry ready management graduates, well equipped in their domain knowledge and possessing business acumen and entrepreneurial flair coupled with a well groomed personality. Ms. Palak winning the "Shreshtha Prabandhak" (Best Manager) award is a testament to the excellent education imparted in GIBS. GIBS is proud of Palak's achievements and wishes her all the best for her future endeavors





In today's fast-paced world innovation is the driving force behind success. The ability to think creatively and solve complex problems has become more important than ever. To provide an impetus to these rare skills, Department of Management Studies of Kristu Jayanti College, Bangalore, hosted its management fest SYNECTICS 2023. The three-day event brought together some of the brightest minds from thirty different colleges from across the country who tested their mettle and pushed the boundaries of their imagination. Priyam Sen and LS Eshwar Rao of PGDM batch 2022-24 participated in the Design Thinking competition of the fest. After two days of intense online rounds, the shortlisted students made it to the finals and were crowned the runners-up. Also, GIBS student Ms. Palak Bansal of 2021-2023 batch won the much coveted 'Best Manage'r award. The experience was tough but rewarding



On the 16th & 17th February 2023 New Horizon College Of Bangalore hosted its management fest named RUDRAKSH 2023. Numerous colleges participated in its various events, making the overall competition incredibly exciting. Mr. Praveen Raj Challa and Mr. Vital Raju Balam, PGDM final-year students emerged victorious in the finance event 'Vittashastra' clinching the first prize. The achievement by our students is a proud moment for the GIBS B-School and a testament to the institute's unwavering commitment towards the enrichment and overall grooming of its students. The continuous motivation and untiring support and assistance of the institute's faculty and trainers are the key factors underlying the students' success.





Alliance University, one of Bangalore's prestigious educational institution hosted SARANSH 2023, its third inter- university Book Review Competition in the month of February. Bestsellers like "Seven Habits of Highly Effective People" by Stephen Covey, "Outliers" by Malcolm Gladwell, and "Ikigai: by Francesc Miralles and Hector Garcia were given to the contestants for assessing their book reviewing skills. The reviews were assessed by renowned writers and litterateurs. The event being open for both the undergraduate and postgraduate students witnessed overwhelming number of participants and intense competition.

The show stealer of the event was the GIBS PGDM team comprising of Ms. Palak Bansal, Ms. Sandeepa Sarkar, Ms. Vidhushi, and Mr. Bharat K. Ms. Palak Bansal won the accolade of the 'Best of the Best Speaker' for her captivating presentation skills. Also, Mr. Bharat K has been recognized as the competition's top speaker for his oratorical excellence. With their impeccable clarity on the book's substance and their exceptional performance, the GIBS team won the highest award of the day and we, members of the GIBS family are very proud of this prestigious honor. We look forward to more such achievements in the future.



On 12th March 2023, the first-year PGDM students of GIBS Business School attended XIMERA, the inter- collegiate management fest hosted by the Xavier Institute of Management and Entrepreneurship, Bangalore. The two day fest witnessed a huge footfall of attendees from top level business schools including the IIMs. The students representing GIBS Business School set their best foot forward in the competitions which was duly appreciated and recognised as the teams bragged the two most coveted awards 'Greatest of All Teams (GOAT)' aka 'The Best Management Team' and the award for the event 'Marketing Mayhem'. The winners of the Best Management Team award were Parv Upadhyay, Bharath K and Christy Thomas while the team comprising of Rahul Komathyreddy, Eshwar Rao, Priyam Sen, and Ramakrishnan A S were the proud winners of the Marketing Event. The institute takes pride in the unmistakable panache and display of its students' excellence



GIBS Business School students were able to showcase their talents and skills once again by their incredible performance in the Amity College Fest that happened on the 30th and 31st March 2023. GIBS students brought home the overall winners' trophy. Our students performed exceptionally well and emerged victorious in the finance category too. They have also secured the runners-up position in solo singing, HR, WWE, group dance and fashion show categories. The remarkable achievement of the students is a testament to the exposure that management and faculty of GIBS are committed to provide to their students community. GIBS take pride in the fact that our students have emerged as overall winners in yet another national-level management fest, competing against some of the best business schools in the country. All the appreciation and glory go to the students for their perseverance and the GIBS teachers who support them through thick and thin.

## FELICITATION OF MANAGEMENT FEST WINNERS



GIBS Business School has a track record of producing management graduates with incredible calibre and amazing potential. The number of awards and prizes and the streak of success of its students in national and international management fests is a testament to the above observation. The management and academia of GIBS always encourage students to take part in the varied management fests organised by the various illustrious business schools. Between January and March 2023, GIBS students have racked up their achievements by winning the top awards in multiple fests across leading management institutions like XIME, Kristu Jayanti, Amity, ISBR, Christ (Deemed-to-be) University, Alliance University and the New Horizon College. As a gesture of encouragement and appreciation, an in-house felicitation program was arranged for the winning stars of GIBS on March 10th, 2023. Dean and CGO Dr. Kavita Mathad felicitated the students with medals and wished them good luck for the future. At GIBS Business School, we are proud to nurture the budding talents.

