



NEWSLETTER

2023

OCT - DEC EDITION

MANAGING DIRECTOR'S MESSAGE

At GIBS, our focus on student success extends far beyond the traditional boundaries of education. We actively encourage and support academic research, recognizing its importance in fostering innovation and critical thinking skills among our students. Additionally, our specialized programs are designed to tap into the unique potential of each student, equipping them with the skills and knowledge they need to thrive in today's dynamic and competitive world.

As we look ahead to the future, we remain dedicated to our mission of providing a comprehensive and enriching educational environment that empowers our students to become leaders in their chosen fields. We are committed to nurturing their talents, honing their skills, and instilling in them the values of integrity, excellence, and lifelong learning.

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



MR. RITESH GOYAL
Managing Director - IIM Alumnus



DR. KAVITA MATHAD

Gold Medalist - Karnataka University
Alumni - Harvard Business School Online

"Come let's Learn, Earn and Return!"

DEAN & CGO's MESSAGE

GIBS is a premier business school that focuses on fostering critical and creative thinking. We believe in sculpting multidimensional minds that question, innovate, and explore research and entrepreneurship. Our approach to education goes beyond traditional methods, focusing on holistic development through a scientifically designed curriculum enriched by training and workshops from the GIBS Finishing School (GFS) and the Innovation Research and Entrepreneurship (IRE) School. The program structure is designed to offer a creative, student-centric learning environment, incorporating hands-on, experience-based learning methods. Students begin their journey with an orientation program and gradually progress to explore various dimensions of management, including well-established theories and evolving industry models. Industry-based learning is incorporated through activities such as case study discussions, industrial visits, project-based courses, industrial training, workshops, guest lecture series, alumni talk series, specialization society activities, and a global immersion program. GIBS prioritizes nurturing independent thought processes and encouraging out-of-the-box ideation among students, fostering an attitude of gratitude among GIB'ians. Our success is owed to the dedicated team of experienced faculty members, industry experts, and national and international partners from academia and industry.

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RAKSHITA
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ROHIT SINGH
PGDM Batch 2023-25

AWARDS AND RANKINGS



GIBS Business School has been recognized as one of the top business schools in India by various publications such as The Times of India, Business India, Fortune India, OPEN, India Today, Business Today, The Week, and Careers360.



The school has secured the 40th rank in the Times of India's National-Level Placements Survey 2023, highlighting its strong placement record and graduates' success in the job market. In Business India's A+++ Business Education Ranking in India 2023, GIBS received the highest rating, highlighting its exceptional standards in business education.



GIBS also secured the 40th position among the top private B-Schools in India in the 2023 India Today Survey, a testament to the collective efforts of the GIBS community. The school is also honored as the 21st Best B-School in Bengaluru, encompassing both public and private institutions.

The school also achieved the AAA rating in Career 360's 2023 ranking of top business schools in India, recognizing its dedication to academic excellence and the efforts of its students, alumni, staff, and associates.

GIBS has also been featured in Open Magazine's "Best B-Schools 2024," placing it among the top Indian B-Schools, including IIMs. Notably, GIBS secured the 32nd position in the South Zone category and emerged as the 10th Best B-School in Bengaluru.



GIBS was ranked 10th among the Best Business Schools 2023 by Business Today, Solidifying its position as a leading institution in the city



Lastly, GIBS has achieved an impressive ranking of 32nd in South India and 10th in Bengaluru City in Fortune India's prestigious B-Schools 2023, demonstrating the institute's commitment to providing high-quality business education that prepares students for successful careers.

MR. RITESH GOYAL ADDRESSES TRISHA GROUP MANGALORE ON PERSONAL DEVELOPMENT



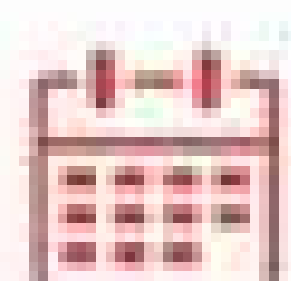
You are cordially invited for the
Faculty & Team Development Programme

**Don't GO through life,
GROW through life.**

RESOURCE PERSON

Ritesh Goyal

Founder & Managing Director
GIBS Business School



**THURSDAY
28 SEPTEMBER**



**TIME
09:30 AM**

Trisha Group Mangalore extended an invitation to our Managing Director, Mr. Ritesh Goyal Sir, to address their faculty and team members. During the event, our MD offered valuable insights and actively participated in enriching discussions, emphasizing the importance of continuous personal development rather than just navigating through life. The experience of sharing insights with over 70 faculty and team members was truly enriching.

KEYNOTE SPEAKER - LEADERS CONNECT 360 ON SELF DISCOVERY



We are thrilled to announce that our Managing Director, Mr. Ritesh Goyal, has been invited to be the Guest of Honor at the Leaders Connect 360 event. His commitment to personal development and innovative approach to education have made him a prominent figure in both the entrepreneurial and academic communities. During the event, Mr. Goyal gave a thought-provoking talk titled "Approach Yourself to Approach Infinity," in which he discussed the importance of self-discovery as a means of unlocking infinite possibilities. His belief in self-awareness as a critical step toward seizing the world's limitless opportunities inspired the audience while also striking a deep chord with the values, we uphold at GIBS.

DIGII 100 SUMMIT

We are thrilled to announce that the Global Institute of Business Studies (GIBS) has been honoured as one of the Top 100 Higher Education Institutions at the forefront of digital transformation. This recognition is a source of immense pride and honour for us, highlighting our dedication to innovation in education. The award was presented to us by Kalyan Chaubey, President of the All-India Football Federation, adding to the significance of this achievement.

Our participation in the prestigious Digii100 Summit further solidifies our commitment to digital excellence. The event, held at the esteemed Jacaranda Hall, India Habitat Centre, New Delhi, on 14th December, provided us with a platform to engage with industry leaders and fellow institutions driving digital innovation. This recognition serves as a testament to our ongoing efforts to integrate cutting-edge technologies and practices into our educational ecosystem.



HR CONCLAVE 2023

DIGITAL COMPETENCIES FOR EMPLOYEES

KEYNOTE SPEAKERS



MR. VIKAS MAHESHWARY
Associate Vice President - HRD
Biocon Biologics Ltd.
EMPOWERING HR WITH DIGITAL
COMPETENCE: EMBRACING THE
FUTURE OF WORK



MR. RANGARAJAN SUBRAMANIAN
Head of People & Culture India
SMEC (India) Pvt. Ltd.
BOOSTING PRODUCTIVITY AND
RETENTION: HR STRATEGIES FOR
SUCCESS

PANEL DISCUSSION

DIGITAL SKILLS FOR EMPLOYEES:
NAVIGATING NEW ERA OF LITERACY



MR. ANAND ARORA
AVP - Human Resources
Landmark Group



MS. LEXHA PALAKKOT
Director - Learning & Development
Brillio



MS. SIMI CHOUDHURY
AVP - Global Talent Management &
Leadership Development
Sutherland Global Services



MR. SIVAM S
Human Resources Advisor
Khinji Ramdas Group



MR. SUDEEP KUMAR SEN
Vice President
GI Group India

The GIBS Business School's Corporate Governance and Development Cell (CGDC) successfully organized the HR Conclave-2023 on October 5, 2023, at its Bengaluru campus. This prestigious event focused on "Digital Competencies for Employees" and aimed to provide a platform for industry professionals and experts to share knowledge and experiences in the rapidly evolving digital landscape.

The conclave featured a carefully curated lineup of keynote speakers and panelists, ensuring a diverse range of perspectives and expertise. The event's central theme revolved around empowering working professionals with the digital skills necessary to thrive in today's digital era. Keynote speakers included Mr. Vikas Maheshwary, CHRO of Biocon Biologics Ltd., and Mr. Rangarajan Subramanian, Head of People at SMEC. Their insights into digital competencies and the future of work were invaluable to the attendees.

The panel discussion was equally enriching, with participants such as Mr. Anand Arora, VP-HR at Landmark Group; Ms. Lekha Palakkot, Director of L&D at Brillio Technologies; Ms. Simi Choudury, AVP of Global Talent Management at Sutherland Global Services; Mr. Sudeep Kumar Sen, VP-HR at GI Group India; Mr. Sivam S, Founder of Ocean Resources & Services; and Prof. Hari Prakash faculty at GIBS, who moderated the panel discussion.

Their diverse expertise and experiences provided attendees with a comprehensive understanding of digital skills and their impact on the workplace.

The event garnered significant interest, with a total attendance of 90 corporate guests and 25 in-house attendees, including management, the organizing team, and faculty members. This impressive turnout underscored the relevance and importance of the topic in today's business landscape.

The dedicated team at CGDC, led by Mr. Mohanraj, Dean of Placements & Corporate Relations, Mr. Kiran, Corporate Relations Senior Manager, and Ms. Kavishree, Corporate Relations Executive, organized the HR Conclave-2023. Additionally, student coordinators played a crucial role in ensuring the smooth execution of the event.

The conclave served as a valuable platform for networking, knowledge exchange, & learning. By addressing the digital competencies required for success in the modern workplace, GIBS Business School once again demonstrated its commitment to providing a holistic education that prepares students and professionals for the challenges of the future.



MARKETING CONCLAVE 2023



The poster for the Marketing Conclave 2023 features the GIBS logo at the top left, with the text 'Global Institute of Business Studies' and 'Managed by Royal Educational Trusts'. The title 'MARKETING Conclave' is prominently displayed. Below it, the theme 'EXPLORING INNOVATIVE STRATEGIES IN TOMORROW'S MARKETING LANDSCAPE' is written. A 'REGISTER NOW' button with a URL is provided. The poster lists a Moderator, Dr. AVR Mahadev, and a Keynote Speaker, Syeda Meher Taj, with their respective titles. A panel of four speakers is also listed: Santosh Kumar, Sathish Rajendren, Gaurav Nigam, and Sudeep Kumar Sen, each with their professional background. The event details include the date 'Fri 22 Dec, 2023' at '04:00 pm onwards' at 'GIBS Business School Bangalore'. The website 'www.gibs.edu.in' and social media icons are at the bottom.

MARKETING Conclave

EXPLORING INNOVATIVE STRATEGIES IN TOMORROW'S MARKETING LANDSCAPE

MODERATOR
DR. AVR MAHADEV
Associate Professor - Marketing
Head, Comprehensive Education
GIBS Business School

KEYNOTE SPEAKER
SYEDA MEHER TAJ
Director - Brand, Marketing & Communications at EV

PANELIST

SANTOSH KUMAR
Innovation Head, Entrepreneur,
M-B, Mumbai, Executive Board,
IIC - JAM

SATHISH RAJENDREN
Senior Executive Director & Head
- Digital Fronts & Global Board of
Director - Content Global

GAURAV NIGAM
Marketing Head - India
Enterprise Business of
Cisco Systems

SUDEEP KUMAR SEN
Vice President
AI Group India

Fri 22 Dec, 2023
04:00 pm onwards

GIBS Business School
Bangalore

www.gibs.edu.in

We are proud to announce the success of the recent Marketing Conclave held on December 22, 2023, at the school's campus. Aptly titled "Exploring Innovative Strategies in Tomorrow's Marketing Landscape," the event garnered widespread attention and participation from industry leaders, experts, and enthusiasts alike.

The Marketing Conclave proved to be a pivotal platform for insightful discussions and proactive engagements centered around the future of marketing. Esteemed speakers and thought leaders from various sectors converged to share their perspectives on emerging trends and cutting-edge strategies that are reshaping the marketing landscape.

The event's agenda encompassed a diverse range of topics, from leveraging digital platforms to harnessing the power of data analytics and AI in marketing. Through panel discussions, keynote addresses, and interactive sessions, our students gained valuable insights into the evolving dynamics of consumer behavior, market trends, and the role of technology in shaping marketing strategies.

One of the highlights of the Conclave was the vibrant networking opportunities it offered, allowing participants to forge new connections, exchange ideas, and foster collaborations. The event's success in facilitating meaningful interactions underscored GIBS's commitment to providing a holistic learning environment that goes beyond conventional classroom learning.

GIBS EVENTS SERIES Meena Chabbria - PVR Cinemas

On December 28th, GIBS welcomed Meena Chabbria, Vice President of Sales at PVR Cinemas, to its campus. Ms. Chabbria generously shared her invaluable insights and experiences in the dynamic world of cinema and sales, leading an enlightening workshop for the students. Her visit provided attendees with a unique and enriching opportunity to learn from one of the entertainment industry's leading minds. The workshop was a huge success, providing participants with a wealth of knowledge and inspiration. Ms. Chabbria's expertise and engaging delivery elevated the event to a new level in GIBS's #GIBSEvents series. It was an extraordinary convergence of industry expertise and academic curiosity, solidifying GIBS's position as a must-attend institution for those seeking a comprehensive understanding of business and industry dynamics.



The poster for the GIBS IRE School features the GIBS logo at the top left, with the text 'Discover Potential Discover GIBS'. The title 'INNOVATION, RESEARCH & ENTREPRENEURSHIP' is prominently displayed. Below it, a photo of Meena Chabbria is shown, with her name 'MEENA CHABBRIA' written below. Her title 'PVR CINEMAS VICE SALES' is also listed. The event details include the date '28 DEC 2023' at '11:30 AM - 1:00 PM' at 'GIBS B-SCHOOL'. The website 'www.gibs.edu.in' and social media icons are at the bottom.

GIBS
BUSINESS ACADEMY
LEARNING. LEADING. LIVING.

Discover Potential
Discover GIBS

INNOVATION, RESEARCH & ENTREPRENEURSHIP

MEENA CHABBRIA
PVR CINEMAS VICE SALES
FOUNDER & CHIEF COACH - THE ENTREPRENEURSHIP SCHOOL
AUTHOR & TRANSFORMATIONAL COACH

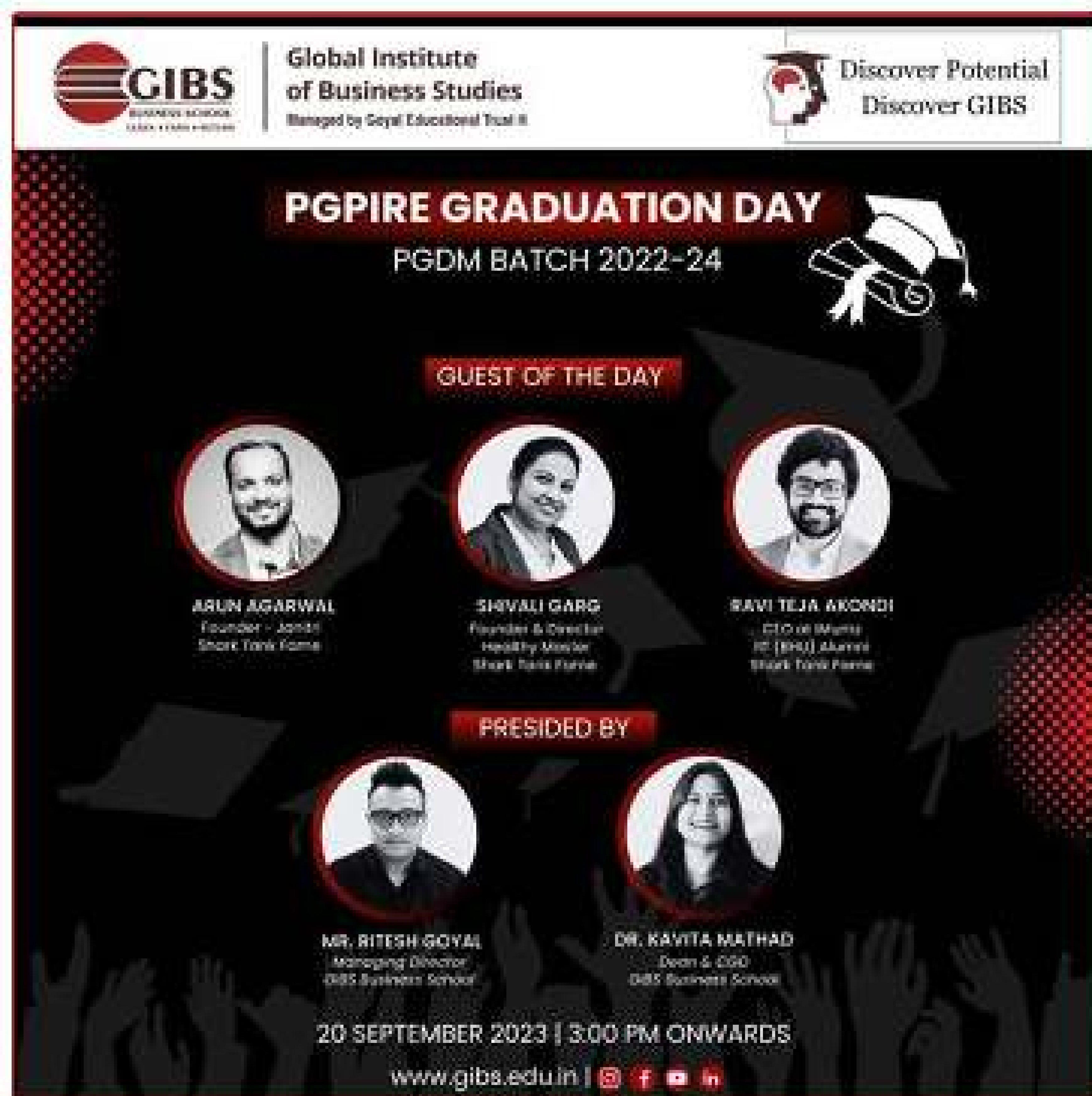
28 DEC 2023 | 11:30 AM - 1:00 PM | GIBS B-SCHOOL

www.gibs.edu.in

IRE (INNOVATION, RESEARCH, AND ENTREPRENEURSHIP)

The GIBS IRE School is a transformative program spanning three trimesters, focusing on Innovation, Research, and Entrepreneurship. Held weekly, it includes workshops, research projects, and entrepreneurship labs, shaping students into future innovators and leaders. The school offers a Post Graduate Program in Innovation, Research and Entrepreneurship (PGP-IRE) to equip students with skills for the dynamic business environment. Through practical activities, the program prepares PGDM students for entrepreneurial challenges, evaluating their ability to innovate and develop viable business plans.

Recognizing the importance of research and innovation in today's global landscape, GIBS is committed to fostering a culture of innovation and research. The institution integrates robust teaching methodologies and original research initiatives to empower students as catalysts for positive change. Supported by the Research, Innovations & Business Centre of Excellence, GIBS provides a platform for students to explore diverse research opportunities and contribute to knowledge advancement in various fields.



GIBS Business School proudly celebrated the much-anticipated PGPIRE Graduation Day on September 20, 2023, marking the culmination of a remarkable journey for the PGDM 2022 batch. The event served as a momentous celebration of academic achievement and personal growth, highlighting the dedication of our students.

We were privileged to have esteemed guests Mr. Arun Agarwal, founder of Janitri; Mr. Ravi Teja Akondi, CEO of iMumz and an alumnus of IIT (BHU); and Ms. Shivali Garg, founder and director of Healthy Master, all renowned from Shark Tank, join us for this special occasion. Ritesh Goyal, Managing Director, and Dr. Kavitha Mathad, the Dean & CGO of GIBS. Their presence added to the inspiration and motivation of the event, encouraging our graduates to strive for excellence in their careers.

The event was further enriched by the presence of our distinguished leaders, Ritesh Goyal, Managing Director of GIBS, and Dr. Kavitha Mathad, the Dean & CGO of GIBS. Their guidance and mentorship have been instrumental in shaping the academic and professional paths of our students, and their participation in this event underscored their commitment to nurturing our future leaders.

Throughout the ceremony, GIBS reaffirmed its commitment to fostering excellence, emphasizing the development of industry-ready leaders poised to make a significant impact in the business world. The PGPIRE program has equipped our graduates with the skills for innovation, research, and entrepreneurship, preparing them for success in their professional and personal lives.

We extend our heartfelt congratulations to the graduates on reaching this significant milestone. Their hard work and dedication have been commendable, and we take pride in witnessing their future endeavors.

The PGPIRE Graduation Day was a testament to the dedication and hard work of our students, faculty, and staff. As they embark on their professional journeys, we are confident that they will continue to embody the values of GIBS Business School and contribute positively to the business world.



CPMP (CERTIFICATE IN PERSONAL MASTERY PROGRAM)



GIBS Business School is dedicated to fostering future leaders through a comprehensive curriculum and hands-on learning experiences. The CPMP is designed to develop a positive attitude, enhance communication skills, foster analytical and critical thinking, and prepare students for the corporate world.

CPMP focuses on holistic development, focusing on professional, personal, and ethical growth. Modules cover image management, communication skills, analytical thinking, stress management, and corporate readiness, aiming to create well-rounded individuals ready to take on leadership roles in the corporate landscape.

In a recent milestone, our second-year PGDM students showcased exceptional performance during their personal interviews, a crucial component of our CPMP. Their participation not only garnered valuable insights but also provided them with constructive feedback aimed at enhancing their career prospects. Concurrently, our first-year students actively participated in a series of team-building activities designed to refine their collaborative skills and foster a strong sense of teamwork. This holistic approach to education ensures that our students not only excel academically but also develop the interpersonal skills necessary for success in the professional world.

PLACEMENTS

GIBS Business School takes immense pride in its exceptional track record of placements, a clear testament to the industry-ready skills and leadership competence instilled in our students. Employers consistently commend our graduates for their preparedness to tackle challenging roles, a quality that sets them apart in the competitive job market.

This success is a direct result of our program's holistic approach, which seamlessly integrates theoretical learning with practical application. By offering ample opportunities for students to apply their classroom knowledge in real-world settings, we ensure they are well-equipped to meet the demands of the corporate world.

We are thrilled to announce that our students have secured positions in prestigious companies such as Ivy Homes, Mahindra Finance, HDB Financial Services, Sulzer, and more, with an average package of 8.2 lakhs per annum. This achievement is a testament to the caliber of talent that GIBS fosters and reflects our commitment to nurturing future leaders.



PGDM PLACEMENT 2022-24

GIBS Business School

Congratulations !!
TO OUR STUDENTS PLACED AT

Ivy homes

ADARSH KUMAR
ADARSH KUMAR
ADARSH KUMAR

www.gibs.edu.in

PGDM PLACEMENT 2022-24

GIBS Business School

Congratulations !!
TO OUR STUDENTS PLACED AT

SULZER

MEEN KANAKA

www.gibs.edu.in

PGDM PLACEMENT 2022-24

GIBS Business School

Congratulations !!
TO OUR STUDENTS PLACED AT

HDB FINANCIAL SERVICES

ADARSH KUMAR
ADARSH KUMAR

www.gibs.edu.in

PGDM PLACEMENT 2022-24

GIBS Business School

Congratulations !!
TO OUR STUDENTS PLACED AT

MAHINDRA FINANCE

ADARSH KUMAR
ADARSH KUMAR
ADARSH KUMAR
ADARSH KUMAR
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EVENTS & CELEBRATION AT GIBS



On September 18th, 2023, GIBS Business School celebrated Krishna Janmashtami and Ganesh Chaturthi, bringing the entire community together. On Krishna Janmashtami, students, faculty, and staff participated in singing, dancing, and traditional Dahi Handi ceremonies, symbolizing unity and camaraderie. Ganesh Chaturthi was marked by chants and melodies, welcoming Lord Ganesha with colorful decorations. The campus was adorned with colorful decorations, setting the stage for a heartfelt aarti to honor the deity. These celebrations not only showcased the reverence for Lord Ganesha but also reminded us of the values of prosperity, wisdom, and success he embodies. These traditional celebrations added color and vibrancy to the campus, fostering a sense of unity, respect, and inclusivity at the core of GIBS Business School's values.

On October 13th, 2023, the GIBS Business School held its Freshers' Party, marking the start of a new academic journey for incoming students. The event was a celebration of talent, energy, and the vibrant spirit of the GIBS community. The Master of Ceremonies, Bharath, and co-host Vidushi set the stage with a warm welcome, showcasing the vibrant energy of the event. The festivities began with a dynamic group dance featuring Paranthaman, Krishna, Tippu, and Vismaya, followed by solo dancer Amandeep's mesmerizing performance. The Just-A-Minute session, hosted by Vidushi, allowed freshers to showcase their speaking skills, with participants Mihir Nair, Yaipha, Bhavana GM, Harshita, Saviour, and Nikita Malakar impressing the audience. Sandeepa and Geoffee performed a soulful duet, followed by other freshers showcasing their musical talents. The event reached its peak with a dynamic group dance featuring Sandeepa, Swati J, Arzoo, and Nandani, leaving a lasting impression. Bharath emphasized the significance of the freshers, acknowledging their unique contributions to the institution. The panel of judges, including Kiran V, Partha Sen, and Kavitha Matad, added to the event's prestige with their insightful evaluations. As the event concluded, Bharath and Vidushi expressed gratitude to the performers, judges, and audience for their role in making the Freshers' Party a grand success.



On October 27th, 2023, the GIBS Campus celebrated Navratri, a significant Hindu festival. Master of Ceremony, Mihir Nair, introduced the event, highlighting its rich history and traditions. The ceremonial lighting of a lamp, adorned with a Poo kalam, marked the start of the festivities. The cultural segment featured a mesmerizing dance performance by Niharika and her team, showcasing classical dance traditions. Singer Baishali Dutta's heartfelt performance of a Hindi song added a magical touch to the event. The grand finale featured a captivating dance performance by Bhavana and her team, leaving the audience in awe with their graceful routines and expressive artistry. In his closing remarks, Mihir expressed gratitude to all attendees, performers, dignitaries, and participants for their contributions to the success of the Navratri celebrations. The festivities continued with a lively garba session, accompanied by music from an in-house DJ, creating an atmosphere of joy and camaraderie. Tea and snacks provided the perfect accompaniment to the festivities, fostering a sense of togetherness and celebration.



Diwali, the festival of lights, illuminated the campus of GIBS Business School on Friday, 17th November 2023, with unparalleled enthusiasm and joy. The venue was transformed into a mesmerizing spectacle of colors and lights, symbolizing the core values of the festival. The entrance was adorned with elaborate rangoli designs featuring idols of Laxmi and Saraswati, adding a traditional touch to the celebration. Strings of fairy lights, diyas (oil lamps), and colorful lanterns adorned the space, creating a warm and inviting atmosphere. The celebration began with the evocative Laxmi puja, followed by a cultural program featuring a diverse array of performances. Traditional dance forms such as Bharatanatyam, Garba, Bollywood, and freestyle dance showcased the rich cultural heritage of different regions of India. The organizing committee hosted a lively game of musical chairs to foster harmony and joy among the students. The highlight of the evening was the spectacular fireworks display, carefully arranged to ensure a safe and enjoyable experience for all. The vibrant decorations, captivating performances, and dazzling fireworks left a lasting impression on all who attended, creating a sense of unity and shared joy that epitomized the true essence of Diwali.



GIBS Business School was abuzz with excitement and patriotic fervor as we celebrated Kannada Rajyotsava on November 30th, 2023. The event, marked by great enthusiasm and pride towards our state, featured Mr. Chandrashekara R. S., a prominent Kannada and Nature Activist who also serves as an Associate Vice President in an MNC. The day was a testament to Karnataka's rich heritage and cultural legacy, with our students showcasing the state's vibrant culture through a variety of captivating performances. The event commenced with enchanting songs that echoed the essence of Karnataka's traditions, followed by lively dance performances that brought the audience to their feet. The cultural extravaganza culminated in a captivating skit that showcased the essence of Karnataka's diverse cultural landscape. The performances were a visual and auditory treat, with vibrant costumes, melodious music, and spirited dances capturing the essence of Karnataka's cultural vibrancy. Each moment was a tribute to the state's rich heritage, highlighting its diverse traditions and cultural tapestry.

The GIBS Alumni Meet (Mitrostava) 2023, held on December 16th at 6:00 PM at the GIBS Campus, was an extraordinary event that surpassed expectations. It was a heartfelt reunion that brought together alumni, faculty, and students for a night of nostalgia, fun, and celebration. The event was designed to be unique, with exciting surprises, games, dinner, and activities. The GIBS family was filled with joy and nostalgia as they welcomed back their cherished alumni to their alma mater. The highlight of the evening was an uplifting speech by the visionary managing director, reflecting on the shared journey and igniting collective aspirations for the future. The atmosphere was filled with excitement, games, fun activities, and the pulsating beats of the DJ. The dinner was a celebration of journeys, rekindling of friendships, and a reconnection of hearts. The GIBS Alumni Meet 2023 was a testament to the enduring spirit of the GIBS community and the shared history of the institution.





The GIBS Cricket League (GCL) 2023, held on December 27th, was a thrilling event that brought together PGDM students and staff to celebrate sportsmanship and teamwork. The league featured a mix of first- and second-year students, as well as staff members, ensuring a balanced and engaging competition. The tournament took place from 7 a.m. to 6 p.m. at the Iqra Games Stadium, featuring a series of captivating matches that showcased the talent and dedication of the participants. The inauguration ceremony, hosted by Abhishek Joy and Prerna Virmani, set the stage for the exciting tournament. Teams representing PGDM included the Rising Stars, XI Super Kings, Titans, Big Blasters, Game Changers, and Alpha, each contributing to the competitive and spirited atmosphere of the tournament. The XI Super Kings emerged as the champions among PGDM second-year students, while Team Big Blasters secured the runner-up position. Kishan Nikhilesh was awarded the prestigious Man of the Series title for his consistent all-round performance throughout the tournament. Individual match heroes, including Koushik, Abhishek Sharma, Rahul, Kishan, Chandramauli, and Amandeep, were named Man of the Match for their outstanding contributions. GCL 2023 was not only a competitive event but also a platform for building camaraderie and unity among participants, transcending classroom boundaries, and fostering a sense of community.



On December 29th, GIBS Business School celebrated the holiday season with a festive atmosphere, filled with joy, laughter, and togetherness. The campus was filled with decorations, twinkling lights, and the scent of Christmas. Students sang beloved Christmas tunes under the night sky, creating a magical atmosphere. The campus then hosted a lively dance extravaganza, featuring performances from various students, showcasing their skills in various dance styles. The Christmas carnival featured fun and competitive activities, such as jingle bell contests and treasure hunts, transforming the campus into a festive wonderland. The spirit of Christmas at GIBS extended beyond the festivities, with acts of kindness and generosity being an integral part of the celebration. Food donation drives were organized for the less fortunate, and Santa gifts were exchanged among winners and students. As the celebration came to an end, the masters of the ceremony, Abhishek Joy and Anubha, invited everyone to welcome the new year with joy and happiness, marking the end of a memorable Christmas celebration at GIBS Business School.



INDUSTRIAL VISIT



On September 9, 2023, our enthusiastic GIBS PGDM students had the incredible opportunity to tour Titan's manufacturing facility in Tamil Nadu. Stepping into the factory, they felt like they were entering a world full of intricate equipment and meticulous craftsmanship. Witnessing the entire watchmaking process, from the tiniest gears to the polished cases, was simply breathtaking for them. What impressed them the most was the company's commitment to quality and innovation. They observed that every step of the manufacturing process was closely monitored, and cutting-edge technology was evident throughout.

They found it remarkable how Titan smoothly combined ancient watchmaking processes with current developments. Beyond the technical features, the students were pleased by Titan's vibrant workplace culture. They met passionate employees, engaged them, and took great pride in their work. They noted that this friendly environment surely contributed to the company's success and made it a desirable place to work. Overall, the visit to Titan was a rewarding experience that gave the students important insights into the watchmaking industry and the inner workings of a successful Indian firm. It left them inspired by Titan's commitment to quality, creativity, and sustainability, and they are convinced that the firm will be a leader in the lifestyle sector for many years to come.



Our PGDM students had an enriching and insightful educational experience during their visit to Dairy Day Ice Creams on December 13th and 14th. The visit provided them with a firsthand glimpse into the operations of Dairy Day, showcasing their commitment to quality and excellence. The farm tour highlighted the company's dedication to ethical farming practices and the importance of animal welfare in producing high-quality dairy products. The processing unit at Dairy Day was impressive, with precision and efficiency, using cutting-edge technology and stringent quality control measures.

An insightful session with professionals from the Research and Development department provided a deeper understanding of Dairy Day's commitment to innovation, as they learned how the company continuously introduces new flavors and formats to stay ahead in the competitive market. The visit was a valuable learning experience, enhancing students' understanding of the industry and inspiring them with Dairy Day's dedication and innovation.

SPRINGER NATURE RESEARCH SUMMIT

The Springer Nature Research Summit, held at the Indian Institute of Science (IISc) in Bangalore on October 9, 2023, provided a valuable opportunity for PGDM students to explore the world of open science and the importance of transformative agreements in academia and research. The summit highlighted the pivotal role organizations like Springer Nature play in making research findings accessible and promoting open science practices. Attendees had the opportunity to participate in an informative session on research communication and engage in a Q&A session. One of the summit's highlights was an engaging panel discussion that underscored the importance of transformative agreements, especially in developing nations like India. The students found the session informative, highlighting the shift towards greater accessibility and sharing of research. They also learned more about Springer Nature, a prominent academic publishing company known for its vast collection of scientific, technical, and medical content. The event proved to be exceptionally engaging for students, offering them valuable insights into the evolving landscape of the academic realm and the significance of transformative agreements in promoting fair and inclusive access to scientific knowledge.



VERVE MANAGEMENT FEST

The Verve Management Fest held at St. Joseph's Institute of Management, Bangalore, on December 8th and 9th, 2023, was a platform for students from various colleges to showcase their skills and knowledge in different domains of management. GIBS Business School was represented by 40 enthusiastic students who participated in events such as Best Manager, HR, Marketing, Entrepreneurship, Operations, and Finance. While our teams in Marketing, Finance, and HR made it to the final rounds, we did not secure a winning position in any of the events. Despite this, the experience was invaluable for our students, offering them a practical understanding of the complexities of real-world business scenarios. Participating in Verve was a rewarding experience for our students, providing them with a chance to interact with peers from other colleges and gain insights into various domains of management.

HR CONCLAVE



On December 15th, 2023, the Global Academy of Technology hosted a groundbreaking HR Conclave focused on the challenges and opportunities presented by the Gen Z workforce. The event witnessed active participation from 15 students of GIBS and attracted a total of 8 colleges. Notable takeaways from the conclave included insights into the Gen Z operating system, the role of technology as an enabler, identifying key success pillars, the introduction of the AQAL model for adaptive thinking, strategies for managing a multigenerational workforce, the unveiling of the Corporate Happiness Index, and valuable insights into the global workforce. The HR Conclave 2023 proved to be an excellent learning opportunity for our students, providing them with valuable insights into the evolving dynamics of the workforce.

IRE TALK SHOW

We recently had the privilege of hosting a talk show on Innovation, Research, and Entrepreneurship (IRE) on December 22nd, 2023. The event featured our visionary Managing Director, Mr. Ritesh Goyal, who shared his invaluable insights and life journey with our students. It was a momentous occasion that offered our students a unique opportunity to engage with a visionary leader who has been instrumental in shaping the future of GIBS.

Mr. Goyal's participation in the talk show brought his personal and professional experiences to the forefront, providing students with real-world insights into the world of innovation, research, and entrepreneurship. His enthusiasm and wisdom left a lasting impact on everyone present, inspiring a sense of curiosity, creativity, and determination among the audience.



IRE TALKS

The GIBS IRE Talk is more than just a gathering; it stands as a beacon, both in the digital realm and in physical spaces, devoted to cultivating the fertile grounds of Innovation, Research & Entrepreneurship (IRE). Our mission is to ignite the spark of creativity in individuals, guiding them to weave their pioneering ideas into the fabric of thriving businesses. We accomplish this by curating a platform where seasoned experts and motivational speakers converge, each carrying a treasury of experiences and insights to bestow upon our audience. Through their stories and wisdom, we seek to kindle the flames of innovation and enterprise in the hearts and minds of our participants, empowering them to embark on their journeys of transformation and success.



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IRE TALKS
SERIES #54

LIVE WEBINAR
GETTING STARTED WITH SOCIAL ENTREPRENEURSHIP

With **Palakh Khanna**
Founder & CEO - Break the Ice

27 SEPTEMBER, 2023
4:30 PM - 5:30 PM IST

Register Now
<https://bit.ly/IREtalks554>
* Avail E-Certificate

www.gibs.edu.in

On September 27th, 2023, GIBS had the honor of hosting a stimulating IRE Talk titled "Getting Started with Social Entrepreneurship," featuring Ms. Palakh Khanna, Founder & CEO of Break the Ice. The session was not only informative but also engaging, as Ms. Khanna shared her journey and the challenges she encountered while establishing Break the Ice. Her practical advice and strategies resonated with the audience, offering them a glimpse into the world of social entrepreneurship. Students had the opportunity to engage with Ms. Khanna during the interactive session, asking questions and seeking advice on various aspects of social entrepreneurship.

GIBS was thrilled to present its latest edition of the GIBS IRE Talk series, titled "How to Develop a Champion Mindset & Innovate," featuring Mr. Gagandeep Sidhu, S.AVP, Leadership Coach, and Josh Talk Speaker. The event took place on October 10, 2023, and was a tremendous success. During the talk, Mr. Sidhu shared practical strategies and actionable tips on how to cultivate a mindset of excellence and drive innovation in both personal and professional endeavors.



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IRE TALKS
SERIES #55

LIVE WEBINAR
HOW TO DEVELOP A CHAMPION MINDSET & INNOVATE

With **Gagandeep Sidhu**
Sr. AVP - EXL Pvt. Ltd., Leadership Coach, Josh Talk Speaker

04.30 PM IST
TUESDAY 10 OCT, 2023

REGISTER NOW
<https://bit.ly/IREtalks555>
* Avail E-Certificate

www.gibs.edu.in



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IRE TALKS
SERIES #56

LIVE WEBINAR
IDEAPRENEUR TO ENTREPRENEUR

SPEAKER
KAUSHIK MAHAPATRA
FOUNDER
INDIAN LEADERSHIP ACADEMY

Thursday
October 19 | 4:30 PM

REGISTER NOW
<https://bit.ly/IREtalks556>
* Avail E-Certificate

www.gibs.edu.in

GIBS was delighted to host the latest edition of its GIBS IRE Talk series, titled "Ideapreneur to Entrepreneur," featuring Mr. Kaushik Mahapatra, Founder of the Indian Leadership Academy. The event took place on Thursday, October 19th, 2023, and was a remarkable success. Mr. Mahapatra's expertise as a successful entrepreneur and his role in founding the Indian Leadership Academy made him a compelling speaker for the session. His presentation highlighted the key steps and challenges involved in the entrepreneurial journey, offering attendees a comprehensive understanding of what it takes to succeed in the competitive business landscape. This interaction provided the students with a unique opportunity to gain firsthand knowledge from an experienced entrepreneur.

GIBS was pleased to present the latest instalment of its GIBS IRE Talk series, titled "Your Guide to Building A Company," featuring Mr. Sahil Pruthi, Founder of Livofy and a personality known for his appearance on Shark Tank. The event was held on October 26, 2023. Mr. Pruthi's entrepreneurial journey and his success in building Livofy made him an ideal speaker for the event. His presentation was not only informative but also motivational, inspiring attendees to pursue their entrepreneurial aspirations with confidence.



GIBS BUSINESS SCHOOLS
GATEWAY TO KNOWLEDGE

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IRE TALKS
GIBS-568

LIVE WEBINAR
YOUR GUIDE TO
Building
A COMPANY

TIME
04:30 PM

DATE
THURSDAY
26 OCTOBER

REGISTER NOW

<https://bit.ly/IREtalks568>

* Avail E-Certificate

SAHIL PRUTHI
Founder - Livofy
Shark Tank Fame

www.gibs.edu.in

Instagram Facebook YouTube LinkedIn



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GATEWAY TO KNOWLEDGE

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IRE TALKS
GIBS-569

JOIN WEBINAR
TIPS TO BE A
SUCCESSFUL
ENTREPRENEUR

TUESDAY
07 NOVEMBER 2023
04:30PM - 05:30 PM IST

GEETIKA ANAND GUPTA
CO-FOUNDER & CHIEF PILOT
MOPP FOODS PRIVATE LIMITED
SHARK TANK FAME

REGISTER NOW * Avail E-Certificate

<https://bit.ly/IREtalks569>

www.gibs.edu.in

Instagram Facebook YouTube LinkedIn

GIBS was excited to present its latest instalment of the GIBS IRE Talk series, titled "Tips to be a Successful Entrepreneur." The session featured Ms. Geetika Anand Gupta, Co-Founder & Chief Pilot of MOPP Foods Private Limited, known for her appearance on Shark Tank. The event took place on Tuesday, November 7th, 2023, and was both inspiring and enlightening. Ms. Gupta's experience as an entrepreneur and her success with MOPP Foods Private Limited made her an ideal speaker for the event. Her insights into what it takes to be a successful entrepreneur were both informative and motivating. Overall, the GIBS IRE Talk on "Tips to be a Successful Entrepreneur" with Ms. Geetika Anand Gupta was a resounding success, leaving a lasting impact on all who attended.

GIBS was thrilled to announce its upcoming GIBS IRE Talk titled "Entrepreneurship 2.0." The session featured Ms. Jasleen Kour, CEO and co-founder of Branding Elves and co-founder of viaENS Media. The event took place on November 16th, 2023, and was an insightful and engaging session. Ms. Kour's expertise as a successful entrepreneur and her experience in co-founding two prominent companies made her an exceptional speaker for the event. Her presentation provided attendees with a fresh perspective on the challenges and opportunities in today's entrepreneurial ecosystem.



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IRE TALKS
GIBS-569

WEBINAR

ENTREPRENEURSHIP 2.0
Cultivating an Entrepreneurial
Ecosystem in a Hyper-Connected Age

Ms. JASLEEN KOUR
CEO & Co-Founder - Branding Elves
Co-Founder - viaENS Media and
Creative Director at Yayavar

04:30 PM IST
THURSDAY 16 NOV, 2023

JOIN NOW * Avail E-Certificate

Register at <https://bit.ly/IREtalks569>

www.gibs.edu.in

Instagram Facebook YouTube LinkedIn



The recent GIBS IRE Talk, titled "Empathy, Ideation, Implementation: Design Thinking for Entrepreneurs," was held on December 19th, 2023, featuring Mr. Khalid Wani, a renowned serial entrepreneur, marketing expert, and visionary leader. Mr. Wani's extensive background and success in entrepreneurship made him a perfect fit for the session. His insights into design thinking and its relevance to entrepreneurship were both informative and inspiring. His presentation also offered the students a deeper understanding of how empathy, ideation, and implementation play crucial roles in the entrepreneurial process.

GIBS was pleased to present its upcoming GIBS IRE Talk titled "Navigating Change - The Dance Between Innovation & Tradition," scheduled for December 28th, 2023. The session featured Ms. Bhavani Arun, Founder of Upskill Minds, Career Growth Coach, Emotional Intelligence Coach, and International Trainer, as the distinguished speaker. Her insights into navigating change, balancing innovation with tradition, and the importance of emotional intelligence in the process were anticipated to be both enlightening and thought-provoking. The interactive nature of the session provided the students with an opportunity to engage with Ms. Arun, asking questions and seeking advice on how to effectively manage change in the dynamic business environment.



CPMP-IRE

As part of its commitment to providing comprehensive education, the GIBS Finishing School incorporates CPMP-IRE Talks into its Certificate in Personal Mastery Program. These talks, led by industry experts, focus on imparting valuable life skills, technical knowledge, and insights into current business trends to equip students for the challenges of the professional world.

The CPMP-IRE Talks are carefully curated to ensure that each session is not only informative but also interactive. This format allows students to engage in meaningful discussions with the speakers, enabling them to gain a deeper understanding of the topics covered. Through these discussions, students can apply theoretical concepts to real-world scenarios, enhancing their practical knowledge and critical thinking skills.

One of the primary objectives of the CPMP-IRE Talks is to provide students with exposure to entrepreneurship. By featuring discussions on entrepreneurship and related topics, the talks aim to inspire students to think innovatively and develop an entrepreneurial mindset. This exposure is invaluable for students aspiring to start their ventures or take on leadership roles in the future.

The GIBS Finishing School is committed to nurturing well-rounded professionals who not only excel in their chosen fields but also contribute positively to the business world. The CPMP-IRE Talks play a crucial role in achieving this goal by providing students with the skills, knowledge, and inspiration needed to succeed in today's dynamic business environment. Through these talks, GIBS continues to uphold its reputation for excellence in education and student development.

On September 30, 2023, GIBS Auditorium was abuzz with energy as the GIBS CPMP organized a captivating session featuring Mr. Sashank Krishnan, Global Account Manager at Cisco. The session centered on the theme "Expectation and Preparation in Setting up a Career in Enterprise Sales." Mr. Sashank Krishnan, an accomplished professional with vast experience in the field of enterprise sales, brought a wealth of knowledge and insights to the session. Drawing from his journey and expertise, he delved into the intricacies of building a successful career in enterprise sales, emphasizing the importance of having clear expectations and meticulous preparation. The session was well-attended by students eager to gain insights into this dynamic industry.

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IRE TALKS
SERIES 4000

**EXPECTATION & PREPARATION
IN SETTING UP THE CAREER IN
ENTERPRISE SALES**

30TH SEPTEMBER 2023
09:30 AM - 10:45 AM
VENUE : AUDITORIUM

MR. SASHANK KRISHNAN
Global Account Manager @
CISCO Company

www.gibs.edu.in

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IRE TALKS
SERIES 4000

**BUSINESS ETIQUETTE &
WORKPLACE PROFESSIONALISM**

Mr. Prashanth
Director of Operations
Charge Dock Pvt Ltd

DATE
7TH OCTOBER 2023

TIME
09:30 AM TO 10:45 AM

VENUE : AUDITORIUM GIBS BUSINESS SCHOOL

www.gibs.edu.in

On October 7th, 2023, the GIBS Auditorium was the venue for an inspiring session organized by the GIBS CPMP. The session featured Mr. Prashanth, Director of Operations at Charge Dock PVT LTD, who shared valuable insights on "Business Etiquette & Workplace Professionalism." The session was a part of GIBS' ongoing efforts to provide its students with practical knowledge and industry exposure. Mr. Prashanth's extensive experience in operations management made him an ideal speaker for the event, and his insights were highly anticipated by the students. The event was well-received by the students, who found Mr. Prashanth's insights to be valuable and thought-provoking. His engaging presentation style and interactive approach kept the audience engaged throughout the session, creating a conducive environment for learning and discussion.

On October 21st, 2023, GIBS CPMP organized an inspiring session as part of its GIBS IRE Talks series, featuring Ms. Reedhima, Associate Vice President of a Fortune 500 Company. The session focused on "Demystifying Data Analytics," offering valuable insights into this rapidly evolving field. Ms. Reedhima's extensive experience and expertise in data analytics made her the perfect speaker for the event. Her insights were eagerly awaited by students and faculty alike, as data analytics continues to play a crucial role in today's business landscape. Overall, the session with Ms. Reedhima was a resounding success, providing attendees with valuable insights and a deeper understanding of data analytics.

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IRE TALKS
SERIES 4000

**DEMYSTIFYING
DATA ANALYTICS**

SATURDAY
21 October, 2023

TIME
09:30 am - 10:45 am

Ms. Reedhima
Associate Vice President in a
Fortune 500 Company

GIBS Business School
Myrlandra Road, Bengaluru, India

www.gibs.edu.in





CPMP - IRE

DIGITAL MARKETING PRACTICES (PART 1)

Date: 4th November **Time:** 09:30 Am **Venue:** GIBS Auditorium



MR. KISHAN
Associate Performance Marketing

www.gibs.edu.in

On November 4th, 2023, GIBS CPMP organized an engaging session with Mr. Kishan, Associate Performance Marketing, focusing on "Digital Marketing Practices." The event commenced with an informative presentation that transformed into a lively exchange of compelling ideas, making it a valuable experience for all participants. His engagement with the cohort of budding marketers reflected his passion for sharing knowledge and nurturing talent, echoing the sentiment of continuous learning and growth.

On November 11th, 2023, GIBS CPMP organized a highly anticipated session with Mr. Ankit, a distinguished Trainer & Finance Consultant, focusing on the topic "Introduction to Stock Market." The session was well-received by students, who found it both informative and engaging. He provided a comprehensive overview of the stock market, covering key concepts such as stock exchanges, trading mechanisms, and investment strategies. Mr. Ankit's ability to simplify intricate financial concepts resonated with the audience, fostering a dynamic learning environment.





CPMP - IRE

INTRODUCTION TO STOCK MARKETS

SPEAKER

MR. ANKIT
FINANCE CONSULTANT

Date: 11th November, 2023 **Time:** 09:30 AM Onwards **Venue:** GIBS Business School



www.gibs.edu.in





CPMP - IRE

MASTERING INTERVIEW SKILLS



Mr. Vishal Chinchure
Sr. Manager - Global Talent Acquisition & Operations

Date: 09th December 2023 **Time:** 11:30AM Onwards **Venue:** GIBS Business School

www.gibs.edu.in

On December 9th, 2023, GIBS CPMP-IRE Talks featured a session on "Mastering Interview Skills" by Mr. Vishal Chinchure, Senior Manager of Global Talent Acquisition and Operations. The session was designed to equip students with the necessary skills and insights to excel in job interviews. Mr. Chinchure's extensive experience in talent acquisition made him a valuable resource for the session. His expertise provided students with a unique perspective on what recruiters look for in candidates and how to effectively showcase their skills and experiences during interviews. Students actively engaged in the session, participating in discussions and seeking advice on specific interview scenarios.

On December 23, 2023, the GIBS CPMP hosted an enlightening session as part of its IRE Talks series. The session featured Mr. Sougata Bhattacharjee, Senior Staff Engineer at Samsung Semiconductor India Research, who shared his expertise on the topic of innovation. The session was a valuable opportunity for students to delve into the latest technological advancements and innovation trends. Mr. Bhattacharjee's extensive experience in the field of engineering and his role at Samsung Semiconductor India Research made him a knowledgeable and engaging speaker. The event was well-received by the students, who actively participated in discussions and asked engaging questions.





CPMP - IRE

INNOVATION



MR. SOUGATA BHATTACHARJEE
Senior Staff Engineer - Samsung Semiconductor India Research (SSIR)

Date: 23 Dec 2023 **Time:** 09:30 Am **Venue:** GIBS Auditorium

www.gibs.edu.in

WORKSHOPS



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RESEARCH WORKSHOP

Exploring



PROGRAMMING

 12th October, 2023

 3:00 PM to 5:00 PM

 GIBS Business School



PROF. PARTHA SEN
Professor of Practice and Vertical
Head Research & Publication
BE from NIT, MS in Data Science

www.gibs.edu.in

On October 12, 2023, GIBS organized a workshop on R programming from 3 pm to 5 pm, led by Professor Partha Sen, the Professor of Practice and Head of Research and Publications at GIBS. The workshop aimed to introduce faculty members to R programming for research purposes, providing them with practical training. The session began with a demonstration of using Google Colab for R programming in the cloud, emphasizing the importance of selecting the right R packages and methodology. Professor Partha also highlighted the significance of defining objectives for working with data. The workshop covered essential R packages for data analysis, coding best practices, and data storage techniques. It also included discussions on data exploration, such as understanding data types and data cleaning, with practical demonstrations by Professor Partha. Throughout the workshop, participants engaged with Professor Partha, seeking clarification and participating in practical exercises, making the event both informative and interactive.

On November 11, 2023, the GIBS Campus hosted the second session of the R programming workshop, led by Professor Partha Sen, focused on providing faculty members with a deeper understanding of R programming. This session was designed to explore advanced aspects of R programming and its relevance in research. Professor Partha began with a recap of the previous session, emphasizing the importance of Google Colab as a pivotal tool for running R programming. He highlighted the need for clear objectives in data analysis and then delved into advanced techniques, including clean variable names, data omission strategies, and data summarization using functions like head and tail. The session also covered descriptive statistics and hypothesis testing based on the data, along with practical demonstrations and instructions for ensuring data quality and rectifying data defects. Overall, the workshop's second session expanded participants' knowledge of R programming, equipping them with advanced skills for effective data analysis in their research pursuits.



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RESEARCH WORKSHOP

EXPLORING
R PROGRAMMING

SESSION 2

 11th November, 2023

 10:00 AM - 12:00 PM

 GIBS Business School



PROF. PARTHA SEN
Professor of Practice and Vertical
Head Research & Publication, BE
from NIT-Surat, & MS Data Science,
North Western University, Chicago

 www.gibs.edu.in

JOY OF LEARNING



JOY OF LEARNING

**RIVER OF LIFE
THE STORYTELLING
TECHNIQUE**

SPEAKER

Mr. Hariprakash Karcherla
Prof. of Practice
GIBS Business School



 **DATE**
26TH OCTOBER 2023


 **TIME**
03:30 PM ONWARDS

GIBS BUSINESS SCHOOL

 www.gibs.edu.in

GIBS Business School organized a session titled "River of LifeThe Storytelling Technique" on October 26th, 2023, to enhance faculty teaching skills and ignite a passion for storytelling. Professor HariPrakash Karcherla introduced the "River of Life" storytelling technique, which allows individuals to narrate their life journey compellingly. Karcherla shared his own life story, spanning from his upbringing to his current role, highlighting pivotal moments such as his upbringing, education, interests, career transitions, and shift from industry to academia. The interactive nature of the session encouraged active participation from faculty members, highlighting the diverse backgrounds and perspectives within the GIBS community. Participants discovered the power of storytelling as a tool for communication and reflection, gaining valuable insights into narrative construction. The session left a lasting impression on attendees, who expressed appreciation for Karcherla's expertise and the unique learning experience provided. The event not only enriched the faculty's storytelling abilities but also fostered a sense of camaraderie and shared learning within the GIBS community.





JOY OF LEARNING

Playing PYGMALION
(in the classroom)

SPEAKER


Mr. Bharath Gopalan
Prof. of Practice
Chief Process Officer







 **DATE**
28TH NOVEMBER 2023

 **TIME**
12:00 PM TO 02:00 PM

GIBS BUSINESS SCHOOL

 www.gibs.edu.in

GIBS Business School hosted another session on "Playing Pygmalion" on November 28th, 2023. Prof. Bharath Gopalan, a renowned resource person, introduced the concept of Pygmalion Management, a management approach that focuses on self-fulfilling prophecies. The session focused on experiential learning and the ladder of influence, highlighting how perceptions can shape reality. Prof. Gopalan used an example from the Harvard Business Review to illustrate the impact of managers' attitudes on their subordinates' performance. He also provided real-life examples of the Pygmalion effect in various organizational contexts. A video presentation showcasing a Harvard professor's experiment in a school setting demonstrated the real-world implications of Pygmalion Management. Throughout the session, participants actively asked questions and engaged in discussions, adding depth to the learning environment. The session was a success, leaving attendees with a deeper understanding of the power of perception in managerial contexts.

On December 26th, 2023, GIBS Business School hosted a "Joy of Learning" session on "Building a Learning Culture." Prof. Bharath Gopalan, a resource person, revisited the "Pygmalion Effect" and its four key elements: input, response (opportunity), climate, and feedback. He compared the effect to the placebo effect and referred to the decoy effect. A mood meter was introduced to assess participants' current mood, resulting in a positive atmosphere conducive to learning. Prof. Gopalan then shifted the focus to the concept of a learning organization, referencing Peter Senge's work, "The Fifth Discipline Fieldbook: The Art and Practice of the Learning Organization." He highlighted the importance of fostering a culture of continuous learning and adaptation, emphasizing the need for individuals to embody different roles in various scenarios.

FACULTY ACHIEVEMENTS

Dr. Mathad's paper titled "Consumer Factors and their Influence on Behavioural Intentions Towards Adoption of Gamification" was published in the Academy of Marketing Studies Journal (AMSJ), Volume 28, Issue 3, 2024, ABDC-B (Australian Business Deans Council), published by Allied Business Academies. Another paper titled "Internationalization for a Metamorphic Change: A Case of Indian Medical Tourism" was published in the ICSSR Sponsored Book Preparing Young India for Industry 5.0 in December 2023. Authored Book: Dr. Mathad authored the book "Digitalization and Innovation" with ISBN: 978-93-5810-961-0, published in December 2023. Featured Publication: Dr. Mathad's achievements were recognized in TradeFlock, one of India's fastest-growing business magazines, in an article titled "Ten Most Inspiring Women Leaders in Education", Vol. 33, Issue 01-15, Dec 2023. Dr. Kavita Mathad's accomplishments reflect her dedication to academic research and her expertise in areas such as marketing, entrepreneurship, and social innovation, further enhancing the academic reputation of GIBS Business School.



Dr. Kavita Mathad



Dr. Chitradevi

Dr. Chitradevi presented her paper titled "An Analysis - Transformation in the Indian Education System" at the 3rd International Conference on Sustainability Change Management held at the Department of Business Administration of Nehru Arts and Science College, Tamil Nadu, on October 11th, 2023. This paper was subsequently published in the conference proceedings. Another noteworthy contribution was her paper titled "Green Finance Precipitating and Clearing Routes to Strengthen the Grassroots of Sustainability," which she presented at the International Conference on "Innovations & Disruptions-The Changing Landscape of Business Processes" held at the Department of Management Studies, Sri Ramakrishna College of Arts and Sciences, Tamil Nadu, on October 10th, 2023. This paper was also published in the conference proceedings. Publication in ISBN Book: Dr. Chitradevi's research on "Empirical Study on Moonlighting Intentions of Middle-Level Employees in the Organization" was published in the ISBN Book "Digitalization and Innovation" in December 2023, showcasing her expertise in organizational behavior and management studies. Paper Presentation: Dr. Chitradevi had the honor of presenting her paper titled "Assessing the Technology Readiness Index (TRI) for AI-based Cooking Robots" at the Third International Conference on Computational Intelligence in Machine Learning-2023 held at Geethanjali College of Engineering & Technology, Hyderabad, on November 24-25, 2023, demonstrating her research prowess in emerging technologies. These accomplishments underscore Dr. Chitradevi's commitment to academic excellence and her valuable contributions to the scholarly community at GIBS.

Prof. Karcherla's paper titled "Automation for Enhancing 'Outlet Output and Customer Connect'-Case Studies of FMCG and Auto Component Brands and an Automation Company" was published in the ISBN Book "Digitalization and Innovation" in December 2023. Paper Presentation: His paper titled "The ESG Era - Role of Responsible Branding and Buying" was successfully presented and published as part of the Sustainability, Entrepreneurship, Equity, and Digital Strategies (SEEDS) conference held at Jaipuria Institute of Management, Noida, on December 8th, 2023, by Bloomsbury publications.

Prof. Karcherla presented a paper titled "Managing Customer Experiences and Engagement in the Global World" at the Aligning NEP Agenda with Digitalization & Global Practices conference, GL Bajaj Institute of Management, Noida, on September 9th, 2023. Additionally, he presented another paper titled "Integration of Innovation into Strategy - A Recipe for Brands to Stay Relevant" at the PRISM - International Conference - Reimagining the Future of Business, Leadership, Sustainability, Digitalization, BIMTECH - Noida, on October 12th, 2023.

Mentorship and Moderation: Prof. Karcherla served as the Master Mentor of MASTERCLASS SESSIONS, mentoring two students pursuing an MBA at Symbiosis Institute of Business Management (SIBM), Hyderabad, on December 16th, 2023. His mentorship demonstrates his commitment to nurturing future business leaders. He also moderated the Panel Discussion for the HR Conclave 2023 - Digital Competencies for Employees held at GIBS on October 5th, 2023.

His multidisciplinary expertise enriches the scholarly environment and contributes to the school's reputation for excellence in research and education.



Prof. Hari Prakash Karcherla

Prof. Partha Sen, a respected member of our faculty at GIBS, was recently invited as a speaker at the "Expert Talk on Process of Innovation Development, Technology Readiness Level (TRL), and Commercialization of Lab Technologies & Tech-Transfer" held at Galgotias University on November 3, 2023. His participation in this event underscores his expertise in innovation processes and technology commercialization, highlighting his commitment to knowledge sharing and academic excellence.



Prof. Partha Sen



Dr. Sankar Mukherjee

Dr. Sankar Mukherjee, a valued member of our faculty who is dedicated to research excellence. Dr. Mukherjee successfully published a paper titled "Disengagement to Engagement: A Strategic Employee Retention Approach with AI" in the esteemed Taylor and Francis journal in December 2023. This publication is a testament to Dr. Mukherjee's commitment to advancing knowledge in his field and reflects the high standard of research conducted by our faculty members at GIBS Business School.

Prof. Arun Kumar, a distinguished faculty member at GIBS, was invited as a resource person at St. Francis Degree College for their hands-on workshop on Tableau conducted at their campus in Bangalore on November 19th, 2023. His participation in this workshop reflects his expertise in the field of data visualization and analytics. His commitment to knowledge dissemination and academic collaboration aligns with GIBS's ethos of promoting excellence in education and research.



Prof. Arun Kumar



Prof. Ribhu Ray

Prof. Ribhu Ray, a member of our faculty at GIBS, has achieved a significant milestone with the publication of his paper titled "Challenges to Adapt the Framework of ESG in Manufacturing Plant: A Case on Epigamia's Manufacturing Plant in Maharashtra" in the prestigious European Economic Letters in December 2023. This paper, now included in the ABDC-C index provides valuable insights into the challenges and opportunities associated with implementing ESG frameworks in real-world business settings.

Prof. Kirron Bindu, a respected faculty member at GIBS, recently addressed students at the Siva Sivani Institute of Management during a one-day workshop on Valuation. This workshop, organized by the SSIM's PGDM Department and conducted by Prof. Bindu, provided valuable insights into the intricacies of valuation in the context of contemporary business practices. Prof. Bindu's involvement in this event showcases his dedication to sharing knowledge and collaborating with peers, which aligns with GIBS's commitment to nurturing a culture of continuous learning and mentorship.



Prof. Kirron Bindu

STUDENT ACHIEVEMENTS



The recently concluded SARGAM college fest at New Horizons College of Engineering, Bangalore, witnessed a spectacular display of talent from 30 participating colleges. Among them, GIBS Business School stood out with its remarkable performance, showcasing the caliber and skill of its students.

The event provided an excellent platform for our 20 students to exhibit their talents across various competitions. From dance battles to creative showcases, our students participated with zeal, demonstrating their abilities and competitive spirit.

We are thrilled to announce that Vivek and Sriram, two of our first-year PGDM students, secured 1st place in the short filmmaking competition. Their exceptional work not only earned them the top prize but also highlighted their creativity and filmmaking prowess. Their victory is a testament to the dedication and talent that GIBS nurtures in its students. Congratulations to Vivek, Sriram, and all our students who participated in SARGAM 2023. Your achievements reflect the high standards of excellence that GIBS upholds and the commitment to nurturing talent that defines our institution. Keep shining!

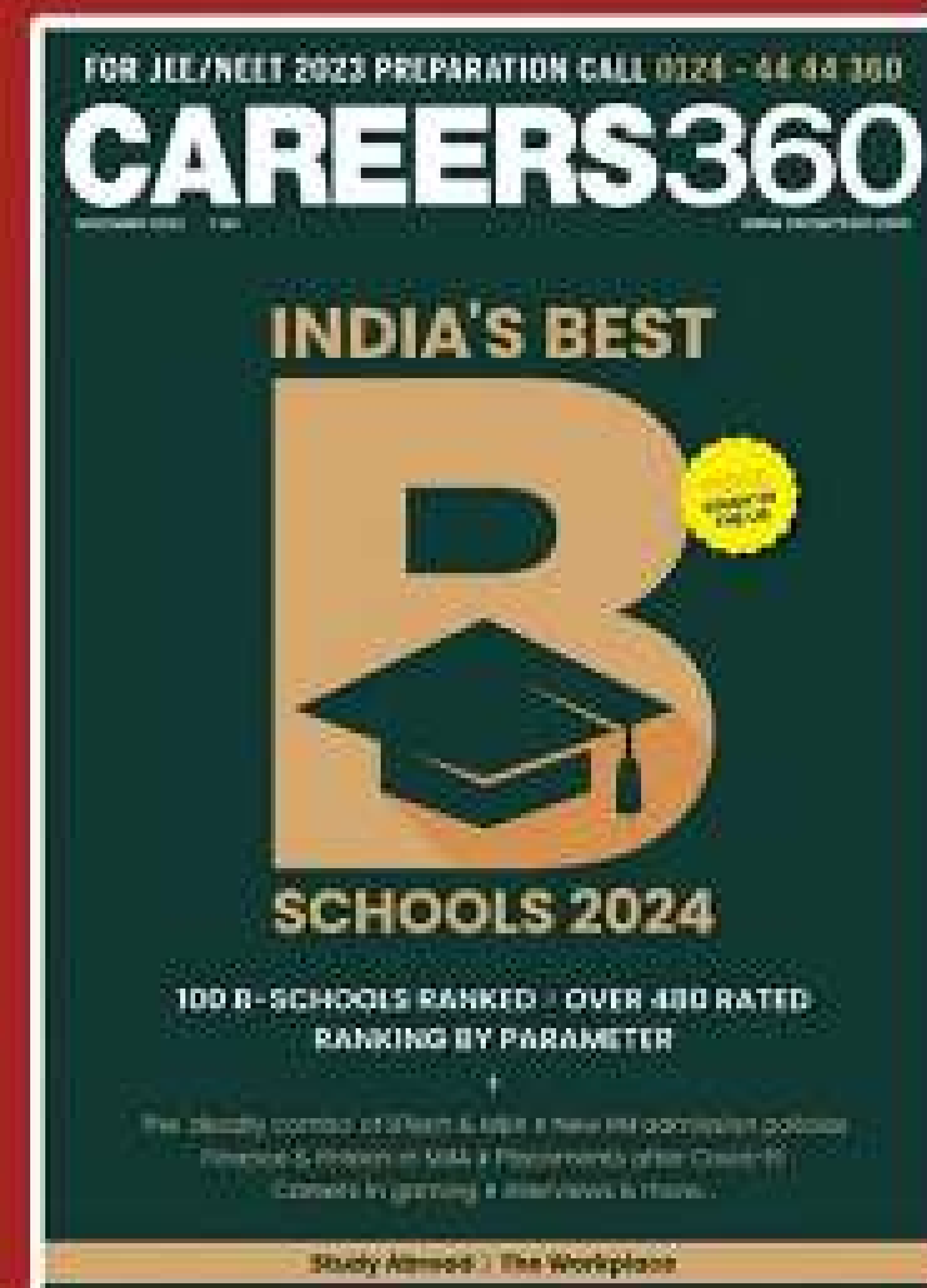
GIBS IN NEWS



GIBS Business School, renowned for excellence in education, proudly hosted TEDxGIBS Bangalore: Igniting Minds, Inspiring Change. This remarkable event has garnered international recognition with coverage by over 50 prestigious media houses. ANI, Latestly, Washington DC Despatch, Toronto Sun Times, Delhi Live News, Deccan Herald, Outlook India, and Zee5 are just a few examples of media outlets that showcased TEDxGIBS Bangalore's transformative ideas and inspirational speakers. This success reaffirms GIBS' commitment to fostering innovation and leadership in education.



Asian News International (ANI) featured an article titled "GIBS Bangalore Hosts HR Conclave on Digital Competencies for Employees: Empowering the Workforce of Tomorrow," highlighting our recent event. The piece offers a comprehensive overview of the event's impact and significance in the tech hub of India. It showcased the inspiring stories and innovative ideas presented at the HR Conclave held at GIBS Bangalore on October 5th, 2023.



Nurturing Excellence at GIBS Business School

Learning by Doing - A Journey Beyond Degrees in our Outcome-Based Institute



Mr. Anish Goyal
President & Managing Director,
GIBS Business School, Bangalore

As the founder and Managing Director of GIBS Business School, Bangalore, I have witnessed the growth and success of our institution over the years. Our commitment to providing a world-class education and fostering a culture of excellence has been the cornerstone of our success. We have achieved numerous accolades and rankings, including being ranked as one of the best B-schools in India. This recognition is a testament to the quality of our education and the dedication of our faculty and students.

Our focus on experiential learning and outcome-based education has set us apart from other institutions. We believe that learning should be a hands-on experience, where students are actively engaged in the learning process. Our curriculum is designed to provide students with the practical skills and knowledge they need to succeed in the real world. We have invested heavily in our infrastructure and technology, ensuring that our students have access to the latest tools and resources. Our faculty members are highly qualified and experienced, providing students with the best possible guidance and support.

Our students are the heart of our institution, and we are committed to their success. We provide a supportive and nurturing environment where students can thrive. Our campus is a vibrant community where students can learn, grow, and develop. We have a strong focus on extracurricular activities and sports, ensuring that our students have a well-rounded education. Our alumni network is a testament to the success of our graduates, who have gone on to achieve great things in their careers.

Looking ahead, we are excited about the future of our institution. We are committed to continuing our journey of excellence and providing the best possible education to our students. We are confident that our focus on experiential learning and outcome-based education will continue to set us apart from other institutions. We are proud to be part of the GIBS family and look forward to achieving even greater success in the future.

Unveiling Our Distinct Pedagogical Approach

What Sets GIBS Business School Apart as an Exceptional Institution



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In a recent edition, The Week magazine highlighted GIBS Business School's innovative "Learning by Doing" (LBD) model, which emphasized hands-on experiences in the learning process. At GIBS, we firmly believed in the power of this model to transform education and were dedicated to implementing it through various innovative activities and programs. The core principle of the LBD model was simple but powerful: learning was most effective when applied directly to real-world situations. In the context of higher education, this philosophy meant shifting away from abstract or theoretical learning and toward practical and applicable experiences. It sought to bridge the gap between classroom instruction and the demands of the working world. GIBS' dedication to this approach was recognized, establishing us as one of the best PGDM colleges in Bangalore. We were proud to be at the cutting edge of innovative education, providing our students with the practical skills and knowledge they needed to succeed in their careers.

We are also delighted to announce that Careers360 spotlighted GIBS Business School in its November 2023 issue! The publication crafted a comprehensive article on "Unveiling Our Distinct Pedagogical Approach: What Sets GIBS Business School Apart" as an Exceptional Institution, which delved into our pioneering educational methodologies and unwavering pursuit of academic distinction. The piece beautifully captured our ethos of cultivating the next generation of business leaders. We extended our heartfelt gratitude to Careers360 for acknowledging our vision and efforts in their careers.



GIBS Business School's Marketing Conclave was featured in prominent media outlets such as ANI, The Print, the British Columbia Times, US World Today, and London Channel News. This recognition solidified GIBS's position among top PGDM colleges and underscored its commitment to providing transformative learning experiences. The event, titled "Exploring Innovative Strategies in Tomorrow's Marketing Landscape," brought together industry leaders and enthusiasts to discuss future marketing trends and strategies. The conclave provided a vibrant forum for networking and sharing insights, setting new benchmarks in marketing innovation.



Career360 interviewed Mr. Bharath K, a PGDM 2022–24 batch student, about his experience with the Post Graduate Program in Innovation, Research, & Entrepreneurship (PGP-IRE) at GIBS Bengaluru. He highlighted the program's unique features, benefits, and comprehensive curriculum, emphasizing its focus on innovation, research, and fostering a strong entrepreneurial mindset. The interview provided prospective students with a firsthand view of the enriching learning environment at GIBS and the opportunities available through the PGP-IRE, showcasing the quality of education and practical exposure provided by GIBS Business School.

PARENT TESTIMONIAL

"I was overjoyed when my daughter was admitted into the PGDM program at GIBS. I knew she'd thrive in such a demanding yet supportive atmosphere, and I'm thrilled to see how much she's developing and learning throughout her time there.

The GIBS campus is absolutely world-class, with great facilities. I've been most impressed by the library, which is among the best I've ever seen. My daughter has had nothing but nice things to say about her instructors, who are all specialists in their respective professions.

But what has truly impressed me is the sense of community at GIBS. My daughter has made so many friends from all around the country and has truly grown as a person. She has grown more confident and extroverted, and she is constantly ready to learn new things.

I'm grateful to GIBS for providing my daughter with such a wonderful experience. I know she'll do amazing things in her profession, and I'm so proud of the person she's going to become."

Neetu Srivastava
Prerna Srivastav, 1st Year PGDM

"As a parent, seeing your child excel in an academic setting is really rewarding. This attitude has been multiplied tenfold since my daughter began her PGDM studies at the Global Institute of Business Studies.

I could feel her newfound excitement and purpose as soon as she came onto the bustling GIBS campus. Her objectives were strongly aligned with the institute's aim to developing talent and intellectual curiosity.

The diversified and experienced faculty at GIBS has been vital in my daughter's development. Their enthusiasm for learning, combined with real industry insights, has pushed her to think critically and extend her ideas.

As a parent, I could not ask for a better institution to guide my daughter on her professional journey. Thank you, GIBS, for providing the perfect platform for her dreams to take flight!"

Raghuveer Shettigar
Rakshita R Shettigar, 1st year PGDM

"We are really glad to admit our daughter in such an excellent place of education and overall development skills which are very helpful for her bright future. I like the fact that the teachers and staff are very caring."

Ramchandra Bhagat
(Priya Bhagat, 1st year PGDM)

"We are really glad to admit our son to such an excellent place of education and overall development skills which are very helpful for her bright future. I like the fact that the teachers and staff are very caring. They give my son more individualized attention than she had before. He has improved dramatically not only in his studies but in his overall performance. Our son has not only excelled in his studies but has also honed his leadership and interpersonal skills through various extracurricular activities"

Rajesh Singh
(Rohit Singh, 1st year PGDM)

As Tulika Dinda's parent, I am always looking for the best education for her. When my daughter decided to pursue a PGDM at GIBS Bangalore College, I was initially hesitant because it was for her future. I had heard good things about the college, but I wasn't sure if it was right for my child.

However, as soon as my child stepped onto the GIBS campus, I knew we'd made the right decision. The college has a lively and welcoming atmosphere, and the faculty is genuinely enthusiastic about their subjects. My child quickly made friends with students from all over India and was soon immersed in a rigorous and rewarding academic program.

One of the most impressive aspects of GIBS was the curriculum, which is designed to provide students with the skills and knowledge necessary to succeed in the business world. My child attended management fests, simulations, and guest lectures from industry experts, which were all very enriching experiences for them.

Ashish Kumar Dinda
(Tulika Dinda, 1st year PGDM)

"Moving my son to GIBS is the best decision I have taken. I trust the process and the institute and i am sure he will come out his best from this institute after being under such good teachers and mentors."

Thounaojam Shyamchandra Singh
(Yaipha Thounaojam, 1st year PGDM)

"I feel proud that my daughter is pursuing her PGDM course at this prestigious college. GIBS has provided her with the best platform to succeed in all her curricular and extracurricular activities. The institution and the faculty members have played a vital role in grooming her overall development and have made her a phenomenal person with the required skills for all her future endeavors. The modern classrooms, well-equipped libraries, and cutting-edge technology have created a conducive learning environment. The college's commitment to providing top-notch infrastructure is truly praiseworthy. Seminars, conclaves, and various value-added activities are happening on a regular basis. I'm delighted that GIBS is making our children socially responsible and crafting them for the future."

Marthala Suneetha
(Chentana Reddy, 1st year PGDM)

STUDENTS TESTIMONIAL

"Being a first-year PGDM student at GIBS has been an amazing experience thus far. From the moment I arrived on campus, I knew I was in a place where I could grow. GIBS is more than just an institute; it is a community of like-minded people who are all committed to learning and making a difference in the world. The IRE School has been especially transformative for me. It's allowed me to express my creativity, improve my research skills, and learn from some of the brightest brains in the business. Every Friday, I look forward to spending time at the Innovation Lab, where we explore new ideas and try to turn them into viable businesses. The Research Lab has helped me improve my critical thinking skills and understand how to approach complex topics in a systematic manner. And the Entrepreneurship Lab has given me the confidence to pursue my ideas further. I am extremely appreciative of the assistance I have received from my teachers and peers at GIBS. They've encouraged me to think beyond the box and realize my full potential. I am convinced that the skills and information I am learning at GIBS will equip me for a successful career in business. If you're seeking a business school that will push you, encourage you, and help you reach your goals, GIBS is the place for you. I definitely suggest it to everyone who is committed to making a difference in the world."

Anchal Bansal
1st year PGDM, Sec A

"GIBS is more than just a business school; it's a starting point for dreams. As a first-year PGDM student, I've seen personally how it develops raw talent into polished professionals ready to face the business world. The Finishing School at GIBS is a game changer. It's not about waiting for opportunities; it's about actively pursuing them. The dedicated team works relentlessly to offer students internships, startup help, and placement assistance. The CPMP focuses on personal development as well as technical abilities. It teaches us discipline, the importance of proper grooming, and how to present ourselves with poise and confidence. It helps us gain self-esteem and adopt a winning mindset. As a first-year PGDM student, I can certainly state that GIBS is more than simply a learning environment; it is also a place for growth. It's a place where your objectives are not only treasured but also fostered; where your ideas are shared and your dreams are given wings to fly. If you want a business school that will challenge, support, and prepare you for success, go no further than GIBS."

Liza Mohanty
1st year PGDM, Sec B

As a PGDM student, I am having a fantastic experience. The course curriculum is well-structured and updated, the faculty is knowledgeable and supportive, and the campus life is vibrant and engaging. I am learning new things every day and building valuable skills and relationships. Overall, it's an unforgettable journey! Every classroom is equipped with technologies that are essential for the perfect development of students, we have an auditorium that is spacious and also equipped with the right type of technical gadgets/equipment, and from the moment you walk inside the

Avneesh Shrivastav
1st year, PGDM Sec A

"My name is Suvojit Dhar. I did a lot of research about this college before taking admission here but it proved to be the best decision of my life. The institute's focus on fostering an entrepreneurial mindset has inspired me to think creatively and take calculated risks. The continuous industry interactions and guest lectures by experts have provided valuable insights. I appreciate the emphasis on soft skills development, which has made me a more confident and effective communicator. The curriculum is designed to provide a holistic view of business management, and the faculty members are industry experts who go the extra mile to ensure we understand the practical applications of the

Suvojit Dhar
1st year, PGDM Sec C

"My name is Radhika Pillai and I am currently pursuing my PGDM course from GIBS business school. The college's emphasis on innovation and entrepreneurship has been a game-changer for me. The supportive faculty and engaging courses have not only expanded my knowledge but also helped me discover my passion. The curriculum was well-structured, industry-relevant, and provided ample opportunities for practical learning and personal growth. The comprehensive curriculum, industry-experienced faculty, and strong emphasis on practical applications have equipped me with the skills needed in today's competitive business landscape. I am confident that GIBS will prepare

Radhika Pillai
1st year, PGDM Sec C

I am from Kanpur, Uttar Pradesh and I came to know about this college from an advertisement and found this college to be best as per return on investment. The curriculum designed is best here and I have learned and improved a lot.

Shivam Dixit
1st year PGDM, Sec C

I hail from Maharashtra. I came to know about this college from one of my friends. I like the CPMP course here it has helped me overcome my fear of public speaking and I have developed confidence in myself. I truly find this college the best of education.

Sushant Bhagwant
1st year PGDM, Sec C

"The IPL Economics: Where Cricket Meets Entrepreneurship"



Prof. Guru Prasad Rao, Academician & Author

The Indian Premier League (IPL) has revolutionized the landscape of cricket, not only in India but across the globe. Launched in 2008, the league has become one of the most lucrative and popular cricket tournaments, blending entertainment and sports seamlessly. Behind the glitz and glamour of the tournament lie intricate financial modalities, with the Board of Control for Cricket in India (BCCI) and franchisees playing pivotal roles in shaping the economics of the IPL.

'BCCI's REVENUE MODEL'

In the grand spectacle of the Indian Premier League (IPL), the Board of Control for Cricket in India (BCCI) orchestrates a financial symphony that transcends the boundaries of conventional sports economics. At the heart of this economic ballet lies a meticulously crafted revenue model, where broadcasting rights, sponsorships, and franchise fees converge to elevate the IPL into a financial juggernaut. Let's delve into the enthralling world of the BCCI's revenue model, where cricket meets commerce in the pursuit of sporting excellence and economic triumph.

Broadcasting Rights:

Broadcasting rights form the backbone of the IPL's financial structure. The BCCI auctions the media rights to telecast IPL matches, attracting bids from various broadcasters. These rights cover television, digital, and radio broadcasts, contributing a substantial chunk to the league's revenue. The broadcasting deal for IPL is typically a significant multi-year contract, demonstrating the tournament's widespread appeal. The BCCI auctioned broadcast and digital streaming rights for the 2023-27 IPL tournaments for an eye-popping \$6.2 billion last year, with US giants Disney and Viacom among the successful bidders. That figure is more nearly two-and-a-half times the value of its previous five-year media rights deal.

Title Sponsorship:

The league secures a title sponsor, typically a major corporate entity, through a bidding process. The title sponsor gets extensive visibility and branding opportunities, contributing significantly to the IPL's financial health. The BCCI periodically reviews and auctions the title sponsorship to maximize revenue. For the past two years, the TATA Group has served as the Title Sponsor for the event.

Central Sponsorships:

Apart from the title sponsor, the IPL attracts various central sponsors for different aspects of the tournament, including team sponsorships, strategic timeouts, and awards. These sponsorship deals add another layer to the revenue model, creating a diverse income stream. Inside Sports reported that BCCI earned closer to Rs 1,000 Crores via Central Sponsorship.

Merchandising and Licensing:

The IPL brand extends beyond the playing field, with merchandise and licensing contributing to the revenue pool. Team jerseys, official merchandise, and licensing agreements for various products allow the league to capitalize on its popularity among fans.

Franchise Fees:

Franchise fees are another substantial revenue source for the BCCI. When new teams are introduced or existing franchises change hands, the BCCI levies franchise fees. These fees contribute to the league's financial sustainability and act as a barrier to entry, ensuring only serious investors participate in IPL ownership. In January 2008, a total of eight multinational conglomerates took part in the auction bidding process. The base price was set up at \$50 Million (379 crores). After the end of the auction, the most expensive team turned out to be Mumbai Indians. In the 2022 edition, the two new teams, Lucknow Super Giants and Gujarat Titans, have been added to the roster, which proved to be quite expensive for the owners, due to the brand value and popularity of the Indian Premier League, as mentioned by CricTracker.

FRANCHISEES' FINANCIAL DYNAMICS

Within the thrilling arena of the Indian Premier League (IPL), franchise owners play a pivotal role in the league's economic drama. Beyond the boundary lines and dazzling performances, franchisees engage in a complex dance of financial strategies, encompassing player auctions, local sponsorships, and revenue sharing. Let's unravel the captivating narrative of the franchisees' revenue model, where investment meets innovation, and the pursuit of victory intertwines with the pursuit of economic success in the IPL.

Franchise Acquisition Costs:

Franchise owners make a significant upfront investment to acquire a team. This includes the initial franchise fee paid to the BCCI, player auction budgets, and other operational expenses. The acquisition cost varies based on factors like market size, team performance, and overall brand value. CricTracker published a list of all 10 teams and their franchisee acquisition cost. Whooping !!!

NO	FRANCHISE	COST IN CRORES
1	LUCKNOW SUPER GIANTS	RS 7,090 CRORES
2	GUJARAT TITANS	RS 5,600 CRORES
3	MUMBAI INDIANS	RS 850 CRORES
4	ROYAL CHALLENGERS BANGALORE	RS 845 CRORES
5	CHENNAI SUPER KINGS	RS 689 CRORES
6	DELHI CAPITALS	RS 630 CRORES
7	PUNJAB KINGS	RS 576 CRORES
8	KOLKATA KNIGHT RIDERS	RS 569 CRORES
9	RAJASTHAN ROYALS	RS 508 CRORES
10	SUNRISERS HYDERABAD	RS 425 CRORES

Player Auctions and Retentions:

One of the most exciting and financially critical aspects of the IPL is the player auctions. Franchisees bid for players, forming the core of their team. The retention of players and strategic bidding during auctions directly impact a team's competitiveness and financial health.

Revenue Sharing:

Franchisees receive a share of the central pool revenue generated by the BCCI. This includes a portion of broadcasting rights, sponsorships, and other central revenues. The revenue-sharing model aims to create a balanced economic ecosystem, ensuring all teams benefit from the league's financial success.

Local Sponsorships and Merchandising:

Beyond central revenues, franchises have the autonomy to secure local sponsorships and explore merchandising opportunities. This adds an extra layer of income, allowing teams to tap into regional markets and build a more localized fan base.

Stadium Ticket Collection & Revenue Sharing:

The revenue model of the Indian Premier League (IPL) regarding stadium ticket collection involves a combination of ticket sales, revenue-sharing agreements, and the overall economic dynamics of the league. Each IPL franchise has control over the sale of tickets for the matches they host. They set ticket prices based on factors such as the venue, demand, and match importance. Franchises retain a significant portion of the revenue generated from ticket sales. This revenue helps cover various expenses, including player salaries, operational costs, and promotional activities. A certain percentage of the ticket revenue is shared with the Board of Control for Cricket in India (BCCI). The specific percentage can vary, but it is typically agreed upon through negotiations between the BCCI and the franchises.

CONCLUSION

The IPL's economic dynamics showcase a symbiotic relationship between the BCCI and franchisees. The league's success hinges on the BCCI's ability to secure lucrative broadcasting and sponsorship deals, while franchisees navigate the complex terrain of player acquisitions, local sponsorships, and merchandising to ensure their financial viability. As the IPL continues to evolve, the economic modalities will adapt to new market trends and innovations, further solidifying its position as cricket's premier T20 league.