



St. Xavier's University, Kolkata

XAVOSCRIPT 2023

**Annual Magazine of Xavier Business School,
St. Xavier's University, Kolkata**

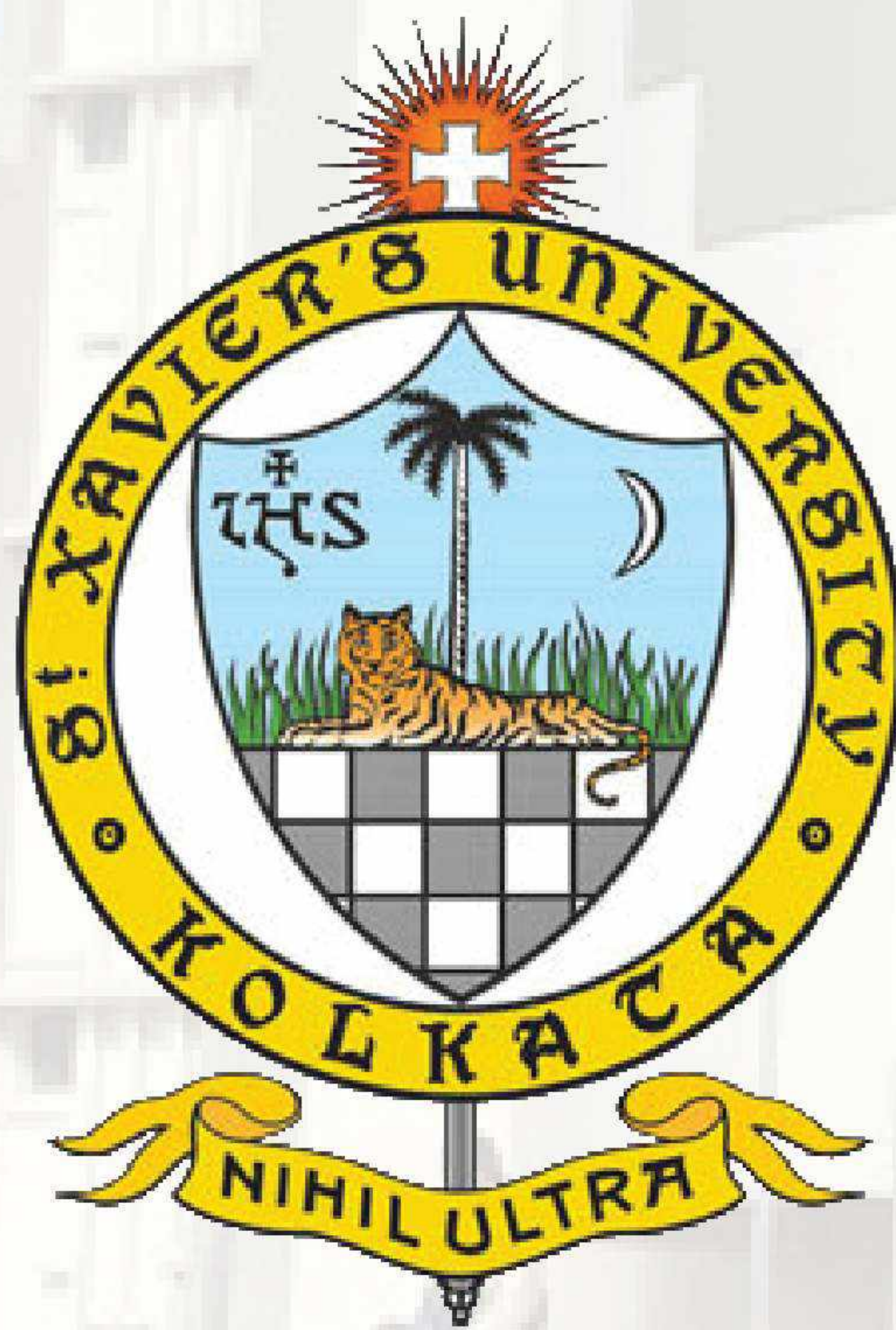




5TH MBA BATCH (2022-24)

XAVIER BUSINESS SCHOOL

St. Xavier's University, Kolkata



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From The

VICE-CHANCELLOR

Education is the most powerful mechanism with which you can transform the world. It is the passport to the future.

It gives me immense delight to introduce the 2023 edition of XAVOSCRIPT, the Annual Magazine of Xavier Business School, Kolkata. XAVOSCRIPT is an XBS initiative in the form of a B-School magazine, reflecting our community's innovative and scholarly spirit. This publication marks another year of excellence and growth, celebrating our strides towards creating a lasting legacy.

Since its inception in August 2018, Xavier Business School has proudly stood as a member of the Xavier Association of Management Institutes (XAMI). As I reflect on our journey, it is inspiring to see how our initial aspirations have not only been met but have also fueled the institution's ambition to elevate the standards of our MBA department even higher. The magazine encapsulates our achievements and the vibrant talent of our MBA students. Furthermore, it presents insights from the industrial experts and creativity emerging from every corner of our dynamic student body.

The issue also features insights from our esteemed alumni, who are making waves across different organizations. Their invaluable contributions to this year's Xavoscript edition, rooted in their real-life experiences, are a testament to the enduring impact of their management studies. In addition, the successful publication of this new issue reflects continued support and involvement of the faculty members.

As the Vice Chancellor of St. Xavier's University, Kolkata, I am incredibly proud of the team behind this magazine. This achievement is a testament to the entire editorial team's unwavering dedication and hard work. Their creativity and effort have brought this publication to fruition, providing a glimpse into the dynamic community of Xavier Business School. I extend my heartfelt congratulations to everyone involved and express my deepest wishes for the continued success of our school, its faculty, and its students.

May Xavier Business School continue to soar to new heights of excellence.

Rev. Dr. John Felix Raj, S.J.
Vice-Chancellor, St. Xavier's University, Kolkata



From The
DEAN

I am delighted to present the latest edition of 'XAVOSCRIPT,' which showcases the remarkable journey of Xavier Business School, Kolkata, over the past year. Serving as the Dean of Xavier Business School at St. Xavier's University, Kolkata, is both an honor and a privilege.

At Xavier Business School, we are dedicated to nurturing the corporate leaders and entrepreneurs of tomorrow. Our mission is to equip our students with the skills and determination needed to address the critical challenges facing businesses today. We provide ample opportunities for our students to enhance their potential, refine their skills, and instill the strong ethical values essential for sustained success in the corporate world.

This year has been marked by remarkable progress and resilience. Our students have excelled in academic pursuits, our faculty have contributed groundbreaking research, and our alumni have made significant strides in their respective fields. These accomplishments are a testament to the unwavering commitment to excellence that defines Xavier Business School.

In this edition of XAVOSCRIPT, you will find inspiring stories of entrepreneurship, insightful interviews with industry leaders, and updates on the various initiatives and programs that continue to propel our school forward. These narratives not only highlight the successes of our community but also serve as a source of inspiration for all.

As we look to the future, we remain steadfast in our mission to cultivate the next generation of business leaders who will navigate and shape the complexities of a rapidly evolving global landscape. We are committed to fostering an environment that encourages innovation, ethical leadership, and a spirit of collaboration.

Dr. Sitangshu Khatua
Dean, Xavier Business School
St. Xavier's University, Kolkata



From The

EDITOR-IN-CHIEF

It is with immense joy and pride that I present to you the latest edition of Xavoscript, the annual magazine of Xavier Business School. As we navigate through an ever-evolving academic landscape, this edition reflects the resilience, innovation, and dedication that are the hallmarks of our institution. The positive creative energy of the faculty members and students of XBS is beautifully depicted through the numerous articles and innovative contributions we have received.

Our magazine serves as a platform where students communicate their thoughts, feelings, creativity, dreams, and objectives. It also showcases to the world the significant advancements and improvements our B-school has achieved thus far. The magazine aims to inform, engage, inspire, and entertain a diverse readership. Within these pages, you will discover a rich tapestry of articles, research papers, and creative works that underscore our commitment to excellence and our ability to thrive amidst challenges.

This edition of Xavoscript highlights the blend of activities, academic rigor, and discipline that our students experience, fostering holistic personality development. The significant achievements we have accomplished over the past year are all encapsulated in these pages for our current and future readers. Additionally, we have included thought-provoking interviews with industry leaders and alumni who share their perspectives on the future of business and the skills needed to succeed in a dynamic environment.

Beyond academic and professional achievements, Xavoscript celebrates the vibrant life at Xavier Business School. From cultural festivals and sports events to social outreach programs, we capture the essence of our diverse and dynamic community. These stories highlight our collective accomplishments and the individual journeys that contribute to our shared success. This edition also features a special mention of XAVIESTA, our annual fest, which embodies the spirit and enthusiasm of our B-school.

I would like to extend my heartfelt gratitude to everyone who contributed to this edition. Your hard work, creativity, and dedication are the driving forces behind Xavoscript. Special thanks to our editorial team, contributors, and designers for their unwavering commitment to excellence.

As you peruse this edition of Xavoscript, I hope it inspires you, sparks new ideas, and reinforces the strong sense of community that defines Xavier Business School.

Dr. Ruchita Burman
Assistant Professor, Xavier Business School
St. Xavier's University, Kolkata

ABOUT XAVIER BUSINESS SCHOOL



Xavier Business School (XBS), a premier leading business school in Kolkata, stands as a beacon of academic excellence and innovation in the realm of business education. XBS under the umbrella of St. Xavier's University, Kolkata (SXUK) offers a two-year full-time MBA programme (AICTE approved) with specializations in four disciplines – Finance, Marketing, HR and Business Analytics. XBS as a member of XAMI (Xavier Association of Management Institutes) began its journey in August 2018 with a commitment to provide quality management education and nurture visionary leaders equipped with the skills and knowledge to navigate the complexities of the global business landscape. XBS is a Jesuit Institution, and its vision and focus are determined by Jesuit values that inspire excellence and empower leaders. XBS in alignment with SXUK's motto "Nihil Ultra" translating to Nothing Beyond, is dedicated to pushing boundaries and reaching new heights in the realm of business education.

The MBA programme has been designed such that students can keep pace with the industry requirements. At the heart of XBS's academic excellence lies its distinguished faculty. Comprising of seasoned academic scholars and industry stalwarts, the faculty members bring a wealth of expertise to the classroom, enriching the learning experience through a blend of both theory and practice. The school recognises the importance of experiential learning and provides the students opportunities to apply their classroom learning to real-world problems through case studies and internships. The classrooms have SMART technology and students have access to state-of-the-art technology and infrastructure enabling them with an innovative learning environment. Students have plenty exposure to industry through interactions with experts in the form of seminars, panel discussions and workshops. For an all-around development of the student, they are encouraged to participate in various co- curricular and extra-curricular activities, often pitted against the best B-schools in town. Founded on the principles of Jesuit education, XBS transcends conventional boundaries, shaping individuals who not only excel in the corporate world but also contribute meaningfully to society.

CLUBS & COMMITTEES

Xavier Business School recognizes the importance of a well-rounded education, where academic excellence is complemented by opportunities for personal and professional growth. With this ethos in mind, the school offers a diverse range of committees and clubs aimed at nurturing leadership skills, fostering teamwork, and providing a holistic learning experience to our students.

Comprising eight committees, each dedicated to a specific aspect of student development, Xavier Business School ensures comprehensive exposure for its students.

The Placement Committee diligently bridges the gap between students & potential employers, orchestrating the placement process with unwavering dedication. Similarly, the Media & PR Cell (XPRESS) upholds the institution's reputation through strategic media initiatives, safeguarding its global image.

Amidst academic rigor, our students find respite in joyous events orchestrated by committees like MADEQ, XEC, XANSKRITI, XATHLETES, XSR, and Industry and Alumni Relations Committee. MADEQ fosters creativity and effective communication, while XEC empowers students to navigate the complexities of entrepreneurship with confidence. XANSKRITI celebrates cultural diversity, fostering a sense of belonging among our diverse student body. XATHLETES promotes fitness and camaraderie through a variety of sporting activities, while XSR instills a sense of social responsibility among future business leaders.

In addition to the committees, our three clubs — FINNOVATION, MARQUEST, and PEOPLE ELEMENTS — serve as catalysts for specialized learning and skill development. FINNOVATION ignites a passion for finance and investment, MARQUEST delves into the dynamic realm of marketing, and PEOPLE ELEMENTS fosters leadership & team-building skills in the field of human resources.

Collectively, these committees & clubs work in harmony to organize grand events & provide equal opportunities to students from all backgrounds, ensuring a vibrant & enriching educational experience at Xavier Business School.



Academic
Affairs
Committee



Alumni and
Industrial Relations
Committee



Placement
Committee



Arts and Cultural
Affairs Committee
(XANSKRITI)



Sports
Committee
(XATHLETES)



Xavier's
Entrepreneurship
Cell (XEC)



Marketing
Club
(MARQUEST)



HR Club
(PEOPLE
ELEMENT)



Management
Games, Debate and
Quiz Group (MADEQ)



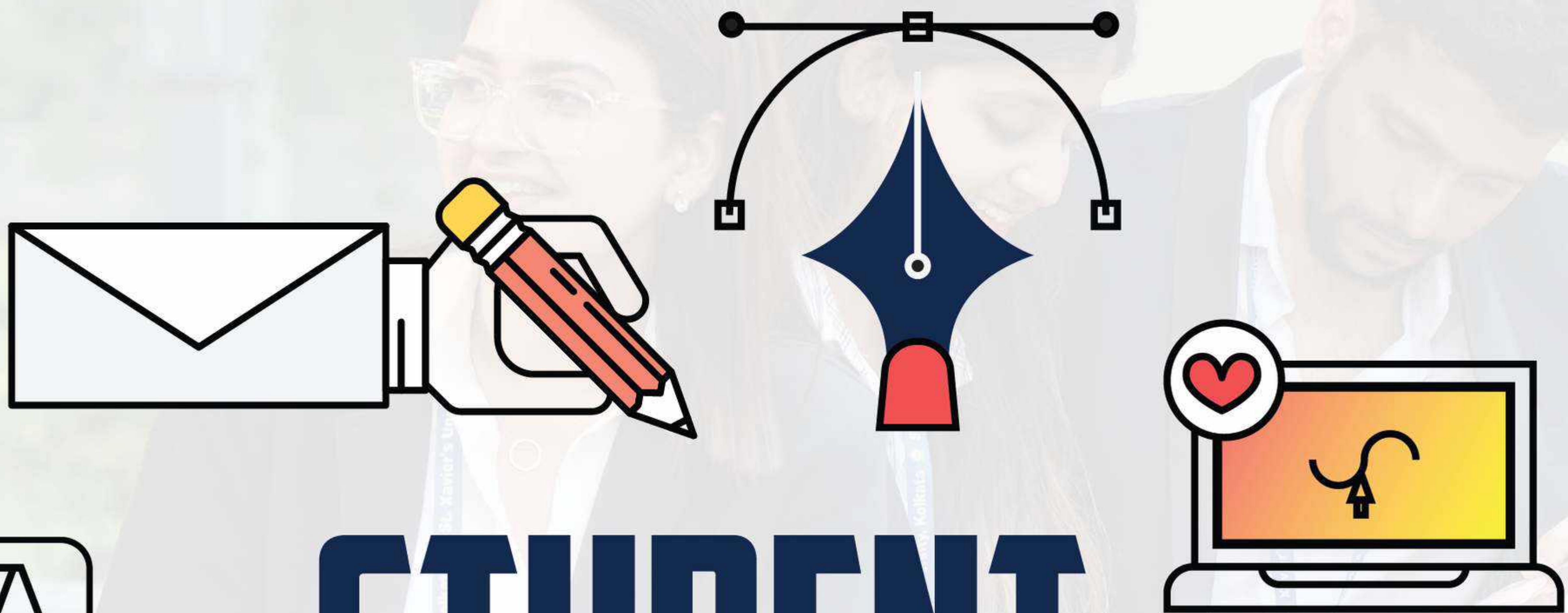
Finance
Club
(FINNOVATION)



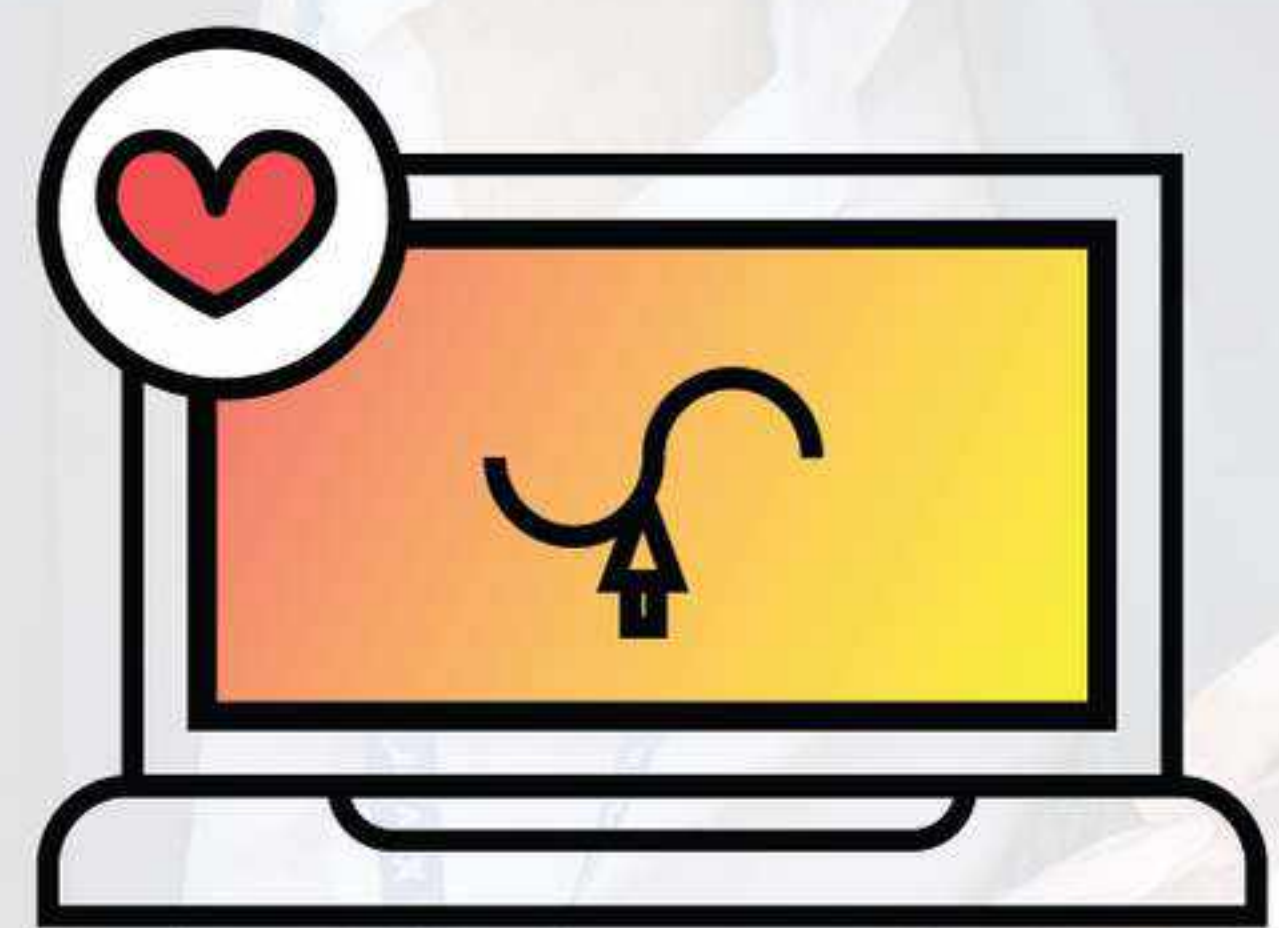
Xavier Social
Responsibility Cell
(CSR Club)



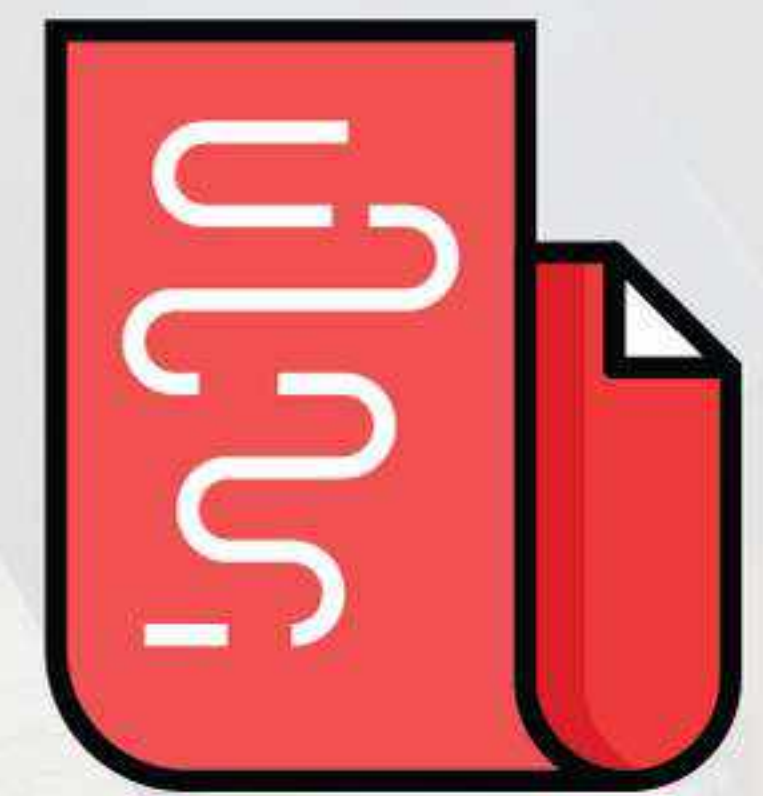
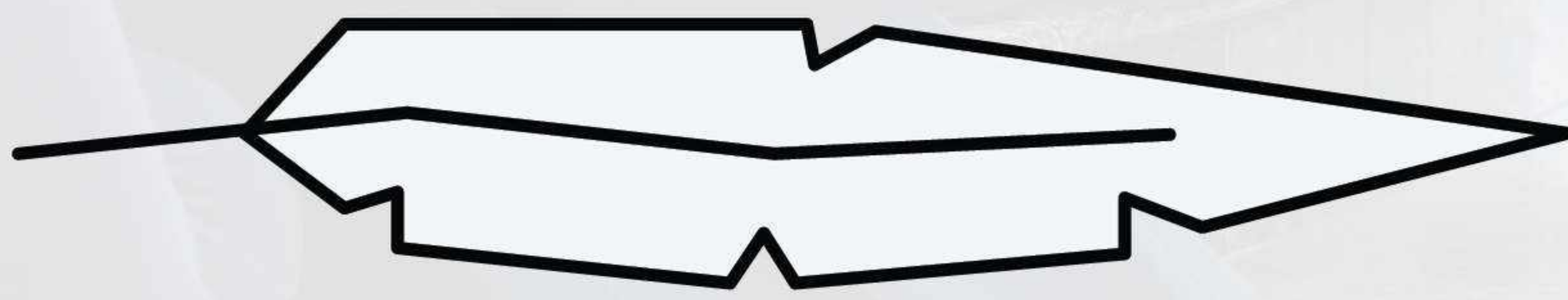
Media & Public
Relations



STUDENT



CONTRIBUTIONS



Breaking the Glass Ceiling: Navigating Gender Divide in Management

Indra Nooyi, Susan Wojcicki, and Whitney Wolfe Herd might be some eminent personalities you have heard of, but did you know that just 8 % of Fortune 500 companies are led by women and less than 1 % by women of color? What is the reason behind this gender divide in management? This article aims to shed some light on the practices responsible for fostering this divide and highlight practices to narrow the gap. Historically, women were expected to spearhead the domestic front, preventing them from access to quality education and professional opportunities. This historical bias, prevalent even now, is one of the root causes behind the lack of women's representation in senior roles. Companies can help overcome this imbalance by promoting skill development and leadership workshops.

The next problem is attracting women candidates. Management often relies on personal networks to fill a job role. With this practice, they weed out a pool of qualified candidates, including female candidates. Women are less likely to apply for roles that have vague job descriptions and roles where they don't meet the requirements thoroughly. In order to attract more female candidates, it is pertinent to clearly describe the role without many superlatives, such as "excellent" analytical skills instead of just analytical skills. The hiring process can have gender bias creep in. Managers who believe women are less skilled at a certain task will bypass resumes by women for that job irrespective of how qualified the woman is and often hold women to higher standards. In addition, women with children often are discriminated against compared to men and childless women. To avoid this bias, blinded interviews should be conducted where the gender of the candidate is not mentioned to the interviewer. Women are more attracted to jobs where the interviewer is a woman, which indicates room for growth and highlights the company as a fair and equal opportunity employer.

Once a woman candidate has been hired, there are different barriers she needs to break. Most deals outside of work are still made in a man's environment, for example, over golf. Business conducted outside of work leads to more feelings of trust. Women are left out of these critical events as male colleagues do not want to spend time with them, potentially anxious about the "Me too" movement. This leaves women as outliers, highlighting that they are not apt to be a part of the team or company. Additionally, studies have shown that more challenging work is given to men while women are left to be volunteers for unwanted work. Women are often given tasks characterized as "office housework," which add nothing to their resumes. Moreover, it is perceived negatively when they decline to perform such a task. This means that there is a dearth of opportunities for women to shine, creating a gender bias in the workplace. To avoid such bias, women need to have sponsors or allies in senior management who will include them in important meetings, keep their names in the mix for promotions, and take their names in the rooms they are not present in.

Women are often more likely to accept a lower salary than men. Studies have shown that if the expected salary and terms and parameters of a salary negotiation are known, women are equally likely as men to negotiate for it. Many senior roles require employees to self-promote themselves. Women need to be more vocal about their achievements. In addition, there is a negative social bias that creeps in when women are seen as ambitious. There are also double standards in evaluating the performance of men and women. For example, if a man takes time to think about a problem, he is seen as analytical, but if a woman does the same, it is perceived negatively as though she is incapable of solving the problem. Women are held to a more stringent standard when evaluating for performance.

Companies can prevent this bias by employing objectively measurable outcomes for evaluating performance for example the number of products they have sold in a week. However, a study has revealed that women show lower sales because they are often given lower-quality accounts. Even the feedback women receive is vague and less tied to business outcomes whether the feedback is positive or a critique. This prevents women from identifying opportunities to advance in their careers truly. Women are more likely to leave if they lack opportunities to advance their careers. It is difficult to retain women. It is essential to have fair promotion practices to maintain good-performing women. There is still a stigma surrounding flexibility and family accommodation policies for women, even in the post-pandemic era. Those opting for these policies are seen as less performing than their peers, even if their performance could be better.

Women often face a double bind. They are perceived as difficult or temperamental if they demonstrate

traditionally male characteristics such as competitiveness and aggressiveness. If they present themselves as warm and collaborative in terms of traditional gender roles, they are perceived as ineffective and incapable. Colleagues' perceptions significantly impact a woman's career, with likability playing a considerable role. Sometimes, a woman's career is destroyed if she is not "likable". We are a long way away from completely eradicating the gender gap, but maintaining a deliberate ongoing process with fair company policies in hiring, promotion, and retention of women, as the article highlights, can significantly narrow the gap. If everyone is responsible for addressing bias within their sphere of influence, we can strive for equality of the genders. By changing perceptions towards women, we can aim to eradicate the barriers stopping women from thriving and breaking the class ceiling.

Atishya Ghosh (2023-2025)

Performance Management Cycle

Performance management is a crucial process for any organization that seeks to maximize employee productivity and achieve strategic goals. The performance management cycle is a continuous process that involves planning, execution, and evaluation. This essay will discuss the critical elements of each phase of the performance management cycle & how they contribute to overall organizational success.

The planning phase of the performance management cycle is critical to the success of the entire process. During this phase, managers must define clear employee goals and expectations, establish performance metrics and standards, and identify the resources and support needed to achieve those goals. Without clear goals and expectations, employees will not know what they are working towards, and it won't be easy to measure their progress toward achieving those

goals. For example, a sales manager may set a goal of increasing sales by 10% in the next quarter. To achieve this goal, the manager may establish performance metrics such as the number of sales calls made daily or new clients acquired. The manager may also identify the resources and support needed to achieve this goal, such as additional training or marketing materials.

The execution phase of the performance management cycle is where the rubber meets the road. During this phase, managers must provide feedback and coaching to employees, monitor progress toward goals, and address any performance issues or concerns. Effective feedback and coaching can help employees stay on track and adjust their performance. For instance, a manager may provide regular feedback on an employee's sales performance, highlighting areas of strength and opportunities for improvement. The

manager may also provide coaching on specific sales techniques or strategies to help the employee improve their performance. Monitoring progress towards goals is also crucial during this phase, as it allows managers to identify issues or concerns early on & adjust as needed.

The evaluation phase of the performance management cycle is where managers assess employee performance against established metrics and standards. This phase is critical for identifying areas of strength and areas for improvement and using evaluation results to inform future planning and execution phases. For example, a manager may evaluate an employee's sales performance against the established metrics and standards during the planning phase. The manager may identify areas where the employee exceeded expectations and fell short. This evaluation can inform future planning and execution phases, such as setting new goals or providing additional training and support.

In conclusion, the performance management cycle is a continuous process that involves planning, execution, and evaluation. Each phase of the cycle is critical to the success of the process, and managers must take a

proactive approach to ensure that each phase is executed effectively. By defining clear goals and expectations, providing feedback and coaching, monitoring progress towards goals, and evaluating performance, managers can maximize employee productivity and achieve organizational success. The performance management cycle is a powerful tool for enhancing employee performance and driving success. While performance management comes with challenges, adopting best practices and leveraging technology can help overcome these obstacles. By embracing a culture of continuous performance management, organizations can unlock the full potential of their employees, leading to increased productivity, engagement, and overall success. So, let's embark on this journey of optimizing performance and reaching new heights of success together!

Remember, continuous performance management is not a one-time event but an ongoing process that requires commitment, dedication, and adaptability. Embrace the performance management cycle, and you will pave the way for a productive & successful future!

Anupriya Singh (2022-2024)

The Contemplating Case of "Chai Ka Chaska"

Mrs Rani Das, residing in Bardhaman, is a mother of 2 children, Raju and Rakhi, and is married to Mr. Rana Das. Mr. Rana Das is a farmer primarily engaged in wheat production. Her two kids, Raju and Rakhi, are good students who presently go to the nearby government school and have big aspirations of going abroad for higher education. Raju wants to become a doctor, while Rakhi intends to pursue engineering at a premier institute in the United States of America. Mrs Rani is a housewife and looks after the daily chores of the house. Rani and Rana have always fulfilled their children's wishes, no matter what. But shortly, their children's dream to study abroad is no joke,; to fulfil it, they will need substantial monetary assistance.

Rani understands the situation and decides that to fulfil her children's dreams, she has to step up. She started thinking of different activities that she could pursue part-time without involving much investment. She learns about an old friend, Rajeev, who works in a tea estate in Darjeeling. She enquires about the tea rate and decides to start selling tea bags in her village. She remembers that Rana's friend, Raghu, is involved in the business of filter paper, and from there, she can easily procure filter paper for the tea bags. Thinking that she had a solid plan in place, Rani started her venture 'Chai ka Chaska' by procuring tea from Rajeev and filter paper from Raghu.

Every day after completing her daily chores, Rani would sit for a couple of hours and start making tea bags. She decided to sell ten tea bags in a brown box in her village and priced them at Rs. 25 per box. She thought in a massive tea-consuming country like India, her tea bags would have a very high demand in the village, especially among the farmers. She decided to sell her product through the local Kirana stores in the nearby villages itself.

A couple of months passed, and the results needed to look better. She hardly sold 50 boxes, including the neighbouring villages. When she enquired about the low demand, the average reply was that people were not looking to buy tea bags in the area. She continued her investigation and found that it was difficult for people to trust her product as it lacked information about the manufacturer, its contents, and many more details. Rani

took note of all this & went into a deep thought process as to how to build demand for her product.

What went wrong for Chai Ka Chaska?

ANSWERS:

Improper STP Analysis: Rani cannot expect to sell tea bags in villages to farmers and other working class. She needs to change her target market.

Pricing: 10 tea bags for Rs. 25 is far too affordable even for an unestablished brand. It makes it difficult to trust the brand.

Branding and Packaging: Rani has to improve on her branding & packaging in order to gain the recognition and trust of her customers.

Atishya Ghosh (2023-2025)

Harmony in the Digital Symphony: Nurturing Work-Life Balance in the Tech Era

Firstly, in the era of digitalization, where technology permeates every aspect of our existence, finding a work-life balance has become crucial. The constant connectedness and round-the-clock accessibility of digital technologies have revolutionized our working lives, making it more difficult to distinguish between work and personal obligations. The article explores how work-life balance is changing in the digital age and identifies the opportunities, problems, and solutions that might help us achieve harmony in both our personal and professional lives.

The Digital Pulse

In a world where digital connectedness is pervasive, the conventional boundaries that once separated work from personal life have blurred. Stephen Covey has been of the opinion that "The challenge of work-life balance is without question one of the most significant struggles faced by modern man." Emails, notifications,

and online meetings all contribute to a perpetual buzz that is felt outside of work hours. Although this connectivity makes distant collaboration and flexible work schedules possible, it also raises the possibility of an "always-on" mentality in which it becomes harder to distinguish between work and personal time. The digital dance presents a unique set of difficulties. Stress and burnout can result from the pressure to be connected and responsive as our electronics become extensions of who we are. The pressure to be available all the time can undermine the valuable time spent with loved ones, engaging in hobbies, and taking care of oneself. Achieving equilibrium in this digital ballet becomes challenging and requires deliberate efforts to maintain a healthy balance.

Digital Tools: A Help or Hindrance?

However, every technology boon carries the risk of drawbacks. Our flexibility-granting gadgets might also

bind us to an always-on workplace atmosphere. Continuous connectivity may invade valuable personal time even while it promotes teamwork. Here, we have to walk the tightrope between effectively using digital tools and ensuring they don't turn into chains that keep us working nonstop. Jarod Kintz asserted that "the key to balancing your personal and professional life is to make your personal life more personal and your professional life more professional." In the digital age, finding a work-life balance necessitates a calculated strategy. Let's discuss some straightforward yet efficient methods for navigating the digital world without sacrificing one's wellbeing. It's critical to establish boundaries that are unambiguous between work and personal time. Assign specific time slots for work-related tasks and commit to switch off during off-peak hours. Share these limitations with coworkers to create a work environment that values personal time off from obligations.

Practice mindfulness when interacting with technology. To reduce distractions during personal time, think about turning off non-essential notifications. Refrain from checking work-related emails or messages while you're doing personal things. A more thoughtful attitude might be enhanced by designating areas free of electronics during family time or recreational activities. Organise your work such that it corresponds with the times when you are most productive. Establish clear start and end timings for your workday and let your staff know when it will start and end. Establishing a clear and structured schedule improves output while facilitating more effective scheduling of leisure pursuits.

Take periodic pauses during your workday to revitalize yourself. These can be simple stretches, mindful walks, or minutes of silence. These micro-restoration activities support mental and physical health in the digital age, where constant screen time is common.

Consider implementing technology detox periods, where you intentionally cut off from electronic devices. This may be a weekly ritual, like spending an hour before

bed, or it could be a set time on the weekends. Periodically unplugging promotes a good work-life balance and allows for mental renewal. It's essential to communicate clearly and openly. This involves observing your supervisors or coworkers if you need help juggling your obligations or feeling overburdened. Establishing open lines of communication on workload, expectations, and obstacles promotes a positive work atmosphere. The digital age presents obstacles but provides a range of resources and chances to improve work-life balance. The emergence of digital technology has made it possible to implement flexible work schedules. Flexible work arrangements, such as telecommuting and remote work choices, give employees the freedom to arrange their work hours to accommodate personal obligations. Regardless of geographic distance, teamwork and communication may be conducted smoothly using collaboration tools and video conferencing platforms. By enabling remote collaboration, these technologies lessen the requirement for continuous in-person attendance in the office. Professional development opportunities are provided via digital materials and online learning environments. Workers can participate in skill development exercises and ongoing education at their own speed, fostering personal development without sacrificing work-life harmony.

Embracing Flexibility and Remote Work

In the digital age, these two strategies have become indispensable for striking a work-life balance. By empowering people to manage their time according to their own circumstances, organisations that adopt these practices recognise the diversity of requirements within their workforce. In addition to improving work-life balance, flexibility raises job satisfaction and retention rates. Once considered a temporary solution, remote work is now a standard component of the modern workplace. Working remotely gives people the flexibility to design the workspace of their choice, be it a peaceful outdoor area, a home office, or a small coffee shop. In addition to promoting work-life balance, remote work

has the potential to boost productivity and lessen the stress associated with commuting.

Role of Technology in Encouraging Wellbeing

Technology can be a part of the answer, even if it can also exacerbate the problems associated with work-life balance. The popularity of virtual exercise platforms, mindfulness tools, and wellness apps has made it possible for people to put their health and wellbeing first. Technology is increasingly being used as a tool to support self-care, from online fitness courses to guided meditation sessions. Additionally, businesses are increasingly using technology to assist with efforts to improve employee wellbeing. Online wellness challenges, seminars on mental health, and virtual team-building exercises are a few instances of how technology may be used to foster a culture of support and holistic health among employees.

Conclusion: The Yin & Yang - Striking a Balance

In the digital age, striking the right balance between work and personal life is like trying to find the yin and yang of professional and personal endeavours. It entails appreciating the benefits of digital connectivity while actively addressing the problems it brings. Across the adoption of deliberate tactics, the promotion of efficient communication, and the utilisation of the advantageous features of digital tools, people can skillfully maneuver across the digital landscape and achieve a harmonic integration of their personal and work life. The secret is to learn how to surf the digital tide and find pockets of calm in the never-ending flow, not to fight against it. Let's aim for a balance that enhances our personal and professional lives as we embark on this digital journey.

Purba Banerjee (2022-2024)

ESG Investing: Aligning Profitability with Sustainability

In recent years, a growing awareness of the need for businesses to consider their environmental, social, and governance (ESG) practices has been growing. ESG investing, also known as sustainable or responsible investing, is an investment approach that integrates these factors into the decision-making process. This approach goes beyond financial returns and considers companies' impact on the world and its inhabitants. ESG factors have become increasingly important for investors because they recognize sustainability's long-term risks and opportunities. Companies that prioritize ESG practices are more likely to be better positioned to navigate environmental and social challenges and governance issues that impact their long-term value and resilience.

One of the primary goals of ESG investing is to drive positive change by directing capital towards companies committed to sustainable practices.

Investors seek companies that reduce their carbon footprint, promote social equality and inclusion, prioritize employee well-being, and maintain strong corporate governance. Companies that embrace ESG principles tend to be more innovative and adaptable. They are better equipped to identify and seize opportunities in emerging markets and industries, such as renewable energy and sustainable technology.

The availability of ESG data and tools has facilitated the integration of ESG factors into investment decisions. ESG rating agencies and data providers evaluate companies based on various metrics, allowing investors to assess a company's sustainability performance. These ratings provide valuable insight into a company's ESG practices, helping investors make informed decisions that align with their values and long-term financial goals. Critics argue that ESG investing sacrifices financial returns for the sake of sustainability.

However, several studies have shown that responsible investing doesn't come at the cost of profitability.

ESG investing goes beyond simply excluding companies involved in harmful industries. It encourages active engagement with companies, encouraging them to improve their ESG practices. By engaging through shareholder advocacy, voting to support ESG resolutions, and participating in dialogue with company management, investors can encourage meaningful change and contribute to a more sustainable future. The growth of ESG investing reflects a shift in investor priorities & values. Investors increasingly recognize that financial success is not enough & want their investments to impact society and the environment positively. ESG investing provides framework for aligning financial goals with sustainable values, allowing people to invest in companies that reflect their beliefs.

ESG investing is no longer a niche approach; it is becoming mainstream. Asset managers & institutional investors increasingly integrate ESG factors into their investment strategies, and individual investors are demanding more sustainable investment options. This momentum has led to greater transparency, standardization, and accountability in ESG reporting, making it easier for investors to assess a company's sustainability performance. As ESG investing continues to gain momentum, it has the potential to drive significant change in the business world. By directing capital towards companies prioritizing sustainability & social responsibility, investors can influence corporate behavior and foster a more sustainable and inclusive economy. ESG investing is not only about generating financial returns; it is about positively impacting the world & leaving a legacy for future generations.

Siddharth Sarkar (2022–2024)

Trends In Investment

The year saw several investment sensations rise & fall — presenting both challenges and opportunities for savvy investors. As the stock market bobs & weaves like a ship in a choppy sea, let's dive into the reasons driving it!

Technology's golden touch:

The tech sector remains a magnet for investment, particularly in areas like Artificial Intelligence (AI). Generative AI, capable of crafting art, code, and even music, is attracting substantial funding, with companies like OpenAI and DeepMind leading the charge. Cybersecurity, crucial in our increasingly digital world, is another bright spot, with investors eyeing firms developing antivirus software and threat intelligence platforms. At the same time, the Cleantech Revolution, where renewable energy, battery storage, and carbon capture technologies are offering lucrative prospects amidst global climate concerns.

Seeking shelter from the storm:

In uncertain times, stability becomes paramount. The

Federal Reserve's interest rate hikes have breathed new life into traditionally conservative options like high-yield savings accounts, and money market funds. These safe havens offer peace of mind for risk-averse investors.

Income investing is gaining traction with investors seeking stocks or assets that generate regular income e.g., dividends or rental payments — creating a reliable revenue stream. As for those worried about inflation, Series I savings bonds & TIPS (Treasury Inflation-Protected Securities) offer returns pegged to inflation, ensuring your investments stay ahead of the curve.

Rethinking the old playbook:

The tried-and-true 60/40 stock-bond portfolio is facing a rethink. The recent bear market and rising interest rates have shown its limitations, prompting investors to explore alternative allocations or diversify within each asset class for greater resilience.

Value investing, focused on undervalued companies

with strong fundamentals, has made a comeback as growth stocks stumble. The debate between actively managed funds and passive index funds rages on – seeing opportunities for skilled managers to navigate volatile markets.

Beyond the mainstream:

Diversification remains key as investors venture beyond the traditional avenues – real estate, private equity, and even collectables which are attracting attention for their potential for higher returns. However, these options come with increased risk and illiquidity. For those with a

conscience, Socially Responsible Investing (SRI) is gaining ground, with investors seeking companies committed to sustainability and positive social impact.

Lastly, we should remember that no investment is without risk. Comprehensive research, understanding your risk tolerance, and seeking professional guidance are crucial. As the investment landscape continues to evolve, staying informed and adaptable will be your compass to navigate the shifting sands.

Swagato Bose (2022–2024)

Sustainable Business Practices: The Shift Towards Corporate Social Responsibility

The business world has changed profoundly in recent years. More companies are recognizing the need to adopt sustainable business practices; this shift towards CSR is not just a trend but a fundamental redefinition of the role of businesses in society & the environment.

In the past, businesses were primarily focused on maximizing shareholder returns. However, with the emergence of societal and environmental issues, stakeholders began demanding a more responsible way of doing business. CSR was created to address this need for accountability.

Nowadays, CSR goes much further than philanthropy. It is a commitment to ethics, social responsibility, and environmental stewardship in all aspects of business.

Environmental sustainability is a critical component of CSR. Companies are taking steps to reduce carbon emissions, minimize waste, and invest in renewable energy sources. Not only does this contribute to global efforts to fight climate change, but it also positions companies as responsible stewards of the planet.

Corporate Social Responsibility (CSR) goes beyond the boardroom and focuses on the impact that businesses

have on the local community. Companies are participating in initiatives promoting education, healthcare, and community development. Not only does this meet a moral obligation, but it also helps to create a positive corporate image that helps to improve brand reputation and increase customer loyalty.

Ethical business practices are at the heart of sustainable business. Companies must maintain high ethical standards when dealing with employees, clients, suppliers, and other stakeholders.

Transparency and fair business practices help to build trust, which is essential in today's socially aware consumer market.

Stakeholder Engagement is an integral part of CSR in today's era. Businesses need to engage with a wide range of stakeholders, from customers and investors to employees, local communities, and regulatory bodies. Through effective communication and collaboration, businesses can better understand and address the diverse concerns of a socially conscious environment.

Business Case for Corporate Social Responsibility (CSR): Beyond CSR's moral and ethical aspects, there is

also a strong business case. Studies have shown that companies that focus on CSR tend to have better financial performance than those that do not.

Risks & opportunities: The shift towards sustainability is clear but comes with challenges. Companies must invest heavily to implement sustainable practices & it can be difficult to measure their impact. However, these challenges outweigh the opportunities to innovate, becoming efficient, and be more resilient in the long run.

Conclusion: The shift towards CSR reflects a greater understanding of the interdependence between business, society, and the environment. With consumers becoming more discerning, the global community facing more pressing challenges, and the need for a more sustainable future, CSR is more than just a responsibility; it is a strategic choice.

Abribrata Lala (2022–2024)

The Ideology of Balanced Scorecard

In the current competitive and dynamic realm, there is a need for private universities to evolve and adapt so that they have an edge. An effective strategic management tool, which has gained an attraction in the service industry, is the Balanced Scorecard (BSC). Despite the fact that the BSC was developed for profit-driven entities, it could be very well implemented in educational institutions so that the activities are aligned with the overarching strategic vision. At its core, the BSC tends to transform the abstract strategic goals of an entity into tangible objectives as well as performance indicators which are spread across Financial, Customer, Internal Process, and Learning and Growth. The multidimensional approach is beneficial for the private universities, thereby allowing them to balance the educational excellence and sustainability.

From a Financial Perspective, private universities, unlike their public counterparts, rely heavily on tuition fees and private funding. The BSC aids in identifying innovative revenue streams, managing costs, and ensuring long-term financial health – crucial for the autonomy and development of these institutions.

Furthermore, the Customer Perspective within a university setting focuses primarily on students and faculty. Universities can systematically improve faculty recruitment and retention, the quality of education, and student happiness and participation by using the BSC

techniques. These factors are significant in building the reputation of the university and working towards attracting potential students.

In terms of Internal Operations, the BSC advises colleges on how to improve their capacity for research, streamline administrative procedures, and have a robust infrastructure. This promotes an atmosphere that is favorable to learning and exploration while guaranteeing operational efficiency.

From Learning and Growth perspective, private colleges should concentrate on creating an environment that encourages teachers and students to be creative and innovative, as well as to experiment with novel concepts and methods of instruction. Furthermore, funding staff members' professional development programs and resources guarantees ongoing progress and skill development, which advances the institution.

Most significantly, the educational mission and the learning and growth perspective are highly aligned. Keeping this statement in mind, this above-mentioned dimension strongly emphasizes innovation, ongoing progress, and the professional and personal growth of staff members and students. Universities that adopt this viewpoint pledge to be more efficient towards becoming learning organizations that are constantly changing and adjusting to the demands of the

ever-evolving educational landscape. In conclusion, the Balanced Scorecard provides a flexible, strategic, and balanced method for managing and assessing the performance of private universities. It allows these academic institutions to articulate their vision and strategy and analyze, implement, and evaluate them

effectively. Thus, by embracing the BSC, private universities can adapt not just by surviving but thriving beyond the challenges of the surrounding educational environment.

Rohit Singh (2023-2025)

Interview with Sanchari Ghosh: Senior Associate HR Operations at Capgemini

Q. How do you ensure operational excellence in HR service delivery?

A: I ensure to create a structured process and having a thorough knowledge of the work or process flow. Capgemini places a strong emphasis on leveraging technology in its operations.

Q. How comfortable are you with HR information systems and other relevant tools?

A: I'm well versed with HRIS & the tools involved with that.

Q. Can you share an experience where you utilized technology to streamline HR processes?

A: We have processed more of Robotic work flow which has reduced the manual work and streamlined the process to the next level. As a Senior Associate in HR Operations, you'll likely handle sensitive employee data.

Q. How do you approach data management to ensure accuracy, confidentiality, and compliance?

A: We strongly believe in data protection & we password protect the sensitive data while communicating through any networking medium. Data protection is the key goal. HR operations often serve as a point of contact for employees.

Q. How do you approach interactions with internal clients or employees seeking HR support?

A: We keep it confidential.

Q. Capgemini values a culture of continuous improvement. Can you share an instance where you identified an opportunity for process improvement within HR operations, and how did you go about implementing and measuring the success of the improvement?

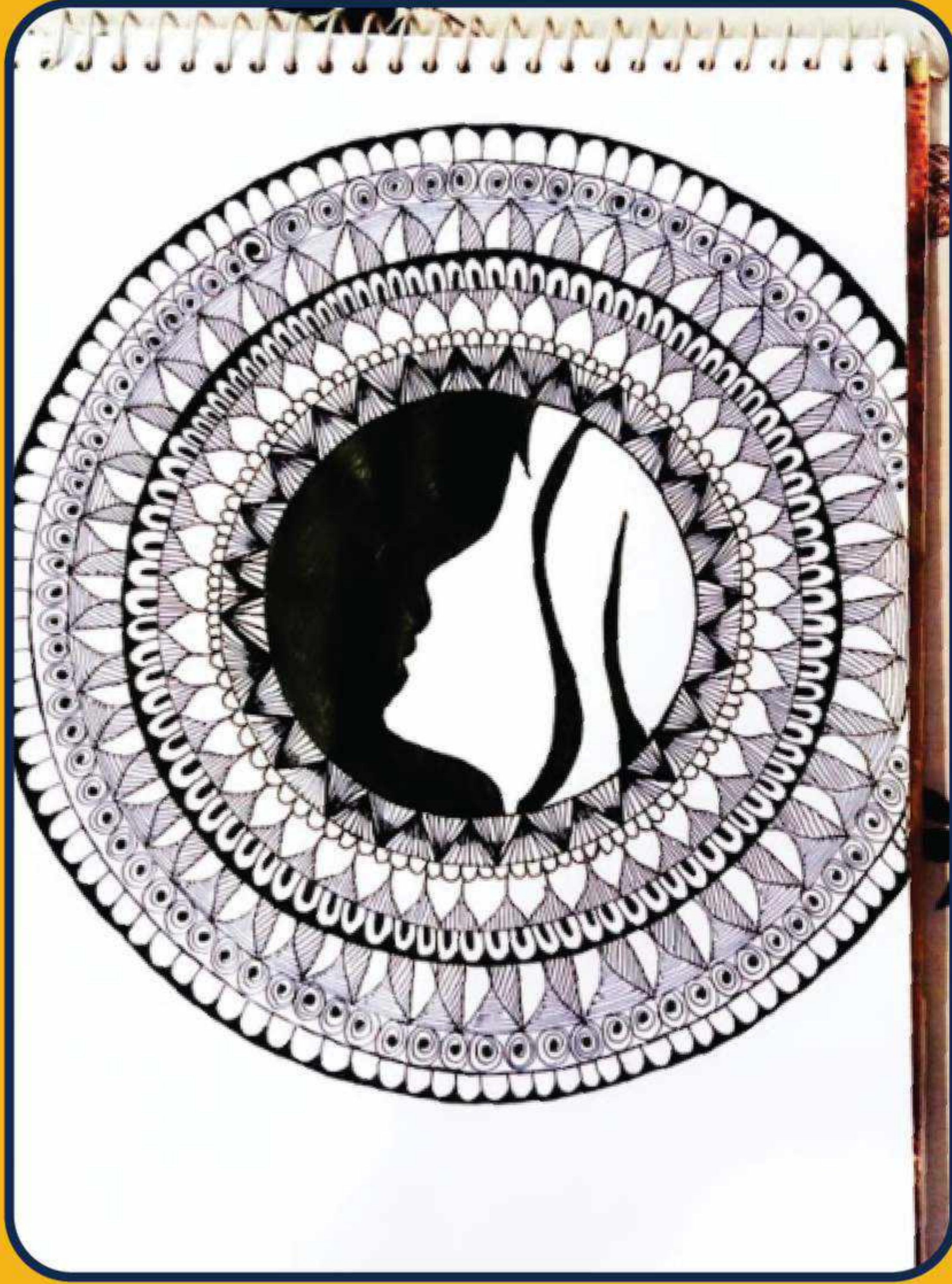
A: Process improvement is one of the KPI's. During heavy workflow where people earlier had to extend post their shift timing, we have implemented few steps which has reduced the time of processing our daily activities and it has met the accuracy level as well.

Q: Given the current economic landscape, what guidance would you offer to students pursuing HR specialization regarding their career outlook and strategy?

A: Work on your communication, leadership and management skills.

Sristi Ghosh (2023-2025)

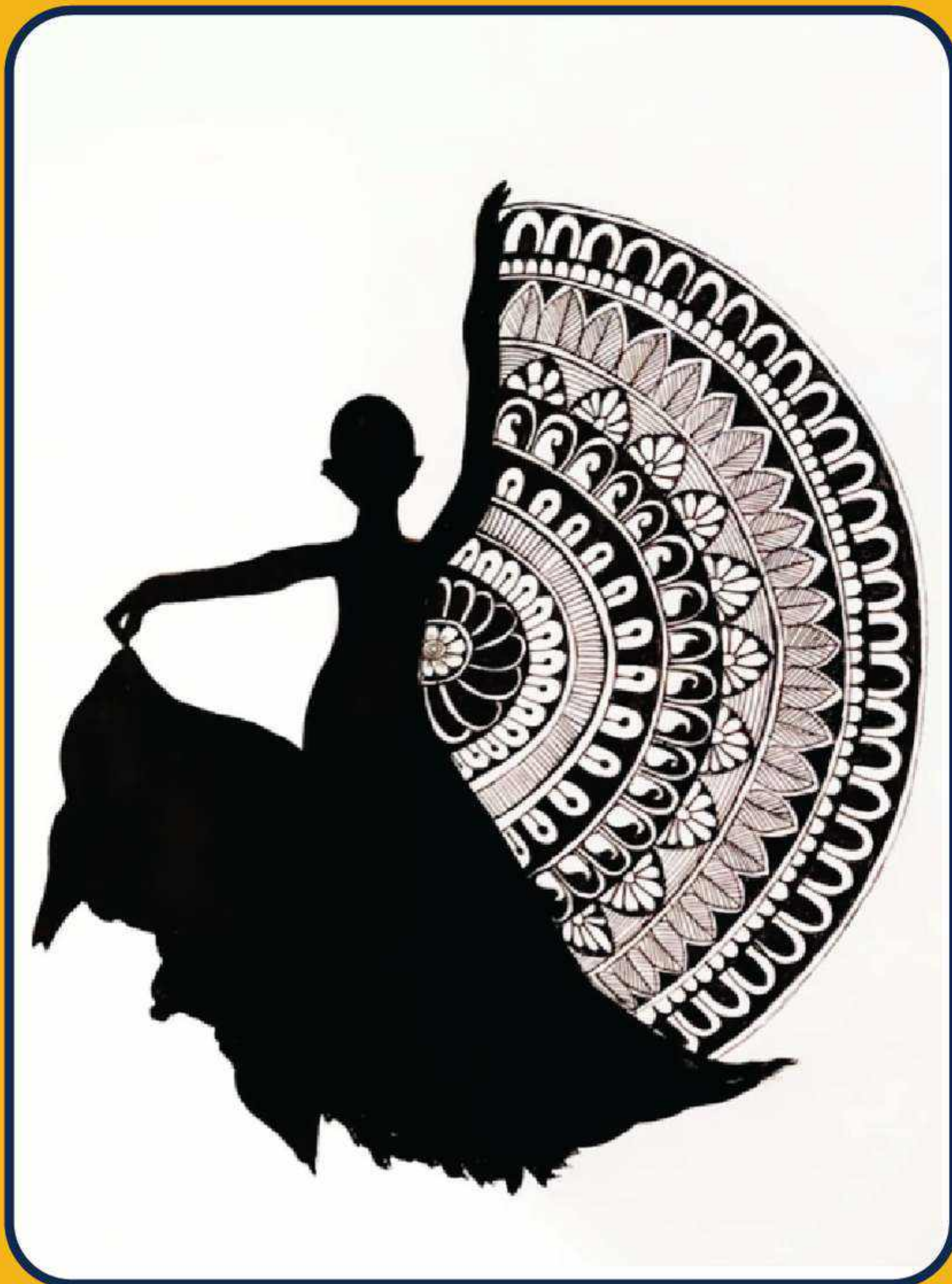
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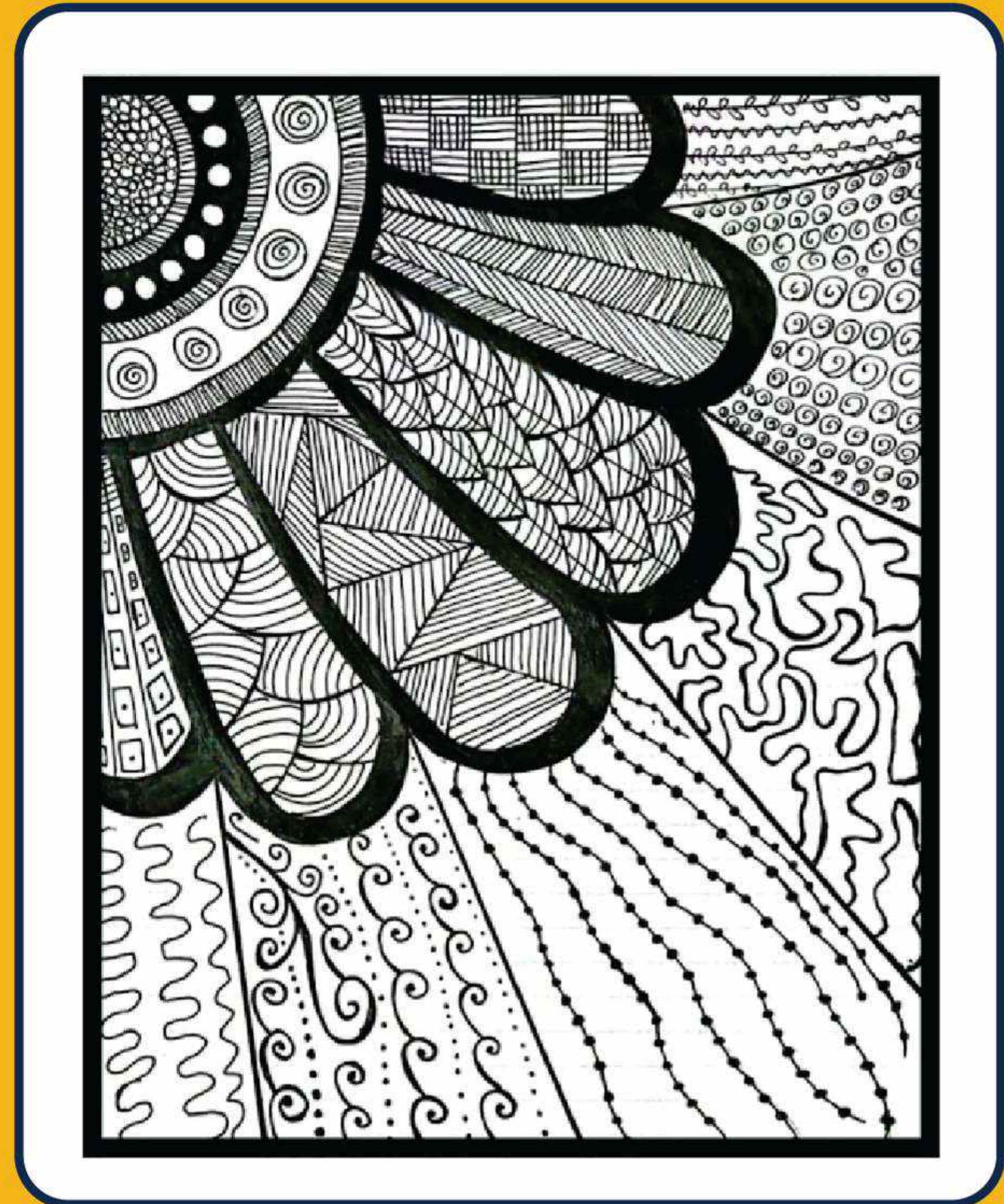
Lakshita Bansal (2023-2025)



Ritika Chowdhury (2023-2025)

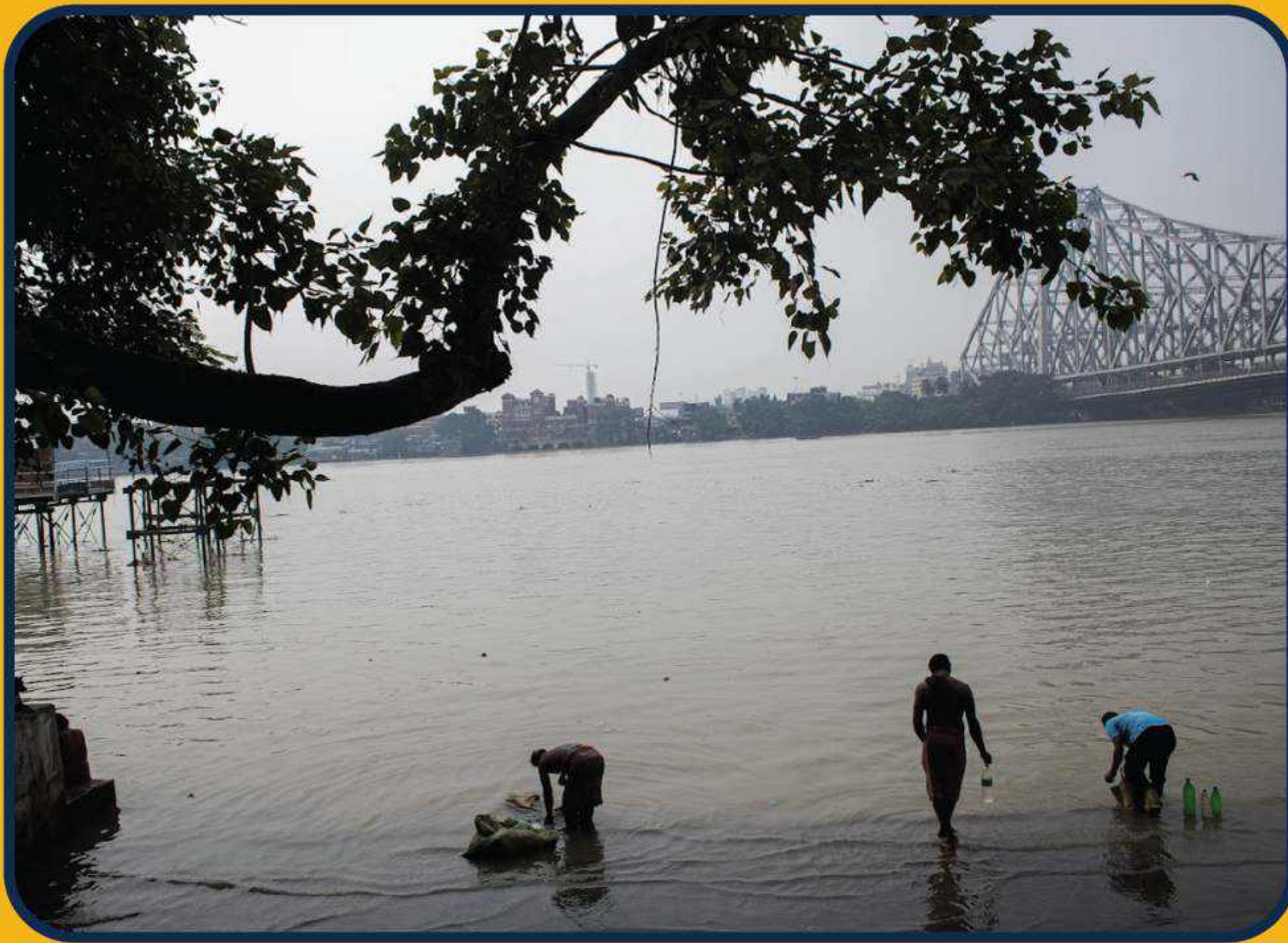


Lakshita Bansal (2023-2025)



Khushi Joshi (2023-2025)

Photography



Avro Roy (2023-2025)



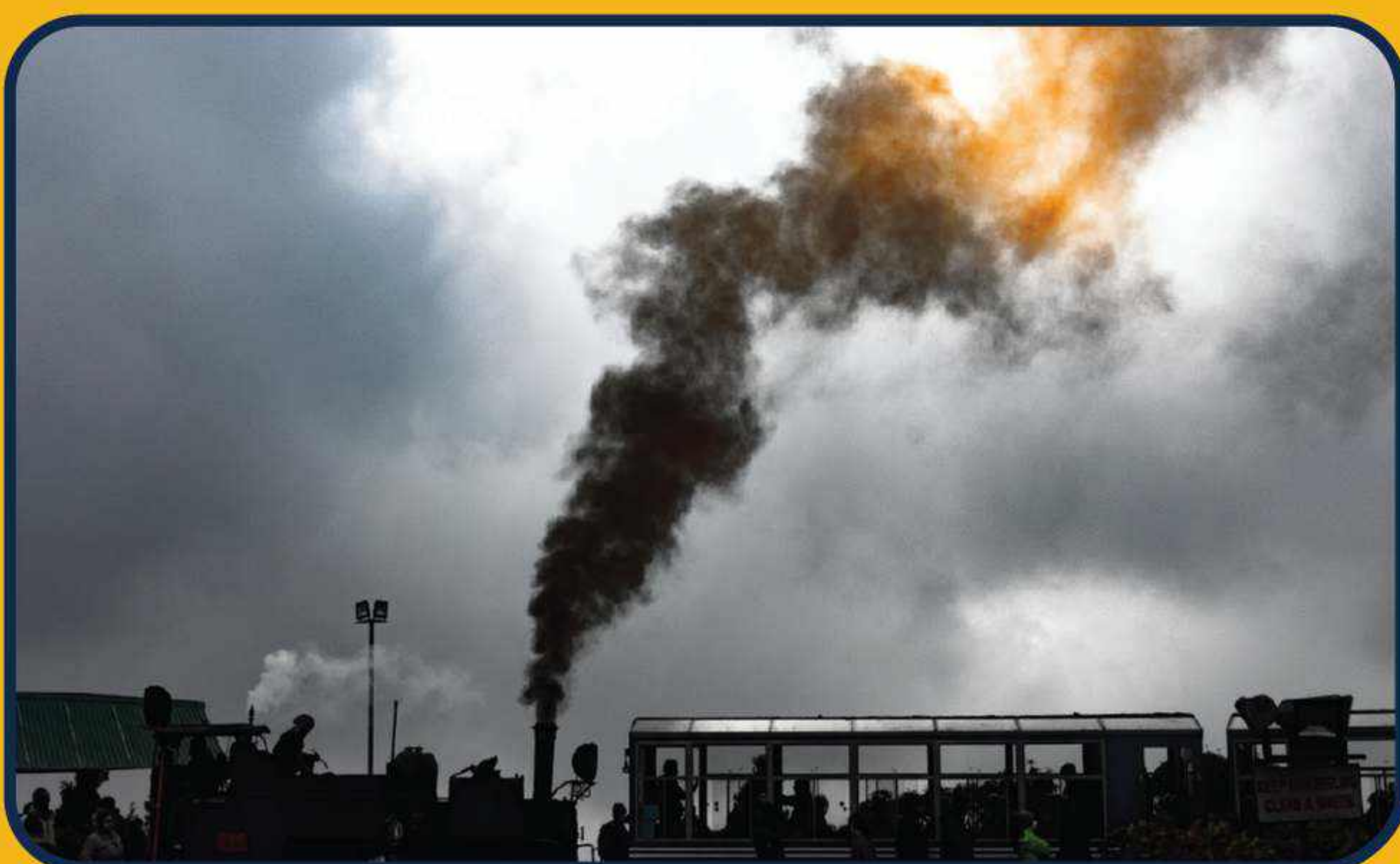
Resham Mondal (2023-2025)



Udita Roy (2023-2025)



Udita Roy (2023-2025)



Sagnik Das (2023-2025)



Sagnik Das (2023-2025)

The Dynamic Evolution of Human Resources in India

As an MBA student specializing in HR, I'm fascinated by the dynamic journey of Human Resource Management (HRM) in India. It's a narrative that transcends textbook definitions, mirroring the nation's economic and social metamorphosis. Tracing its evolution reveals not just changing practices but a fundamental shift in how we value and empower our workforce.

Pre-independence, "personnel management" was a rudimentary function, often handled by line managers in large factories. It revolved around basic recruitment, payroll, and maintaining industrial peace. However, the rise of trade unions and the influence of freedom fighters like Gandhi sowed the seeds of change. Worker welfare and human dignity became core principles, paving the way for the "Human Relations Era" post-independence.

The formative years of independent India focused on employee well-being, with initiatives like employee provident funds and gratuity schemes. HRM departments emerged, but their role remained largely administrative. The 1970s and 80s, marked by economic expansion and rising industrialization, witnessed a paradigm shift. Skilled professionals were in high demand, leading to a focus on talent acquisition, training, & development. HRM began to shed its purely administrative skin, embracing a more strategic role.

The liberalization of the 1990s catapulted India onto the global stage. Competition intensified, and the need for high-performing, adaptable workforces became paramount. HRM evolved into a strategic partner, aligning talent with business goals and driving organizational success. Technology became a key enabler, with HR leveraging automation and data analytics to optimize processes & get valuable insights.

Today, India's HR landscape is vibrant and dynamic. We're witnessing a focus on employee engagement, diversity, and inclusion and building adaptable, future-ready workforces. The rise of the gig economy and remote working are further blurring traditional boundaries, demanding innovative HR practices.

As I near the completion of my MBA, I'm excited to be a part of this dynamic era. The evolution of HR in India is a testament to the nation's progress, and HR professionals will play a critical role in shaping the future of work. We are no longer just record-keepers; we are talent architects, culture custodians, and strategic partners, driving growth and empowering individuals to thrive in a rapidly changing world. The future of HR in India is brimming with possibilities, and I, for one, can't wait to be a part of it.

Saamyadeep Jaldata (2022-2024)

Navigating the Murky Waters: Why Risk Management is the Anchor in Today's Business Ocean

Like navigators battling unpredictable seas, businesses face hidden shoals and sudden squalls in the turbulent world of commerce. Every corner harbors potential risks, from economic storms and market tsunamis to cyberattacks and operational glitches. Even the most robust companies can founder under these unforeseen

threats. But just as an anchor steadies a ship, robust risk management practices can keep businesses afloat, guiding them toward a safe and prosperous voyage. Now, let's dive into case studies where neglecting this crucial anchor sent companies spiralling downwards.

BP's Deepwater Horizon Oil Spill

In April 2010, the Deepwater Horizon drilling rig exploded, igniting a catastrophic oil spill in the Gulf of Mexico. Prioritizing cost-cutting over safety protocols, BP ignored pressure warnings, leading to a blowout. The resulting 4.9 million barrels of oil devastated marine life, crippled fisheries, and haunted coastal communities for years. The fallout? A \$65 billion environmental disaster, plunging BP's stock price 60%, and a stark lesson in prioritizing safety over short-term gains.

The Columbia Space Shuttle Disaster

The 2003 Columbia space shuttle disaster serves as a chilling reminder of the consequences of ignoring safety concerns. Engineers warned about potential damage to the heat shield from falling foam during launch, but their pleas were downplayed. The flawed design and inadequate response to warnings led to the tragic disintegration of the shuttle upon re-entry, claiming the lives of all seven crew members and causing billions in financial losses. This case emphasizes the importance of listening to safety concerns, investigating risks thoroughly, and acting swiftly to mitigate them.

Volkswagen's Emissions Scandal

In 2015, Volkswagen's gamble on risk backfired spectacularly. The company installed illegal software in its diesel vehicles to cheat emissions tests to gain a competitive edge. This deceptive gamble resulted in widespread air pollution, reputational damage, and a \$25 billion fine from the U.S. government alone. The scandal forced the CEO's resignation and served as a stark reminder of the ethical and financial dangers of taking unnecessary risks for short-term gains.

The Quantifiable Impact of Risk Management:

Before delving into real-world examples, let's understand the importance of risk management through some facts and figures:

- A 2021 McKinsey & Company report revealed that companies with mature risk management practices are 3.5 times more likely to report above-average growth.

- PWC's 2023 Global Risk Report highlighted that 73% of CEOs are extremely concerned about operational risks, showcasing the growing prominence of risk management on executive agendas.

- The International Organization for Standardization (ISO) estimates that every \$1 invested in risk management saves businesses an average of \$3.

These statistics paint a clear picture that proactive risk management is not just a cost; it's a strategic investment with a significant return.

Now, let's dive into the real-life stories of businesses that weathered storms thanks to their robust risk management strategies:

1. Maersk Navigates the Choppy Seas of Supply Chain

Disruptions: The global shipping giant Maersk faced a potential perfect storm in 2021. The COVID-19 pandemic triggered unprecedented disruptions in global supply chains, with container shortages and port congestions threatening to bring Maersk's operations to a standstill. However, Maersk's proactive risk management practices came to the rescue. They had already invested in diversifying their shipping routes and building strong relationships with alternative suppliers, enabling them to adapt quickly and minimize the impact of the disruptions. This agility allowed Maersk to maintain its operations and emerge as a leader in the crisis, showcasing the power of preparedness.

2. Domino's Pizza Heats Up Risk Management to Deliver

Success: The pizza giant Domino's is renowned for its focus on operational efficiency and customer satisfaction. A key element of this success story is their meticulous risk management approach. Domino's has invested heavily in technology and data analytics to identify and mitigate potential risks associated with food safety, delivery times, and customer service. Their real-time tracking system, for example, allows them to monitor deliveries and address any issues proactively, ensuring a seamless and positive customer experience. This commitment to risk management has protected

Domino's brand reputation and fueled its impressive growth trajectory.

3. TSMC Weathers the Tech Tempest with a Culture of Risk Awareness: Taiwan Semiconductor Manufacturing Company (TSMC), the world's leading chipmaker, operates in a highly volatile industry where technological advancements and geopolitical tensions can pose significant risks. However, TSMC has cultivated a strong culture of risk awareness throughout the organization. They regularly conduct scenario planning exercises to anticipate potential threats and develop contingency plans. Additionally, TSMC fosters open communication and encourages employees at all levels to report and address potential risks, ensuring a proactive and comprehensive approach to risk management. This dedication to mitigating risks has been instrumental in TSMC's continued dominance in the semiconductor market.

The examples above illustrate the tangible benefits of effective risk management. However, the most important aspect is how businesses can translate these principles into a practical framework. Here are some key steps:

- **Identify potential risks:** Conduct thorough assessments to pinpoint all potential threats, from internal operational issues to external market forces.
- **Analyze and prioritize risks:** Assess the likelihood and impact of each risk to determine which ones require immediate attention.
- **Develop mitigation strategies:** Formulate concrete plans to avoid, minimize, or transfer the negative consequences of identified risks.
- **Monitor & adapt:** Regularly evaluate the effectiveness of your risk management strategies and adapt them as needed to stay ahead of the evolving risk landscape.

Technology as the Risk Management Ally:

In today's data-driven world, technology plays a crucial

role in enhancing risk management practices. Artificial intelligence (AI) and machine learning (ML) algorithms can analyze vast amounts of data to identify patterns and predict potential risks with greater accuracy. Additionally, cloud-based platforms facilitate collaboration and communication across teams, ensuring real-time risk monitoring and response.

Embracing the Risk Management Compass:

In the face of an uncertain future, risk management is no longer a luxury but a necessity for businesses of all sizes and industries. By proactively identifying, analyzing, and mitigating potential threats, businesses can navigate the turbulent waters of the market with greater confidence and resilience. Remember, a robust risk management framework is a shield and a powerful compass guiding businesses toward calmer waters and uncharted opportunities. While it may not entirely eliminate the bumps and storms, it equips organizations with the tools and foresight to adjust their course, weather headwinds, and ultimately reach their desired destination. As Maersk's agility during the supply chain crisis and TSMC's adaptability in the tech landscape demonstrate, embracing risk management empowers businesses to survive and thrive in the face of adversity. In this ever-evolving world, businesses that prioritize proactive risk management aren't merely playing it safe – they're charting a course for sustainable success and carving their own path to a brighter future.

Arkaprabha Das (2018-2020)

My Adventure With Words

A to Z. That is 26 alphabets. Any permutation & combination of these 26 is possible in English Language. Any permutation & combination of these words makes a sentence. And finally, any permutation & combination of those sentences makes a book. And where did I end up? Right in the middle of a Bibliophilic Family.

That's right. I was surrounded by people from a young age, but books surrounded me even more. Shakespeare, Asimov, Tolkien, Eyewitness Series, Homer, Doyle. These are some of the authors that line the bookshelves of my father & grandfather's bookshelves. Dictionaries are ever-present (in Parsi households, that's pretty much expected), and for me, the most fascinating ones are fictional books.

No matter how many times I read them, no matter how old I am, I still find myself heading for one particular section of the bookshop first: you guessed it, fiction. The worlds I'd get transported to, the feelings I'd get reading through each page, and the smile with the scent of the fresh pages, those feelings cannot be duplicated by a Kindle or eBook. I'm a bit old-fashioned that way. Any new city I travel to has a minimum of two stops in a bookshop. Even if I don't buy a book, I am there and surfing the pages and the books. If not fiction, I dive into the knowledge section and maybe, just maybe, come out with a book on Dinosaurs in my hand (My first animal love wasn't dogs or cats, but the famous reptiles from eons before).

After being around books and delving into the world of the uncharted, my fascination sharply turned in 2012. Enter Percy Jackson. This was the first time I saw the book, and I got a friend to loan me the first book, The Lightning Thief. A day later, Sea of Monsters was finished as well. By early 2013, every book had been bought and read thrice over (I was a fast reader and still am). Then came the agonizing wait for every book of the Heroes of Olympus Series. Between them, I also got around to the Kane Chronicles' Egyptian Series. Then came Magnus Chase and the Norse mythology. Trials of Apollo was the last series I bought and read.

Following this dive into the world of myths, a small (like,

five months) period of time was dedicated to watching Assassin's Creed Gameplay. Then, for my 20th birthday came the series of 10 Books on Assassin's Creed. All ten books were completed in under the following fortnight.

If you're wondering why there is so much background between words and myself, here's your answer: In the middle of all this, 2017 I also took to writing well. Not any poetry or self-help; this was fiction. And this one didn't stop at just one or two chapters. Try 34 chapters across 200-plus pages; that was just my first book. Published in 2021 under the House of Inkfeathers Publishing, "War of the Tribes" was my first actual touch into the practical side of the literary world. And things did not stop there. In 2021, my book was in a competition for a literary prize in the U.S.A., the Bapsi Sidhwa Literary Prize. It didn't win, but I am confident that I may have definitely caught some people's attention. Book number 1 may have been done by 2018, but by 2019, book number 2, "Sacrifice of the Guardians," was written as well and published in 2023. Book 3 had a slow start, and then COVID came. Book 3 was finished very quickly after that. Book 4 has been started, but then I got a brainwave: How about another series set in the real world?

That went as you'd expect:

- The author gets a brainwave.
- The author writes characters.
- The author goes crazy with the storyline.
- The author writes a short series.

Well, that last point isn't exactly correct in my case. My second planned series "Hybrida" is a collection of 11 different books and tales, ending up in a final showdown in the 12th book. And if I ever get the time to do so, there is a distant third series, "Reapers," set in the distant future, engaging zombies, Transformers, Pacific Rim, Assassin's Creed...you get the idea. My brain kicks into overdrive whenever it senses an opportunity for a story. Well, that's how I went from being born in a Bibliophilic family to diving into books from a young age to becoming author of two books (at the time of writing), all by the age of 21.

Darius Cyrus Modi (2023-2025)

Empowering Women Entrepreneurs: Breaking Barriers & Driving Gender Diversity in Business

In an era where the narrative of entrepreneurship is evolving, women are increasingly breaking barriers and making their mark in the business world. The stories of women entrepreneurs Indra Nooyi, former CEO of PepsiCo, Nykaa, founded by Falguni Nayar, and Sugar Cosmetics, founded by Kaushik Mukherjee and Vineeta Singh, have become symbols of the changing landscape. Empowering women in business is not just about individual success; it's about dismantling systemic barriers and fostering gender diversity. Two compelling examples that exemplify this transformation are Chanda Kochhar, former CEO of ICICI Bank, and Whitney Wolfe Herd, founder of Bumble.

Chanda Kochhar's journey is a testament to resilience and determination. As the former Chief Executive Officer of ICICI Bank, one of India's leading financial institutions, Chanda steered the bank through challenging times and played a pivotal role in its growth. Breaking into the male-dominated banking sector, she became a trailblazer for aspiring women leaders. Chanda's leadership exhibited her financial acumen and highlighted the importance of diversity at the top hierarchies of corporate leadership.

Under Chanda's leadership, ICICI Bank implemented policies that promoted gender diversity within the organization. The bank actively worked towards creating a conducive environment for women to thrive, providing mentorship programs and flexible work arrangements. By doing so, Chanda shattered the glass ceiling and paved the way for other women entrepreneurs to climb the corporate ladder.

On the other side of the globe, Whitney Wolfe Herd made waves in the technical industry by creating Bumble, a dating app that empowers women to make the first move. Wolfe Herd faced numerous challenges as a female entrepreneur in the male-dominated technical space but emerged triumphant. Bumble's unique approach to online dating, where women take the

initiative, challenge societal norms, and empower women in their quest for meaningful connections.

Beyond dating, Bumble has expanded its platform to include Bumble Bizz, a networking feature, and Bumble BFF, for finding friends. This diversification demonstrates Wolfe Herd's commitment to leveraging technology for positive social change and providing women opportunities beyond traditional norms. Bumble's success reflects the demand for platforms that align with modern values of equality and empowerment.

Both Chanda Kochhar and Whitney Wolfe Herd have demonstrated that empowering women in business goes beyond individual success; it's about creating an ecosystem that fosters diversity and inclusion. Chanda's efforts at ICICI Bank and Wolfe Herd's innovative approach at Bumble showcase how women entrepreneurs can drive change at both organizational and societal levels.

To continue this momentum, businesses and policymakers need to fraternize in creating an environment that nurtures and fosters the growth of women entrepreneurs. Access to funding, mentorship programs, and initiatives that challenge gender stereotypes are crucial components of this ecosystem. As more women break barriers and take on leadership roles, the narrative of entrepreneurship will undoubtedly become more diverse and inclusive.

The stories of Chanda Kochhar and Whitney Wolfe Herd exemplify the transformative power of women in business. By breaking barriers and driving gender diversity, these women have achieved remarkable success in their respective fields and paved the way for a more inclusive and equitable future for aspiring women entrepreneurs. Their journeys inspire the next generation, urging them to dream big and challenge the status quo in pursuing their entrepreneurial ambitions.

Disha Bajori (2022-2024)

Workplace Diversity

The etymology of the word DIVERSITY comes from the Latin word "Diversus," which means various. It means including people from multiple social, cultural, race, color, creed, genders, academic/professional, and various other orientations.

Workplace diversity has recently become an intriguing matter of contention in the corporate world. Based on the degree of diversity enactment (modus operandi) in an organization, we can learn about its culture, whether it is an individualistic or collective and strong or weak culture. Whenever we talk about diversity, we generally mean parameters like- age, race, gender, religion, and disability, but experts have now recognized that these demographic attributes are just perfunctory parameters; they primarily reflect the Surface-level-diversity and lead to judging an employee based on stereotypes, assumptions & presumptions. It does not include the thoughts & feelings. However, empirical evidence shows that when people get to know one another through socialization by formal or informal means, they become less concerned about demographic incompatibilities if they see themselves sharing characteristics of paramount importance, like personality and values, which represent deep-level diversity. Inculcating effective diversity management means working to eradicate unfair means of discrimination. Unfair discrimination assumes that everyone in a group is identical, which is invalid. People working in a group can have similarities, but they cannot be the same in terms of qualifications, leadership, professionalism, and many more. A person might be less qualified but can exhibit leadership qualities exceptionally well when given a team project, and a highly qualified person might not be a good leader. Thus, unfair discrimination can occur due to certain errors in perception like- Stereotyping, Projection, Halo-Effect, and selective perception, and contribute towards discrimination of an individual that

might lead to severe effects not only on the organization's performance but also on individual performance and mental health. So, Diversity Management makes everyone more aware and sensitive towards the needs and differences of others; it will be successful when we see it as everyone's business rather than only helping certain groups.

One of the ways of enhancing work diversity in an organization can be selecting and recruiting specific demographic groups by placing advertisements in colleges, universities & other institutions where there is a substantial number of unrecognized minorities. Such kinds of advertisements have been successful; as empirical evidence depicts, these are mainly attractive to women and other multicultural minorities. When managers perspicuously prioritize non-discrimination policies, qualifications & skills become the true parameters for determining who gets hired, promoted, and other positions in an organization.

However, there are many hindrances in order to inculcate diversity in the organization effectively; workplace diversity can be successful and have a positive impact on all the other employees only if:

- a. The diversity experience undermines stereotypical attitudes.
- b. If the perceiver is motivated and able to accept a new perspective on others.
- c. If the perceiver engages in stereotype suppression.
- d. If the positive experience of stereotype undermining is repetitive.

To conclude, diversity is required in every organization in this 21st century as we all progress towards a mindset free from platitudinal thought. Thus, having a diverse work culture will benefit an organization's performance and brand value, improve company culture, attract more talent & boost profitability.

The Arena Of Business & Management In Sports

Sports business management encompasses the sports industry's various administrative and commercial aspects. It involves organizing, operating, and marketing sports teams, events, facilities, and related products and services. The sports industry is a dynamic and thriving sector that requires effective management strategies to ensure success and sustainability.

One key aspect of sports business management is the management of sports teams. This involves the leadership and coordination of various team-related activities such as player recruitment, contract negotiations, training programs, and performance evaluation. Effective management of sports teams requires a deep understanding of the sport and strong leadership and communication skills to motivate and guide the team toward achieving its goals.

In addition to managing sports teams, business management includes planning and organizing sports events. This involves various tasks such as venue selection, event scheduling, ticket sales, marketing, and logistics. Event management requires meticulous attention to detail and the ability to foresee and address potential challenges to ensure the smooth and successful execution of the event.

Furthermore, sports business management involves the operation and marketing of sports facilities. This includes the management of stadiums, arenas, training facilities, and other sports venues. Effective facility management is crucial for providing a safe and enjoyable experience for both athletes and spectators. Marketing of sports facilities involves promoting the venues for events and attracting users for non-event purposes such as training and recreational activities.

Another important aspect of sports business management is the commercialization of sports through sponsorships, endorsements, and licensing deals. Managing these commercial partnerships requires negotiation skills, market knowledge, & an understanding of brand value. Sports business managers seek to create

mutually beneficial partnerships that enhance the visibility and financial success of the sports entity while providing value to the sponsors and partners.

Moreover, sports business management encompasses the merchandising and selling of sports-related products and services. This includes developing and retailing team merchandise, sports equipment, and other related products. Effective management involves understanding consumer preferences, maintaining quality standards, and implementing strategic marketing and distribution channels.

Sports business management also extends to sports media and broadcasting. This includes managing media rights, production, distribution, and marketing of sports content across various platforms. With the evolving digital media landscape, sports business managers must stay abreast of technological advancements and consumer behaviors to monetize sports content effectively.

In today's globalized world, sports business management also involves international expansion and global marketing strategies. With the rise of international sports events and the global appeal of popular sports, sports business managers seek to tap into new markets and diverse fan bases to maximize revenue and brand exposure.

In conclusion, sports business management is a multifaceted discipline requiring diverse skills and knowledge. From team management to event organization, facility operations to commercial partnerships, and marketing to international expansion, effective sports business management is essential for the success and growth of the sports industry. As the sports industry continues to evolve, the demand for skilled sports business managers who can navigate the complexities of this dynamic sector will continue to grow.

Zaid Anwar (2023–2025)

How AI is Redefining Talent Management - A Data-Driven Approach

AI, also known as Artificial Intelligence, is revolutionizing talent management. AI is reshaping how organizations identify, attract, and retain top talent with its advanced algorithms and machine learning capabilities. One fundamental way AI transforms talent management is through its data-driven approach. By analyzing vast amounts of data, AI can provide valuable insights and predictions about candidates' skills.

The business landscape is experiencing a profound transformation driven by the constantly advancing capabilities of artificial intelligence (AI). This is more evident than in talent management, where the potential of AI-powered solutions is challenging traditional methods.

The Talent Crunch: It is a pressing issue that our society faces. It is a situation where skilled individuals are scarce in various industries. Organizations and corporations need more support as a result of this talent scarcity. The demand for skilled professionals surpasses supply, resulting in a worldwide talent scarcity. According to a report by McKinsey Global Institute, it is projected that by 2030, there may be a significant shortage of skilled workers worldwide, with estimates ranging from 85 million to 200 million individuals. Finding and retaining top talent is an exceedingly critical challenge for businesses.

AI-Powered Recruitment: In this modern era, artificial intelligence (AI) has become increasingly prevalent in various industries, including recruitment. AI is revolutionizing recruitment, efficiently optimizing candidate sourcing, resume screening, and interview scheduling tasks. According to a study conducted by AIHR in 2023, it has been observed that a significant majority of 72% of HR professionals hold the belief that the implementation of AI technology has positively impacted their capacity to attract highly qualified candidates effectively. Furthermore, an Accenture report emphasizes that AI-powered recruitment tools can diminish hiring expenses by up to 30% while augmenting the hiring velocity by 50%.

Personalized Learning & Development: This section will delve into customized learning and development, which is significant in pursuing academic excellence. As an Asian student, I understand the importance of tailoring one's AI to effectively personalize employee learning experiences, meticulously customizing content and delivery following their unique strengths, weaknesses, & career aspirations.

According to a survey conducted by Gartner in 2022, it has been revealed that a staggering 80% of HR leaders hold the belief that AI possesses the capability to personalize the learning experience for employees. According to a LinkedIn Learning report, it has been demonstrated that a personalized approach results in enhanced employee engagement & skill development, thereby increasing employee retention by 34%.

Data-Driven Performance Management: This section will delve into data-driven performance management. It is a methodology emphasizing data and analytics to inform decision-making and improve performance. With its remarkable capabilities, AI has the ability to meticulously analyze copious amounts of data, enabling managers to gain invaluable real-time insights into the performance of their esteemed employees. This allows them to discern areas for enhancement, offer focused feedback, and make data-oriented determinations regarding promotions and remuneration. According to a study conducted by Forrester, it has been found that companies that utilize AI-powered performance management tools witness a notable surge of 15% in employee productivity.

The **Human-AI Partnership** is a topic of great significance in today's technological landscape. It is where humans and artificial intelligence collaborate and work together to achieve remarkable outcomes. This collaboration holds immense potential for various fields. While AI offers powerful tools, it is essential to remember that it is not a substitute for human expertise. In the ideal scenario, a harmonious partnership exists wherein AI graciously enhances human judgment & decision-making, resulting in

superior outcomes. According to a report by PWC, 85% of esteemed business leaders firmly believe that artificial intelligence (AI) will enhance and complement human capabilities rather than completely replace them in the forthcoming era of work.

In conclusion, the integration of AI into talent management is

still in its early stages, but the potential benefits are undeniably evident. By harnessing the power of AI's data-driven capabilities, businesses can effectively navigate the talent shortage, optimize recruitment and development procedures, and cultivate a highly engaged and productive workforce.

Souvik Dey (2023–2025)

Interview with Bibaswan Das: National Manager (LuvLap)

Q. Can you tell us something about you, your journey so far, and your role & duties within the organization?

A: I am Bibaswan Das. I have graduated from Calcutta University. I started my journey with Eureka Forbes, selling vacuum cleaners. After that, I ventured into the garments industry with Maxwell Industries (VIP FRENCHIE). Then I worked with many companies like Zodiac, Mafatlal, Dixie, Turtle, Rupa, Dollar, and now in Universal Corporation Ltd. It has been a nice journey of 30 years being a national manager of the brand LuvLap, a kid's garment. My responsibility ranges from the production plan to the last distribution sale.

Q. One word that defines you and a few words about your company?

A: I'm a sales man. My company, UCL, is a big organization having a couple of divisions like Duracell distribution for the sub-continent; we have a food brand called Disano, a brand called Agaro, & LuvLap (child & mother care products). I manage the garment part of the business.

Q. How do you differentiate your product from your competitors?

A: I don't believe in competition; I'm my only competitor.

Q. How do you stay informed about industry trends and changes at a national level?

A: While managing the pan-India show, I'm connected to the retail market as I believe I'm a salesman, so changes happen. I'm well informed through connection.

Q. Can you give an example of how your understanding of the market landscape has directly influenced a successful sales strategy?

A: When I was in Dixie, it was new to the region, and the Kolkata market refused first and started from abomination. After six months or so, I got a positive response from the Kolkata market.

Q. How do you motivate and inspire a geographically dispersed sales team to achieve national targets?

A: Achieving the targets is a habit. Basically, my agenda is to break the target at the very micro level and monitor the sales daily, which makes the team feel elite. I used to convince my team that there are two things: selling, one being relations and the other being service.

Q. How do you cultivate and maintain relationships with key national clients and partners?

A: I make visits very often, and maintain relational selling.

Q. Can you share a specific example where your relationship-building efforts increased business or customer satisfaction?

A: When I was in Turtle as an RSM, one of my big outlets was selling nearly 28 lakhs in a year, and for they have provided a remarketed dedicated space for my brand; I had closed with 1 Cr next year when the SIS in garment was not, they're this was possible because I had many connections across West Bengal.

Q. How do you use data and analytics to inform your sales decisions and strategies??

A: There are a couple of formats prepared by the MIS, which are shared with the entire team on a daily basis, & if required, immediate actions are taken then and there.

Q. In a rapidly evolving business landscape, how do you ensure your sales strategies remain adaptable & effective?

A: Continued development in the quality of products and micro-level management is the main key.

Q. Can you share an experience in successfully navigating your team through a significant market change?

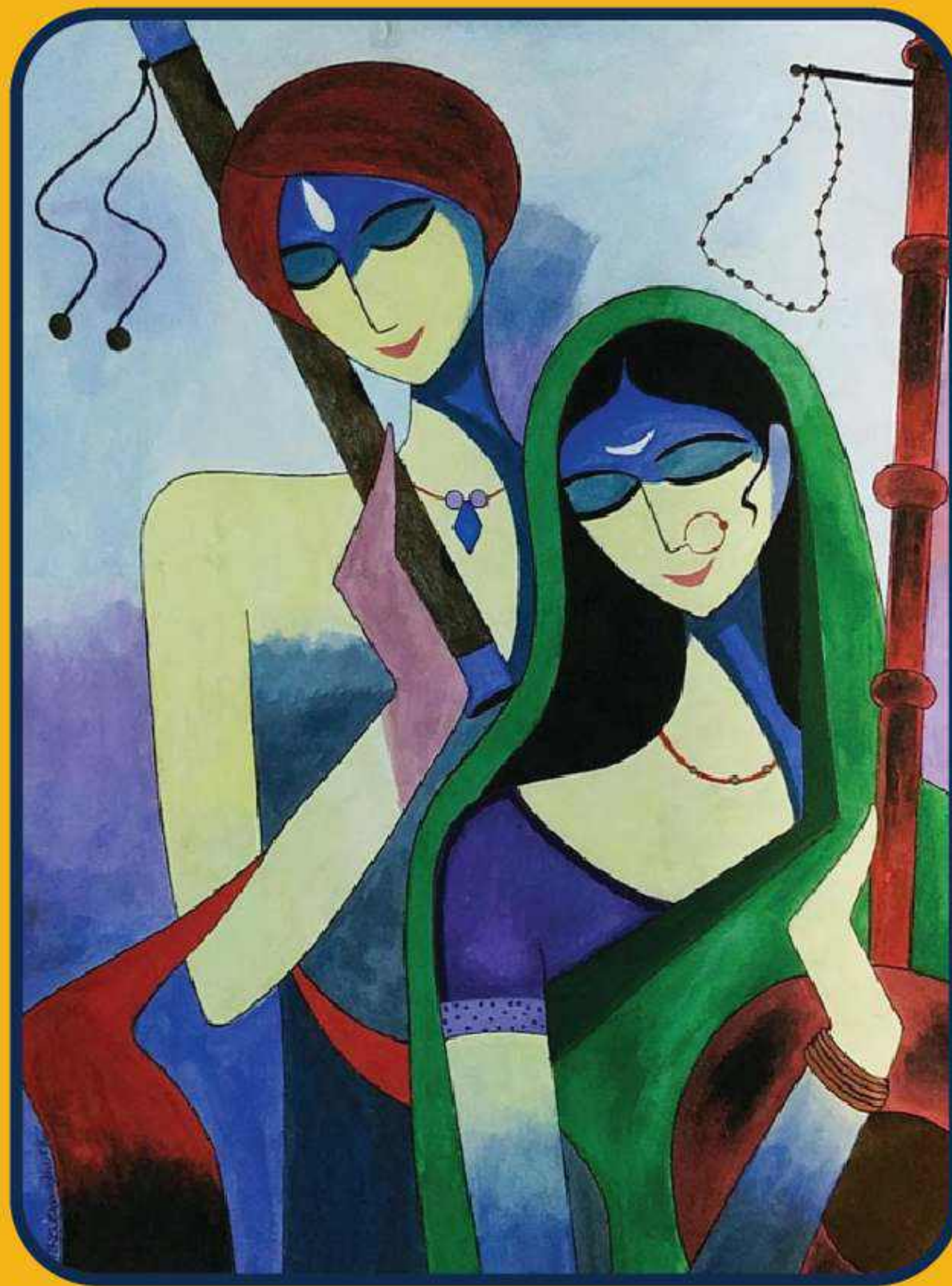
A: During COVID-19, the garment trade was converted to cash & carry, which was successful, & the response was wonderful, which helped us operate during the COVID times.

Anudhyan Bandopadhyay (2023–2025)

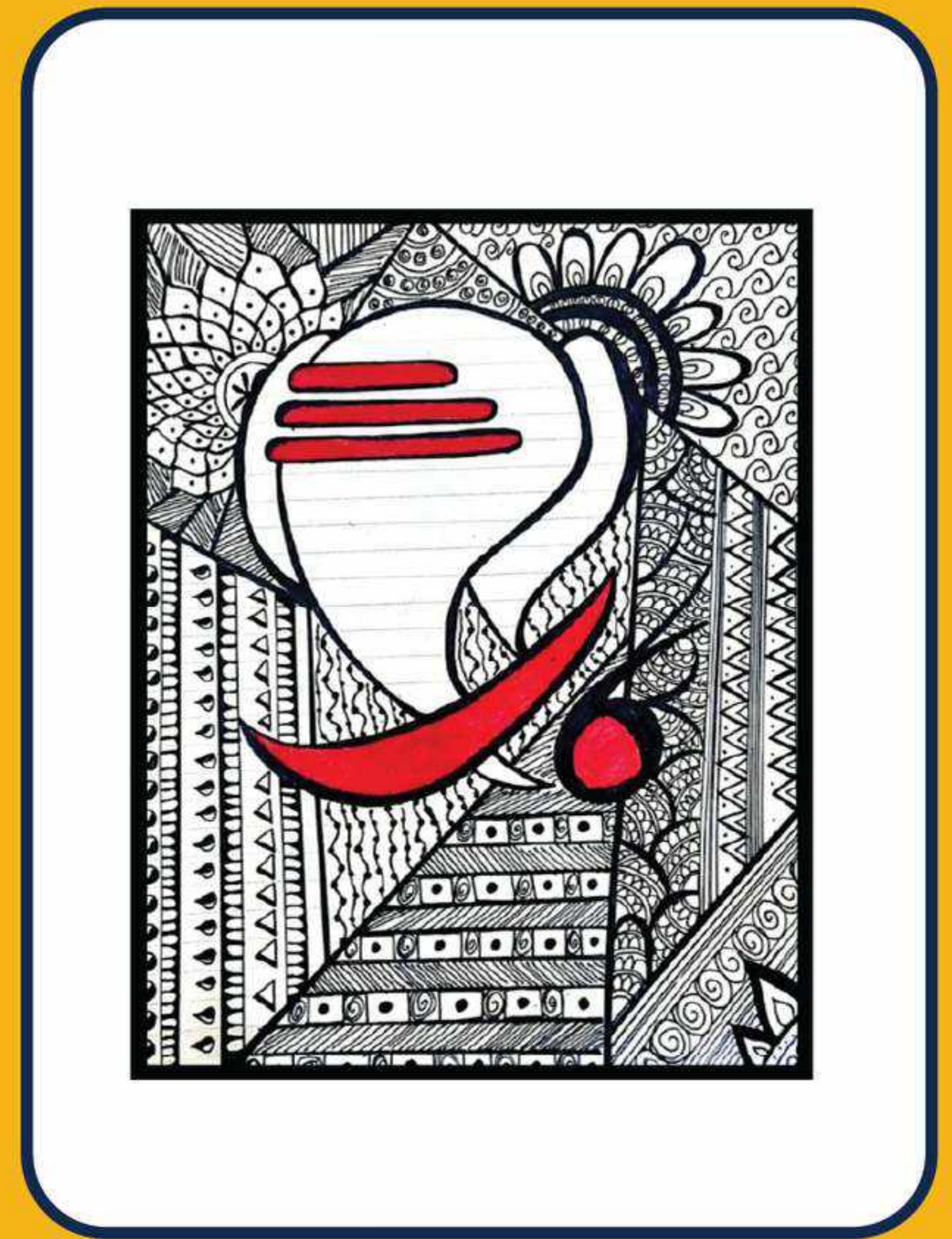
Artworks



Lakshita Bansal
(2023-2025)



Ritika Chowdhury
(2023-2025)



Khushi Joshi
(2023-2025)

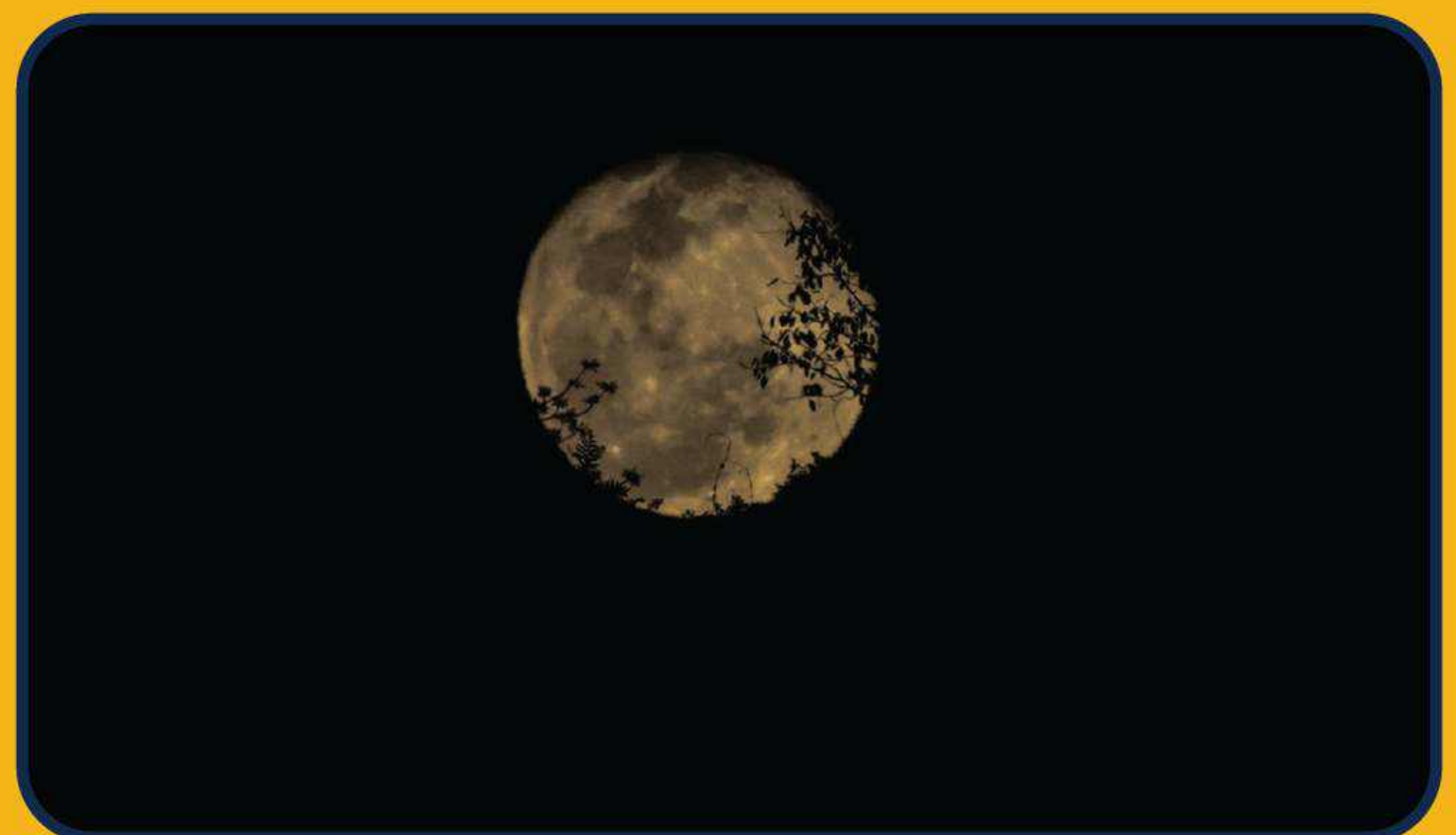


Srishti Ghosh (2023-2025)

Photography



Sagnik Das (2023-2025)



Udita Roy (2023-2025)

Workplace Stress - A Battle for Each & Everyone to Win

In today's busy working world, stress for many people is like an uninvited guest arriving at a party. With tight deadlines, non-stop emails, and extremely high expectations, it can feel like we're in a pressure cooker that's messing with our brains. But dealing with workplace stress is not just about feeling good personally but also about continuing our work with ease.

So, how do we attack this stress monster? Well, one great trick is involved in mindful activities. It sounds strange, but it's just about performing activities like meditation or deep breathing exercises. These small routines can reduce anxiety and help keep us focused. Imagine taking a short walk or going to a quiet corner to relieve anxiety, it's like a superhero move for your brain, bringing back the inner zen.

Now, there's a secret weapon against stress, "hobbies"! Whether painting, playing sports or anything that makes you happy, these activities are like mini-vacations from the chaos of work. It is like putting up an anti-stress guard when we balance our work and personal life and make time for what we love. Companies that encourage workers to do this create an

environment where stress struggles to persist.

What else? Imagine a treasure chest full of things that make you happy. That's self-care! Take breaks, treat yourself well, and remember to enjoy the journey. When you open your self-care box, you find the secret key to a happy work life.

So, it is crucial to remember that you're the fantastic sailor steering your ship in the vast sea of work. With a map of stress sharks, mindfulness magic, work-life surfing on hobbies, wellness island breaks, and a self-care treasure chest, you're ready to ride the waves and make your workplace a happier and calmer place!

Last but not least, let's talk about our musketeers at work. I meant to say our work buddies. Having musketeers to share in the banter and challenges is like having your own cheer team. Employers can organize fun team content, provide mentorship, and ensure everyone feels valued. A workplace that celebrates both success and personal happiness is where you not only survive but thrive in this the wild world of corporate.

Riyanka Ghosh (2023-3025)

FINTECH

With the emerging era of digitalization and the emergence of AI (Artificial Intelligence), our world is evolving faster. It is rapidly changing in the face of technology and communication. Fintech was one such innovation in technology that completely changed how people handle money or their finances.

Fintech is one such technology that has completely changed the finance industry. It was introduced way back in 2015. The main motive was to make firms use new financial technologies and challenge the old traditional technologies. How can payments be made

more reliably and efficiently than going to the bank directly or waiting in long queues and spending more time? How can people pay directly to the concerned party without taking anything on credit? Artificial Intelligence, Block chain, Cloud Computing, and big data are regarded as the building blocks of Fintech? Smart phones for mobile banking, borrowing services, and crypto currency are examples of technologies designed to make financial services more accessible to the public. For the functioning of the services, specific AI algorithms provide some insight into customer

spending habits, allowing financial institutions to understand their clients better. Chat bots are some more AI tools banks are using to help customer service. Not only that, but you can now also pay your insurance premium via digital apps. With time, many banks started developing their banking apps from which customers can access online banking and mobile banking services. Customers can transfer money to the concerned party and receive cash in their accounts via the app. Not only that, but customers do not have to visit banks often, and most of their finance-related or bank-related work can be done only via their mobile phones. They can make payments, receive payments, make instant transfers like NEFT or RTGS, and also see their bank statements and the transactions that have occurred during the entire year. Furthermore, they can even protect their data via digital verification or security biometrics, that is, via Fingerprint or Face Unlock.

Many startups also came up, and they were fintech-specific companies; many apps like Paytm, Phonepe, Google Pay, etc., were providing the service to customers to pay the shopkeeper or any vendor via a QR code that every shopkeeper vendor or even a small merchant could place in their shops on display and via that code customers could pay them for whatever purchase they had made. The money would be instantly transferred to their bank accounts linked with their QR code. This new way of making and lending payments became so popular that most customers made payments more digitally. This led to digitalized payments and the era of going completely cashless. Many news sources asserted that by 2030, most people will make payments via apps and will not have a single rupee of cash to spend. Even a small amount of money will be paid digitally. Even now, many of the youngsters who are college goers use this service very often and pay via QR codes and other online services.

But as we are using more and more of these financial services, there is a risk to data security and privacy. There is a risk of losing your money, and it might get lost. Sometimes, the network required for making digital payments and transactions is not entirely appropriate, and

the money that you send may not be sent due to a poor network connection. Also, there might be a tendency for you not to recover some amount of money after making payments. We need to be careful of a lot of things while doing these transactions, primarily via these apps, as they might collect some data about the users, and some sensitive information might get leaked.

The future of Fintech is encouraging as these will evolve more and more and make life easier. Now, the government is coming up with an option to revert the option window for 4 hours to stop your amount from being misplaced and getting lost, and you can revert the payment. So, we will see more of these technologies in the fintech segment. The trend is now entirely on analytics and data. How you analyze that data makes that data work and then make decisions. Now, even data storage is essential, so cloud computing comes into play where banks can keep data of the customer's transactions in cloud storage. Also, they can use block chain technology that stores the data in a block connected to the main, keeping the file secured. These data-saving techniques and many Fintech technologies will keep changing, and we will see more and more players coming into the play. Some players in the fintech categories made a perfect name in the small merchant market, including BharatPe. This made payments easier through one QR, and one could make payments from Google Pay, PhonePe, and even Paytm. So, for the small merchant's local shops, it was beneficial and also decreased the need to take something on credit. So, Fintech is all set to take the world by storm. With the increase of AI and Machine learning, many things will be automated and impact the workplace, but it will also create more jobs in the segment. A lot of the managers and employers from different financial institutions have said that the next big thing in Fintech is going to be AI and also about the impact that it will have in the long term. So let's see what happens, but there will be a come when all the customers and people will go cashless, and all the things and the transactions will be done digitally.

Ankit Vohra (2023-2025)

Striking The Balance: Navigating The Dynamics of Over & Under Organized Organizations

Organizational structure is the backbone of any successful enterprise, providing the framework within which tasks are assigned, responsibilities are defined, and goals are achieved. However, like any intricate system, finding the right balance between being over-organized and under-organized is crucial for sustained success. In this article, we will delve into the characteristics, challenges, and strategies associated with both extremes, exploring how organizations can strike the delicate balance that fosters efficiency, innovation, and adaptability.

Over-Organized Organizations: An over-organized organization is characterized by excessive structure, rigid hierarchies, and a plethora of rules and regulations. While structure is essential for stability and clarity, an overemphasis on organization can stifle creativity, hinder adaptability, and impede responsiveness to change.

Rigid Hierarchies: In over-organized structures, hierarchies are deeply ingrained, with decision-making power concentrated at the top. This leads to slow response times, as decisions must navigate through multiple layers of management before reaching the frontline. The lack of agility can be a disadvantage in today's fast-paced business environment.

Bureaucratic Red Tape: Over-organized organizations are notorious for bureaucratic red tape, where even simple decisions require extensive paperwork and approval processes. This bureaucratic burden can frustrate employees, stifle innovation, and create a sense of detachment between management & the workforce.

Resistance to Change: The rigid nature of over-organized structures often results in resistance to change. Employees may feel constrained by established procedures, making it challenging to implement new ideas or adapt to evolving market conditions. This resistance can hinder the organization's ability to innovate and stay competitive.

Under-Organized Organizations: On the flip side, under-organized organizations lack clear structure, defined roles, and standardized processes. While this approach may promote flexibility and creativity, it can also lead to confusion, inefficiency, and a lack of accountability.

Lack of Clear Roles & Responsibilities: In under-organized structures, roles and responsibilities may be ambiguous, leading to confusion among employees. Without clear guidelines, individuals may struggle to understand their duties, resulting in overlapping responsibilities or critical tasks being neglected.

Inefficient Communication: Communication breakdowns are common in under-organized organizations, as there is no established framework for disseminating information. Important messages may be lost, delayed, or misinterpreted, leading to misunderstandings and potential disruptions in workflow.

Limited Accountability: The absence of structure in under-organized settings can contribute to a lack of accountability. Without clearly defined reporting lines, it becomes challenging to hold individuals responsible for their actions, hindering the organization's ability to learn from mistakes and improve over time.

Striking the Balance: Achieving the optimal balance between over and under organization requires a nuanced approach that considers the unique needs and dynamics of each organization. Here are some strategies to help organizations strike the right balance:

Flexibility within Structure: Organizations can maintain a level of structure while fostering flexibility. This involves establishing clear roles and responsibilities but allowing for adaptability within those parameters. This way, employees have the freedom to explore innovative solutions without compromising the overall organizational framework.

Empowerment & Decision-Making: Empowering the

employees at all levels to participate in decision-making processes can break down hierarchical barriers. By fostering a culture of collaboration and inclusivity, organizations can tap into the diverse perspectives of their workforce & enhance problem-solving capabilities.

Agile Processes: Embracing agile methodologies can enhance an organization's ability to respond quickly to changing circumstances. Agile frameworks promote iterative and collaborative approaches to project management, allowing teams to adapt and pivot in response to evolving requirements.

Communication Enhancement: Implementing effective communication channels is crucial for both over & under-organized structures. Regular updates, transparent communication, and the use of technology to facilitate information flow can bridge gaps and ensure that everyone is on the same page.

Continuous Learning & Adaptation: Organizations should foster a culture of continuous learning and adaptation. This involves regularly assessing and refining organizational processes based on feedback and evolving requirements. A willingness to embrace change and learn from both successes and failures is vital for long-term success.

The journey towards finding the perfect balance between over and under organization is an ongoing process that requires careful consideration and adaptability. Organizations must recognize the strengths and weaknesses associated with each extreme and tailor their approach to align with their unique goals and challenges. By fostering flexibility, empowerment, & continuous improvement, organizations can navigate the complexities of the modern business landscape & thrive in an ever-changing world.

Ariba Anam (2022-2024)

FTX Platform: The Rise & Fall in the Cryptocurrency Exchange Arena

The cryptocurrency landscape has been marked by rapid evolution, characterized by the emergence and demise of various platforms. Among these, FTX stood out as a prominent player that experienced both a meteoric rise and a subsequent fall, shaping the narrative of innovation and challenges within the crypto trading sphere.

In its ascendancy, FTX garnered attention for its innovative approach to cryptocurrency derivatives trading. Launched in 2017 by Sam Bankman-Fried and Gary Wang, FTX distinguished itself through a range of unique features and products. The platform's user-friendly interface, coupled with a diverse array of trading options, quickly gained popularity among crypto enthusiasts.

Strategic decisions and a keen understanding of market dynamics propelled FTX's rise. The introduction of novel trading products, such as tokenized stocks and

prediction markets, showcased FTX's commitment to pushing the boundaries of traditional finance within the cryptocurrency ecosystem. This innovative spirit attracted traders seeking diverse investment opportunities beyond conventional cryptocurrencies.

However, as FTX ascended, it encountered a series of challenges, with regulatory scrutiny emerging as a critical factor. The crypto industry operates in a complex and evolving regulatory environment, and FTX was not immune to the increased scrutiny faced by exchanges worldwide. Regulatory concerns regarding compliance, investor protection, and the nature of certain derivative products prompted closer examination, creating uncertainties for FTX and its users.

Another dimension of FTX's downfall was its response to risk management. The platform faced criticism for its approach to risk controls and the management of leveraged positions. As market volatility increased, FTX's

risk management practices were scrutinized, leading to significant financial losses for both the platform and its users. This underscored the importance of robust risk management frameworks in the inherently volatile cryptocurrency markets.

The rise of FTX came to an end in November 2022 when CoinDesk published an article stating that Alameda Research – also founded by Bankman-Fried, was heavily dependent on FTX's digital token FTT, with assets valued at \$5 billion. FTX's balance sheet was leaked, showing a lack of diversification, and the two companies were tied too closely together. The balance sheet listed \$9 billion in liabilities and \$900 million in assets, with poorly labeled entries showing a negative \$8 billion balance.

Alameda borrowed as much capital as it needed from FTX. It was later found that this funding was mainly from customer deposits, and the trading firm would borrow money routinely from FTX customer assets.

On Nov. 8, FTX blocked customers from taking money out of the platform by removing that option online, which meant hundreds of thousands of customers could not access their money. When FTX could not pay the \$8 billion gap, the company filed for bankruptcy.

In conclusion, FTX's journey encapsulates the dynamic nature of the cryptocurrency space. Its rise showcased the potential for innovation and disruption. At the same time, its fall underscored the challenges posed by regulatory uncertainties, mismanagement of funds, lack of liquidity, the large volume of withdrawals, and risk management issues. As the cryptocurrency industry continues to evolve, the FTX saga serves as a poignant chapter, contributing to the collective learning and maturation of the crypto trading ecosystem.

Manoj Mohanta (2022-2024)

Biggest HR Issues In An organization

“Human Resources isn't a thing we do; it's the thing that runs our business”, said Steve Wynne.

A human resources (HR) department is responsible for human resource management responsibilities such as recruiting, selecting, training, and supporting new workers. As an outcome, HR departments handle critical responsibilities like screening resumes, keeping track of employee information, and verifying that a company conforms with labor laws and employment regulations.

In recent years, employers have encountered various human resource management issues. According to Tom Marsden, Director of Professional Services at Alexander Mann Solutions, HR departments must deliver actual economic value to their organizations. The HR department faces many issues, some of the most significant being the issues faced during employee hiring: Hiring may sound pleasant, but it is not an easy job. One of the biggest reasons is that when an employer hires an employee, the hiring is based on the

perception of the candidate that the employer builds while interviewing the candidate. The employer does not have a thorough idea about how the candidate is or whether they are fit for the job. This perception may not always be accurate, meaning the employee may not always fit the job or be comfortable with the job. Therefore, as a result, there is a shortage of talent recognition as the employees face difficulty in hiring the right people with the right skills and knowledge for the right job, especially in industries with high demand. Another problem faced during employee hiring is that employees are not ready to join an organization if the salary is less. Hence, if the salary does not satisfy the basic needs, people are not prepared to join an organization. According to Bill Gates, “The competition to hire the best will increase in the years ahead. Companies that give extra flexibility to their employees will have the edge in this area.”

Furthermore, there are issues faced during employee retention. Along with the problem of employee

Furthermore, there are issues faced during employee retention. Along with the problem of employee recruitment, there is also a problem with employee retention. We need to keep in mind that every individual's needs are increasing day by day. So, employees also expect salaries based on their needs; otherwise, they may leave after working for a few days. Thus, it isn't easy to retain employees if wages are less. Also, a problem arises when an organization lacks proper employee engagement. Suppose the employers cannot engage the employees in their work or grow interest through various activities such as team building activities. In that case, employees may lose interest & quit the job. John Cleese said, "If you want creative workers, give them enough time to play." Employee engagement is one of the basic responsibilities of an HR manager, where they have to increase interest among the employees so that they can finally contribute to the growth & development of an organization. For that, the employees need to be retained.

In addition, there are issues faced during compensation and benefits management: Ignoring pay concerns in an organization can result in dissatisfied employees, poor morale, reduced output, and higher turnover. As a result, Human Resources departments must guarantee that their staff's salary is tempting to keep the team pleased. If the salary is not paid on time, the employees start losing trust in that organization. Moreover, compensation and benefits packages include overtime payments, bonuses, recognition, rewards, and fringe benefits. If the employees are not paid for the extra time they work, if they are not paid bonuses, if they are not given recognition in front of others when they work hard, if they are not given rewards, for example, the best employee award and so on and also if they are not given fringe benefits or the non-monetary benefits which may include catered lunch or free tickets to go for a tour or flexible work schedule, etc., then it becomes challenging to retain the employees.

Ignoring pay issues in an organization can greatly influence the employees, productivity and total earnings. Employers can get into legal trouble for not giving equal compensation for equivalent work, and they may have a high turnover rate if other, more enticing offers are available. To keep the workforce happy, HRs must identify and address an organization's compensation concerns.

Moreover, issues faced during performance management: A robust performance management program is essential for retaining a satisfied and active workforce. In an organization, the performance of the employees must be measured in order to understand how well they are performing and where do they need to improve. So, the employees must be evaluated and given proper feedback because receiving feedback can help alleviate employees' stress and concerns. However, adequate feedback is not given in many organizations due to a lack of evaluation. In some organizations, the budget is limited, so the performance measurement tools are not up to the mark; they are not used properly. Then, there is also a lack of technical skills used in modern performance appraisal methods. So, HRs must look into overcoming these issues.

Next, we have focused on issues faced during training and development: An organization's human resource training and development plan assists its employees in improving their skills, knowledge, and abilities to meet the organization's goals. When it comes to assigning resources for training, most organizations prioritize enhancing the effectiveness of training programs. However, HRs face issues regarding training and development. Due to a lack of employee interest, inefficient training programs, hectic employee schedules, lack of engagement, and lack of management support, the training and development programs need to function properly. One of the ways to overcome this challenge is by making these programs more interesting to increase efficacy.

In conclusion, leadership and management are important tasks of HR in an organization. When a leader can lead well, both the human and an organization's resources will be preserved. At the same time, we must not forget that humans are the most important resources to an organization. An organization needs resourceful humans. Finally, I would like to conclude with what Lee Lacocca said, "Management is nothing more than motivating other people." If HRs can motivate their employees well, they can overcome many challenges and issues.

Rochana Samanta (2022-2024)

An Escape Beyond Pages Of Academia

When people start pursuing their MBA, academics are the first thing on their minds, and co-curricular are second to it. A co-curricular people often take to, without wanting to show the world, is their writing. Usually, it's a short poem or a passage in prose about how they feel at a certain time. Few people take to writing stories & then publish them.

I am a person who likes to read. I came across a book in 2021 titled "War of the Tribes." This book is the first in four series, called the "Lasgalan Series."

Like any fantasy book, the book starts simply in a fictional land called Lasgalan. A teenage character is introduced, along with the family. One chapter at a time, the character is taken from his normal routine and slowly made into a warrior. Then, as with many fantasy books, a "future destiny" and "prophecy" come into play. It would seem that Percy Jackson and Lord of the Rings played a massive part in shaping the flow of this particular book.

More characters are introduced over time: 24 main protagonists, 18 Guardian Animals, and their mentors. Yes, that is a lot of characters. This book is mainly focused on bringing the team together. Antagonists are name-dropped, and some are introduced. Monsters are also

name-dropped and utilized. This is a fantasy book with teenagers as the focus of attention. Of course, there will be a bit of rule-flouting, a few personality clashes, and the occasional brutality.

Keeping in mind that a lot is happening in the book, the author has added a glossary at the end, with small character descriptions to help remember them. Some would say that this is a big risk for a first-time author to take, starting their career with a series that is too loaded with characters, complex relations, and a non-linear simultaneous time-flow narration.

This book is a good book for anyone who is an avid reader of fantasy. It helps see how a younger mind utilizes the pages allotted, going a bit overboard but keeping realistic within that allotment. This book is succeeded by the second in the series "Sacrifice of the Guardians," which was published in October 2023.

I give this book a high rating of 8.5/10 for the style of writing, the small complexities, and the will of the author to put so many characters into their debut book, keeping them all relevant at some point in the story.

Darius Cyrus Modi (2023-2025)

The Art Of Negotiating In The Networking Market

"Can you sell me this pen?" - A line that has taken interviews by storm, originally penned by Martin Scorsese in The Wolf of Wall Street. Negotiating has been a rule of thumb for most in the fast-paced world of technology & business. It's not just building relationships on professional grounds but procuring strategic partnerships with people with passion.

Knowing the art of negotiation involves logically making judgments and controlling the conversations. Most of us have the ideology of partnering up with individuals at events with similar designations or maybe higher ones. However, the potentiality of networking depends on the aspects of connecting with passion, scalability, and performance of life.

Through the lens of everyday life, negotiation and networking are essential human habits. Young children learn to bargain over small things like a piece of chocolate, and professors negotiate over finishing a lesson before summer break. This cycle has been present in our lives until the art becomes more tangent and sophisticated with strategies and analytics in the business environment.

A business person is a perceiver of the environment. Emotions play a significant part in this work of behavior. Alison Wood Brookes asserted in the Harvard Business Review that emotional attributes like anger and anxiety during negotiation can lead to the engagement of less attractive deals. Keeping this statement in mind,

negotiating in this compelling and attractive market requires both theoretical and practical knowledge with higher emotional stability. Maintaining composure and confidence in the face of uncertainty is essential when negotiating and networking, a critical skill in the business and procurement domains. Entrepreneurs who appear to be less affected by unfavorable external stressors are most actively striking the best deals in this dynamic business world.

Negotiation and networking are the elements that build, establish, and nourish professional relationships for long-term commitment. It is crucial to identify the opportunities associated with networking, which would require

negotiation to come to mutually beneficial agreements between two parties. Even though *The Wolf of Wall Street* depicts questionable ways of handling business, it is focused on practical, charismatic, and persuasive communication as the key to negotiation and networking. Recalling how Jordan Belfort embodied the art of negotiation in the movie *The Wolf of Wall Street*, we would see Martin Scorsese stressing the importance of rapport-building, creating a sense of urgency, identifying motivations, negotiating terms, and closing deals – all of which are among the protagonist's specialties.

Sristi Ghosh (2023–2025)

Financial Inclusion: Empowering Communities and Driving Economic Growth

Access to financial services is a fundamental right, yet it remains out of reach for billions of people worldwide. Financial inclusion, the process of ensuring that individuals and businesses have access to affordable financial services, is more than just providing a bank account. It empowers communities and drives economic growth by bridging the gap between the financially excluded and the formal financial system.

The lack of financial inclusion has significant social and economic consequences. It means limited opportunities for individuals to save, invest, and protect their assets. It restricts access to credit, hindering entrepreneurship and job creation. Without access to financial services, individuals often resort to informal and often exploitative lending methods, trapping them in a cycle of debt and poverty.

Financial inclusion is not only a matter of social justice; it also profoundly impacts the overall economy. Individuals and businesses can participate more fully in economic activities when they have access to financial services. From starting a small business to investing in education or healthcare, access to finance fuels economic growth, reduces inequality, and fosters stability within communities.

Technology has revolutionized the world of financial inclusion. Mobile phones and digital platforms have become powerful tools to extend financial services to underserved populations. Mobile banking, digital wallets, and microfinance apps have democratized access to financial services, enabling even those in remote areas to participate in the formal financial system.

Governments and financial institutions play a crucial role in driving financial inclusion. Governments can create an enabling policy environment that promotes financial literacy and consumer protection and supports the development of digital infrastructure. By partnering with financial institutions and technology providers, governments can develop innovative solutions that ensure access to financial services for all segments of society, including women, youth, and rural communities.

Financial literacy is a critical component of financial inclusion. Providing individuals with the knowledge and skills to understand and manage their finances empowers them to make informed decisions, protect themselves from fraud, and take advantage of financial opportunities. Financial education programs in schools and community settings can equip individuals with the knowledge to navigate the financial landscape confidently.

Financial inclusion is not a luxury; it is a necessity. It is a catalyst for poverty reduction, economic growth, and social stability. By leveraging technology, fostering collaboration, and prioritizing financial education, we can build a more inclusive financial system that leaves no one behind. When individuals and communities have access to financial

services, they can unlock their full potential and contribute to sustainable development and prosperity for all. Let us work together to build a world where financial inclusion is not a dream but a reality for everyone.

Siddharth Sarkar (2022-24)

Interview with Palak Gupta

About Palak Gupta: Management Consulting Analyst at IBM, where she helps clients transform their businesses and achieve their strategic goals. She has a Post Graduate Diploma in Human Resource Management (PGP HRM) from the Indian Institute of Management (IIM) Indore.

Personal Questions:

Q. Cracking CAT & getting into IIMs takes a lot of discipline & dedication. Did you maintain such a strict routine right from childhood?

A: Sure, I've always been someone who likes to balance things. I secured top grades right from my school days, I was also passionate about dancing. This taught me discipline and focus; these habits helped immensely during my CAT preparation and securing a place in IIMs.

Q. How does a gap year in a career impact interviews?

A: Taking a gap year was a game-changer for me. It allowed me to explore different interests, gain real-world experiences, and figure out my strengths. It wasn't wasted time; rather, it shaped my perspective & readiness for the challenges ahead. As long as you justify your gap year to the interview panel, they are comfortable with accepting it.

Q. How was your interview experience with IIMs?

A: The interviews were intense! I made sure to cover a wide range of topics from general knowledge to current affairs, with academics a prime focus of the interview. They took a deep dive into my CV to understand my skill set on Google AdSense. Showcasing my passion for learning and command of my academics and soft skill set greatly contributed to making the interviews successful.

Q. What were your expectations VS reality inside IIMs?

A: My expectations aligned with my journey in IIM Indore, but it demanded impeccable time management. I wanted to excel academically while also participating in many activities. I juggled handling different responsibilities of being a placecomer, daily academics, & internships at the same time. It was challenging yet incredibly fulfilling for me. I made lasting bonds & met great people around me, enriching my peer-to-peer learning experience.

MBA Guide:

Q. What are the learnings from B-school that prepared you for the corporate?

A: B-school taught me the art of networking, staying curious, and how learning from peers can be as crucial as textbooks. These lessons truly prepared me for the dynamics of the corporate world.

Q. What advice would you give to the students who are starting their B-school journey?

A: To the newcomers, I'd say manage your time wisely, make informed decisions, and learn to balance your academic & personal life. Setting up an objective right from the start & building a road map towards achieving it would help you immensely. It may sound intense, but rewarding.

Q. What does a day inside IIM Indore like?

A: Each day was packed with classes, discussions, case studies, and engaging with diverse minds. It was a mix of academic challenges and practical learning, making it a truly enriching experience. However, it was not all work and no play scenario; we hosted events and parties regularly to keep ourselves motivated.

Corporate Dive:

Q. How do freshers bridge the campus-to-corporate gap and become employable?

A. Freshers bridge this gap by engaging in internship projects, participating actively in case competitions, and taking training seriously. Developing professional relationships and seeking guidance from mentors can significantly enhance their employability.

Q. What myths about consulting would you like to burst?

A. There's a misconception about consulting, often assumed to be about presentations. However, it involves a lot more – like conducting surveys, implementing solutions, and strategizing for practical outcomes.

Q. How would you define the role of a consultant and the key skills required?

A. A consultant is someone who solves specific problems for projects, devises strong strategies and possesses excellent communication and analytical skills to drive impactful results.

Q. What are the advantages and disadvantages of being a consultant?

A. Being a consultant offers exposure to diverse projects & perks but can be challenging due to solo work, frequent project changes, & the need for quick adaptability.

Q. What is your job role at IBM, and how would you define your experience working here?

A. Working at IBM was great. It emphasized a culture of freedom, sharing knowledge, and maintaining a healthy work-life balance. Professionalism and meeting deadlines were crucial to my experience there.

Q. What is your job role at Accenture and how would you define your experience of working here?

A. At Accenture, dealing with various client challenges motivated me. I enjoyed tackling both simple and complex issues, finding joy in problem-solving and client satisfaction.

Road Map to Consulting:**Q. What are the odds of Tier II or III B school students of becoming consultants in the future?**

A: Students from these schools can transition by working on strategic projects, sharpening problem-solving skills, and showcasing their proficiency in strategy formulation to excel in a consultant role.

Out of the Box:**Q. What drives you to mentor students & how can people reach out to you?**

A: I find fulfilment in guiding undergrad and MBA students through their career journeys. I also work with working professionals. If anyone needs assistance with job searches, MBA admissions, career shifts, or skill development. Feel free to reach out to me on my LinkedIn or Unstop.

Q. How is your experience working with your mentees?

A: I've had the pleasure of assisting individuals in job searches, securing MBA admissions, facilitating career transitions, and honing interview and communication skills, leading to successful placements at prestigious companies like Microsoft and Google.

Komal Agarwal and Avisek Sen (2022-2024)

XAVIESTA'24: VEI 2 VALHALLA

XAVIESTA was the brainchild of the very first batch of Xavier Business School, back in the year 2019, and was executed by both the senior and junior batches then. This fiesta was hosted under the Deanship of Prof. Dr. Soma Sur, marking their flagship event. However, because of COVID-19, the second iteration of Xaviesta got cancelled, and there was nearly a 3.5 yer hiatus where nothing could be done. Our batch, the 5th batch of Xavier Business School, along with our juniors, the 6th batch, took charge of organizing Xaviesta'24: Vei 2 Valhalla with the full support of our Dean, Prof. Dr. Sitangshu Khatua and the entire team of XBS. Gradually but surely, a collaborative effort emerged as every individual contributed their share. Tasks ranging from reaching out to potential sponsors, inviting colleges, managing registrations, to meticulously planning, organizing, and executing events were tackled with diligence. The commitment extended to post-event responsibilities such as venue cleanup and addressing queries, even at odd hours, reflecting the dedication required for such an endeavor, especially with the involvement of multiple colleges and B-Schools.



Certain individuals went above and beyond their initial responsibilities, dedicating extra time even after the conclusion of their exams in December. This extended effort, spanning nearly two weeks, alleviated the workload, particularly in January. The sacrifices made for the success of the fest were numerous and varied, highlighting the indispensable role played by the hostel residents. Countless online and offline meetings were convened for each team, underscoring the exhaustive planning process. If these meetings had been held on Zoom, it's likely that Zoom would have seen a significant boost in profit over the past three months.

In total, approximately 40 colleges participated in Xaviesta'24, predominantly consisting of other B-Schools, with some undergraduate colleges also joining in. The event spanned two bustling days, and the relatively smooth operation demonstrated our meticulous planning and execution.

The journey leading up to the fest was characterized by long weekends, sleepless nights, restless sleep,

tired eyes, disagreements, internal conflicts, and constant communication in both group and private chats. This period, from September 2023 to January 20, 2024, tested the resilience of XBS students.

In a formal ceremony, Xaviesta'24 was inaugurated on January 19, 2024, by the esteemed Vice Chancellor of St. Xavier's University, Kolkata, Reverend Father John Felix Raj, S.J., accompanied by our registrar, Professor Ashish Mitra, and our Dean, Professor Dr. Sitangshu Khatua. The Chief Guest for the Inaugural session was Mr. Sanjay Budhia, the Managing Director of PATTON Group.

BUSINESS EVENTS

As a B-School, our primary focus naturally gravitated towards our Business Events. Under the leadership of Teresa Rosa Fernandez and bolstered by the collective efforts of numerous first-year students, the preparation phase was marked by a level of chaos that perhaps exceeded initial expectations. However, as the events approached, chaos gradually gave way to a sense of calm, which in turn evolved into organized efficiency and ultimately culminated in success. In reflecting on this process, the words of Machiavelli come to mind: "The ends justify the means." While I do not advocate for chaos under normal circumstances, it can be argued that this time, it served as an exception, given the eventual outcome.



Under Teresa's leadership, our endeavors began with great momentum. Daily meetings became routine, supplemented by what Vivek and Darius, two dedicated individuals, affectionately termed as "bailouts" over the course of four weeks. Across both days of the event, we hosted a total of eight distinct Business Events, each offering a unique challenge.

"Loki's Lawyer," our PR Event, aimed to demonstrate effective crisis management strategies. "Mjolnir's Resurgence," focused on the revival of dormant products, seeking to reintroduce them to the market. "Odin's Deal Hall," known as Madvertise, provided participants with the opportunity to pitch their services to the judges. In "Asgardian Acquirer," teams were tasked with developing investment strategies for given companies, including options such as merging, selling, or acquiring.

"Gleipnir's Quest" showcased the best managerial skills in HR, while "Ragnarok's Response" tested teams with unconventional HR scenarios to resolve within a limited timeframe. "Norn's Trade Hub" simulated the unpredictable nature of the stock exchange, while "Yggdrasil's Trader's Plaza" challenged participants to generate profits in a marketplace setting. Each event presented its own set of challenges, fostering an environment of creativity, strategy, and problem-solving prowess.

CULTURAL EVENTS

The cultural events of Xaviesta'24 commanded significant attention, shining a spotlight on unparalleled talent, creativity, and passion. Led by Ronit Roy, these cultural showcases were executed with commendable smoothness, instilling a sense of pride in our achievements. Despite initial concerns regarding the potential for chaos, the cultural segment ultimately unfolded as the most seamlessly organized aspect of the event.



Similar to the business events, the cultural segment unfolded over both days of Xaviesta'24, featuring a diverse array of engagements. Attendees immersed themselves in the realm of fashion at "Frejya's Saga," where innovative designs took center stage amidst a theme inspired by Myth and Folklore. In "Bragi's Broken Lyre," musical virtuosos showcased their creativity by transforming everyday items into instruments, providing students with a platform to display their ingenuity.

The dance floor became a stage for fierce competition in "Ragnarok's Rhythm," as talented dancers brought their skills to the forefront with unmatched fervor. Meanwhile, "Loki's Gift" extended an invitation to influencers, offering them the opportunity to craft viral content and explore trends in reel-making.

Xaviesta'24 served as a platform where fashion enthusiasts, talented musicians, dancers, and aspiring influencers alike were invited to shine and ascend to new heights.

SPORTS EVENTS

Under the steadfast guidance and leadership of Debraj Nandi, along with a dedicated group of first-year students, Xaviesta'24 incorporated sports events to promote holistic development alongside entrepreneurial skills. These competitions, held on both days of Xaviesta, emphasized qualities such as teamwork, leadership, and sportsmanship, mirroring essential attributes valued in the business world.

The inclusion of sports events provided students with a valuable and much-needed respite from academic pursuits, offering them the opportunity to unwind, bond, and compete against teams from various other colleges. Engaging in these activities enhanced their discipline and determination, fostering a well-rounded approach to personal and professional growth.

Xaviesta's sports events served as a platform for students to showcase their competitive spirit, resilience, and teamwork – attributes that hold significant importance in the corporate landscape.



The sports events showcased the exceptional talents of the students, bridging the realms of both business and athletics.

A variety of sports events were organized, including the "Valhalla Cup," a 5-side football tournament between participating colleges; "Odin's Dunk," a basketball match; "Asgardian Challenge," featuring the traditional game of Tug of War; "Thor's Spikefest," a volleyball competition among colleges; "Freyja's Fury," a throwball match exclusively for female participants; "Loki's Spin" (table tennis); "Baldr's Strike" (Carrom); "Battle of the Gods" (Chess); and "Tyr's Precision Challenge" (a game of darts).

FASHION SHOW & DJ NIGHT

Xaviesta'24 also merged style and rhythm in an electrifying fashion show and pulsating DJ night. The event celebrated creativity and self-expression, featuring the latest fashion trends accompanied by invigorating beats that enthralled the audience.

The fashion show captivated attendees with a fusion of eclectic designs, showcasing attire and props inspired by historical eras from different cultures, as well as various mythological creatures. Each ensemble conveyed its own unique narrative, as models confidently graced the runway, embodying the essence of Xaviesta'24: bold, dynamic, and unapologetically original.



As the sun descended, the atmosphere surged with vitality during the DJ night, metamorphosing the venue into a vibrant dance floor. Esteemed DJs, including DJ Imran, Yellow Taxi, and the renowned Progressive Brothers, curated an unforgettable medley of tunes, blending genres and rhythms to sustain the crowd's fervor throughout the night. From chart-topping hits to underground beats, the music transcended boundaries, uniting attendees in an ecstatic celebration of life and liberty.

Xaviesta'24's fashion show and DJ night transcended mere events; they were immersive experiences that stimulated the senses and etched lasting impressions on all in attendance. They underscored the profound influence of fashion and music in inspiring, uplifting, and fostering unity among individuals from diverse backgrounds.

Xaviesta'24: Vei 2 Valhalla serves as a testament to the resilience, unity, and unwavering determination of Xavier Business School's students. Despite the challenges posed by the COVID-19 pandemic and the formidable task of reviving a cherished tradition after an extended hiatus, the collaborative efforts of students, faculty, and administrators yielded resounding success. From the dynamic business events, showcasing strategic acumen and innovation, to the captivating cultural performances celebrating creativity & talent, & the spirited sports competitions promoting teamwork & sportsmanship, Xaviesta'24 epitomized the holistic development ethos upheld by Xavier Business School. As we bid adieu to this memorable chapter, we carry forward invaluable lessons, cherished friendships, & enduring memories. Here's to the enduring spirit of Xaviesta, a beacon of inspiration & excellence for generations to come.



YEAR REVIEW



January 2023

"X-Phoria" gave a vibrant start to the year by blending festivities and academics – setting an energetic tone for the Xavier Business School. The event was organized by The Management Games, Debate, and Quiz (MADEQ) and the cultural committee, XANSKRITI.

February 2023

"X-Pectacular," imbued with themes from the Mahabharat, marked a significant milestone as the first large-scale physical event organized post-COVID. Hosted by the Xavier Entrepreneurship Cell and The Finance Club, this event was a grand success, attracting participants from colleges & universities across Kolkata. It provided a platform for students to showcase their corporate skills and innovative prowess, reflecting the resilience and adaptability of the academic community in navigating challenging times.



March to July 2023

In the hustle of March through, our campus transformed into a dynamic hub of opportunities. Second-year students, fueled by ambition, engaged in intensive placement drives, forging pathways towards promising career trajectories. Simultaneously, the eager first-year cohort delved into the realm of experiential learning, immersing themselves in diverse and enriching summer internships. This period marked not just a phase of career preparations but a journey where each student embraced growth, learning, and the promise of a future filled with possibilities.



August 2023

The month shone with inspiration as Xavier Business School orchestrated a triumphant event, "From Dumplings to Dreams," unraveling the entrepreneurial saga of Mr. Sagar Daryani, CEO of Wow! Momo, offering valuable insights into his visionary journey.



September 2023

September kept our calendars brimming with excitement, featuring several events ranging from vibrant Teacher's Day celebrations to engaging symposiums and dynamic business events, ensuring a month filled with continuous anticipation and activity. In "Alchemy of Sales", the students unleashed their sales mastery & creative skills. "Alchemy of Sales" was organised by the marketing club of XBS – MARQUEST.

The XSR (Xavier Social Responsibility cell) went to spread joy at Little Sisters: a heartwarming CSR bash bridging generations with love and melody.

Additionally, MADEQ (The Management Games, Debate, & Quiz) presented "Bid Blitz" – a simulation-based business auction, offering participants a virtual budget to strategize and maximize business value within a time constraint, enriching the month with immersive, real-world learning experience.





October 2023

October was dazzled with cultural splendor as XBS celebrated the month of Durga Puja through a mesmerizing cultural event organized by the cultural committee – XANSKRITI. It featured captivating plays, soul-stirring songs, and enchanting dance performances.

November 2023

November unfolded with a flurry of diverse activities at XBS. The month commenced with X-Spectacular 2.0 by XEC, a dynamic business event. It crescendo-ed on the 18th with a multifaceted day – XBS batch photo, Bank of Baroda Achievers award ceremony, and felicitation of the XBS football team.

Simultaneously, XACQUANTOPIA, the inaugural event by People Elements (the HR club of XBS), brought insightful panel discussions, engaging games and competitions. The month culminated with the grand launch of “Xaviesta”.



December 2023

The campus buzzed with entrepreneurial fervor during the Business Fair. After months of meticulous research and surveys in unorganized sectors, student groups unveiled innovative business ideas, offering vendors solutions to address existing challenges and catalyze business development.

January 2024

Kicking off the New Year, XBS commenced January with the vibrant Xaviesta, the annual B-school fest. Drawing 35 colleges into spirited competition across 24 diverse events, including sports, management games, and cultural competitions, the fest gained widespread coverage in various newspapers. Prior to this extravaganza, on January 12, the Xavier Social Responsibility



cell collaborated with the University's Centre for Social Outreach Programme to host X-Caritas. This heartwarming event united specially-abled children and the student community for captivating performances and an exhibition showcasing the innovative products crafted by the children, marking the beginning of a compassionate and eventful 2024.

February 2024

In February, the campus resonated with enlightening experiences. On the 8th, an International Talk Series unfolded, exploring the theme "Shining in Life" with Fr. Dr. Savarimuthu Ignacimuthu, S.J. ARTHAVISHLESHAN 3.0, hosted by The Finance Club on February 13, featured a budget discussion led by Dr. Debashis Mazumdar. Later in the month, on February 18, XBS, in collaboration with the HR Learning Network (IIDR), orchestrated a HR Conclave, drawing participation from over 100 HR professionals, fostering insightful discussions and knowledge exchange.












March 2024



March brought a tapestry of enriching experiences to XBS. On the 6th, the campus was honored to host Consul General Melinda Pavek from the U.S. Consulate General, Kolkata, offering insights into global affairs. Furthermore, on March 2, the Xavier Social Responsibility Cell marked International Women's Day at Missionaries of Charity, Nirmala Kennedy Centre. A profoundly uplifting event unfolded, featuring cultural celebrations and thoughtful gestures to honor the exceptional women at the center.

STUDENT ACHIEVEMENTS

Date	Student Name	Sem	Name of the Event	Achievement
5/12/2023 & 16/12/2023	 Mr. Rishabh Agarwal & Team	III	Two day workshop on "Capacity Building for Aspiring & Budding Entrepreneurs" held by the Department of Economics, Calcutta University	Winner
8/11/2023	 Mr. Rishabh Agarwal	III	Bank of Baroda Achiever's Award	Academic Ace - For having highest CGPA (9.45) in Sem I & III
8/11/2023	 Mr. Debraj Nandi	III	Bank of Baroda Achiever's Award	Sports Star (Univeristy Football & Cricket Team Player Awarded on the basis of evaluation of sports officer & coaches.
8/11/2023	 Fr. Franklin Sando	III	Bank of Baroda Achiever's Award	Social Work Champion (Core Committee Member of Xavier Social Responsibility Cell of XBS awarded on the basis of Peer Evaluation by other Core Committee members along with the evaluation of the prof. in Charge of XSR Cell.)
2023	Darius Cyrus Modi and Team	III	OBO Internship	International Internship

Date	Student Name	Sem	Name of the Event	Achievement
Oct 2023	 Darius Cyrus Modi	III	Sacrifice of the Guardians	Author of the book which was published by Inkfeathers Publishing.
2023	 Souvik Dey	III	Financial Blueprint Inc.	International Internship
2023	 Oishiki Mukherjee	III	Panelist in a Symposium hosted by Bengal Chamber of Commerce and Industry "Wellness & Communities" Committee.	
2023	 Komal Agarwal  Avisek Sen	I	Marketing Festival of Marquess organised by marketing club of IIM-Ranchi	Rank 4th



6TH MBA BATCH (2023-25)



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