



INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)
Hyderabad



India's Premier B-School

DECEMBER, 2023 | VOL 2 ISSUE 1

SAMACHAAR



LEADER IN MANAGEMENT EDUCATION



MESSAGE FROM THE DIRECTOR



PROF S SREENIVASA MURTHY
DIRECTOR, IPE

Welcome to the Institute of Public Enterprise (IPE)

IPE is one of the leading management institutions in India. Started in 1964, it is recognized as a Centre of Excellence by the Indian Council of Social Science Research, Ministry of Education, Government of India.

It offers a variety of two-year full-time Post Graduate Diploma in Management (PGDM) programmes approved by the All India Council of Technical Education (AICTE) such as PGDM, PGDM- Banking, Insurance and Financial Services, PGDM-International Business, PGDM-Marketing, and PGDM-Human Resources Management.

It has trained many IAS, IPS and IFS officers. It has conducted till date many Management Development Programmes (MDPs) for Senior Executives of both Public and Private Sector Enterprises. It has also undertaken a number of research and consultancy assignments as per the needs of the Government, Public and Private Sector Enterprises / Corporations on a continuous basis.

The PGDM programmes conducted by the Institute offer a wide choice of electives to the students such as Marketing, Finance, Operations, Systems, Business Analytics, Entrepreneurship Development, and Economics. The Institute has strong linkages with the Industry and has been offering excellent Placement and Summer Internship opportunities to the students.

IPE is also ranked well among the leading Business Schools in India in various Ranking Surveys (e.g., 19th rank nationally in Times B-School Ranking Survey 2021; 25th rank nationally in Business Standard 2021 Rankings; 17th rank in CSR-GHRDC B-School Ranking Survey 2021; 11th rank in top B-Schools in South India, Business Today, 2021).

Another attraction of IPE is its sprawling 22-acre state-of-the-art campus at Shamirpet, Hyderabad. It has an academic and administration block, a modern knowledge-center (library) which provides access to more than 5,000 National and International journals, 40,000 books, highly useful management-related software, a well-equipped auditorium, food court and several sports facilities. The campus also has modern hostel facilities to accommodate boys and girls.

IPE has an eminent Board of Governors comprising renowned senior Government officials, policy makers, academicians, and industry captains. Our Board is led by the President, Shri K Madhava Rao, IAS (Retd.), who is a former Chief Secretary, Government of Andhra Pradesh and Election Commissioner, Government of Andhra Pradesh (combined state).

I extend heartfelt appreciations to all the students and especially the Media Club for bringing out the 3rd edition of SAMACHAAR. SAMACHAAR is a testament to our commitment in prioritizing students all-round development through student club events. I would like to thank not only the students but also the faculty, alumni, staff and industry experts who are contributing to the holistic success and the growth of IPE. Their collective efforts are instrumental in shaping the vibrant culture of our institute and reflect the institute's vision. I look forward to witnessing their continued success. I wish them good luck in all their future endeavors.



Independence Day Celebrations

The 77th Independence Day celebrations at the Institute of Public Enterprise were a momentous occasion marked by patriotic fervour and cultural richness. The event commenced with an inspiring speech by the esteemed Director, Prof S. Sreenivasa Murthy, who emphasized the importance of freedom, education, and national unity. Dr. Rajkumar Pillay, the Student Affairs Coordinator, added to the enthusiasm with his motivating words, encouraging students to contribute to the nation's progress. The atmosphere was charged with patriotism as the national flag was hoisted, accompanied by the entire gathering singing the national anthem in unison.

The cultural diversity of the institute was showcased through a mesmerizing regional dance performance by IPE students. Prashant Dubey delivered a captivating Independence Day speech, blending history and contemporary relevance, leaving a lasting impact on the audience. The graceful dance performance accompanied by vibrant costumes added a touch of artistic brilliance to the celebration, symbolizing the unity in diversity that India proudly embraces.



VISION

To become an institute of choice for social science research and management education and contribute to the excellence of organisation and society.

MISSION

To anticipate and respond to the needs of social science and management research of the government, corporate and social sectors through its multi-disciplinary competency in social science research and management education.

ALOHA '23 – The Freshers Party.....



On September 9th, 2023, the Fresher's Party at the Institute of Public Enterprise marked an unforgettable beginning for the academic year 2023-2025. The event, filled with excitement, joy, music, and laughter, started with an inspiring speech by Director Prof S Sreenivasa Murthy, emphasizing hard work and seizing opportunities. Dr. Rajkumar Pillay, the Student Affairs Coordinator, underlined the institute's commitment to inclusivity. The launch of the "Kurukshetra Club" added an extra layer of excitement to the day, orchestrated by the cultural club under the theme "ICE & FIRE." The event featured a lamp-lighting ceremony, a welcoming song, and dance, setting a vibrant tone for the evening. Structured with meticulous planning, the Fresher's Party included mesmerizing dance performances, soul-stirring singing, talent showcases, creative fun, and captivating drama. The crowning of Miss and Mr. Freshers added glamour to the night, creating lasting memories for all.



SNEAK PEAK >>>>

- Commemorating World Volunteer Day with a Blood Donation Camp
- Corporate Readiness and Cultivating a Growth Mindset
- Swirl into the Rhythm: IPE's Garba Extravaganza!
- CHART YOUR PATH: Navigating careers in Operations and Analytics
- Bookaholics' Treasure Hunt at the Lakdi-ka-pul Book Fair

As the DJ took the stage, the dance floor transformed into a dynamic space where laughter, friendship, and connections flourished. The grand success of the event left an indelible mark on the memories of both juniors and seniors, symbolizing a community of mentorship, friendship, and shared aspirations.

Food Distribution Drive ...

Ikshit, the Social Club has organized an event on 2nd November 2023 dedicated to serving underprivileged communities at Matrusri Old Age Home in Shamirpet. The initiative, designed to bring joy and support to elderly residents, unfolded with heartfelt enthusiasm. This outreach includes the presence of Prof. S Sreenivasa Murthy, Director IPE, Dr. Rajkumar Pillay, Student Affairs Coordinator and Prof. Srikanth, Dean Academics. Joining them were faculty members passionate about social service, as well as the club coordinators and members, all actively engaged in the drive. The day began with a heartfelt gesture of food distribution, ensuring the elderly residents received not only sustenance but also care and attention. The Director, students, and participants engaged in meaningful conversations with the homeowners. Discussions covered details about the facilities provided by the old age home, as well as opportunities for effective functioning, future assistance, and expansion. The event was deemed a resounding success, leaving smiles on the faces of the elderly residents. As the day concluded, participants bid farewell to the residents, expressing enthusiasm to continue serving and making a positive impact in the future.



Swirl into the Rhythm: IPE's Garba Extravaganza!

Immersed in a divine essence of Garba, the Bathukamma and Garba Night at IPE transcended into an unforgettable celebration of our cultural heritage. Symbolizing the Goddess and the cyclical nature of life, the dance performance became a spirited expression of gratitude for the very energy that creates life. Organized by the Cultural Club, this event was a tapestry of traditions, bringing everyone together to groove and dance, fostering a deeper connection. The esteemed Director, Prof S Sreenivasa Murthy, and beloved faculty members graced the occasion, adding a touch of reverence. The rhythmic beats echoed as students and faculty collectively performed rituals, infusing the air with cultural richness. The dance floor came alive with the energetic performances of both juniors and seniors, setting the stage for an enchanting night. The show-stealer was the DJ, orchestrating a symphony of joy that had all IPEians dancing in unison. Elegantly dressed in their Garba attire, students illuminated the event, making it a resounding success. This Bathukamma and Garba Night not only celebrated tradition but also became a beautiful memory etched in the memories of all who participated, connecting us in the spirit of festivity and unity.



Induction Program of TARANG – The Marketing Club



TARANG – The Marketing Club commenced the academic year with an inspiring Induction Program. Dr. Muzamil Ahmad Baba delivered insights on networking, marketing's applications, and confidence-building, emphasizing the club's role in overcoming stage fear. He discussed the impact of Artificial Intelligence (AI) in the modern marketing landscape, stating that everyone sells something to survive. The Club Coordinators introduced TARANG's vision for marketing excellence and innovation, with a mission to empower future leaders. The vibrant TARANG poster welcomed new members, previewing exciting upcoming events. An interactive Q/A session concluded the program, marking a successful initiation for TARANG in the academic year.

Ganesh Chaturthi.....



In a harmonious blend of tradition and festivity, Lord Ganesh, the Vignaharta, graced THE campus on September 19, 2023. During the vibrant celebration of Ganesh Chaturthi. Led by the esteemed Director, Prof. S Sreenivasa Murthy, the pooja rituals unfolded over five days, accompanied by soulful bhajans echoing across the campus. The celebration wasn't just about rituals, it was a tapestry of senior-junior interactions, fostering warmth and camaraderie among our IPE family. As we immersed ourselves in the festivities, it became evident that Lord Ganesh was more than a mere idol, he symbolized the embodiment of our faith, a divine force that molds the soul from the mud statue. Dancing our hearts out, we bid adieu to our dearest Bappa, carrying with him the obstacles that once stood in our way. A grand 5-day celebration came to an end, leaving us with teary eyes and grateful hearts, for in that departure, we felt the essence of faith and unity that transcends mere rituals. Bappa, the divine guest, had touched our souls, leaving an indelible mark on the fabric of our shared spirituality.

Teachers Day Celebration.....

On September 6, 2023, IPE overflowed with warmth and gratitude as students gathered to honour their educators on Teachers' Day, revealing the deep and enduring connection between mentors and learners. The event commenced with a heartfelt address from our director, Prof S Sreenivasa Murthy who expressed gratitude to students for their warm wishes. He extended his appreciation to the dedicated faculty members, acknowledging their relentless efforts and achievements throughout the year.



He emphasized the enduring nature of the teacher-student relationship, urging students to grow in a way that makes their mentors proud. Following the Director's speech, faculty members and students engaged in a spirited game of Antakshari, creating an atmosphere filled with laughter. Director Sir's team emerged victorious after three entertaining rounds. In a touching gesture, saplings were presented to all teachers, symbolizing growth, and nurturing. The event culminated with the unveiling of the 'Aloha '23' posters by the Cultural Club, announcing the upcoming Freshers' Party for new students. The Teachers' Day celebration was a delightful moment of gratitude, fun, and anticipation for the future.

Autism Ashram – A Case Study Event

Aragami organized an event on November 16, focusing on problem-solving and teamwork through a case study competition, with the aim of cultivating expertise and fostering values among students. Dr Shree Jyothi Koutha, Assistant Professor and Dr Sinju Sankar, Assistant Professor & Joint Programme Head –PGDM–HRM spearheaded the initiative, emphasizing HR-related activities.



Prof. S Sreenivasa Murthy, Director, highlighted the HR responsibilities, paralleling the Thrimurties' duties, covering talent acquisition, retention, and retrenchment. He emphasized the importance of recognizing students' talent through participation for personal and professional development. Dean V. Srikanth congratulated the HR Club for organizing the event, lauding case studies as an effective teaching method. The case study focused on autism spectrum disorder, detailing signs and a student's journey in Bollaram. Mr. Anil's initiative evolved from a personal project to a social endeavor after an incident led to moving the resource center from school to home. Mahitha's Team initiated proceedings, engaging the audience with insights and proposals on autism and associated conditions. Team Ray, presented by Prayesh Bose, emphasized inclusion and daily routine therapy. Anushka Saha suggested Sonia take responsibility for the idea. Team Case Crusaders, led by Prerna Jha and Sounik Mitra, conducted a SWOT analysis but faced criticism for omitting competitor analysis. Team Ray, led by Prayesh Bose and analyzed by Ruchira, emerged as winners, showcasing the effectiveness of case studies in practical problem-solving.

Job-A-Thon

The Finance Club 'NIVESH' hosted "Job-A-Thon," an educational initiative for students to understand the intricacies of the placement process and uncover effective qualifying strategies. The program covered aptitude testing, group discussions, and personal interviews—methods commonly employed by employers when recruiting college students.

The primary objective of "Job-A-Thon" was to instill confidence in participants to navigate challenging interviews, motivating them to enhance areas of weakness. Faculty at IPE provided valuable feedback, enabling students to refine their skills and meet essential requirements. One hundred and eighty-seven students enrolled for the event, followed by 112 participating in the aptitude test. Sixty students advanced to the group discussion stage, with 28 proceeding to the personal interview phase.

DIWALI CELEBRATIONS@IPE



Aaravam Celebrations

On August 29, 2023, the vibrant spirit of Onam resonated across the campus of IPE as IPEians embraced a cultural celebration with immense zeal. The event, marked by an array of lively activities, showcased the rich cultural tapestry of Kerala.

The Event kicked off with an elegant touch as six pillars were adorned with vibrant floral rangolis. Traditional attire added to the festive atmosphere, with women in graceful sarees and men in traditional dhotis coming together for the festivities. The esteemed Director, Prof. S Sreenivasa Murthy, inaugurated the event by lighting the lamp and offering prayers, setting the stage for a day filled with cultural vibrancy.

Throughout the day, spirited activities such as tug of war, lemon spoon racing, and musical chairs unfolded, fostering laughter and friendly competition among the participants. The evening was a celebration of unity and cultural richness, leaving an indelible mark on the IPE community. Beyond being a mere event, this celebration became a shared cultural experience, strengthening the bonds that define IPEians.



IPE INSTITUTE OF PUBLIC ENTERPRISE
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THEME: INNOVATE TO ELEVATE

2024

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SANSKRITI 'K24

Brand it out by TARANG.....

“Brand it out” by Tarang centered around spontaneously branding the given products to test the quick thinking, creativity, presentation skills, and the marketing acumen of the students.

Eight teams swiftly devised branding strategies and presentations within a brief five-minute window. The assigned products, including a magic wand, Thanos glove, flying broom, and magic pencil, added a creative challenge to the task. The event culminated with the announcement of the winners, Mahita and team, who successfully branded the Thanos glove.



DATA DASH - THE ANALYTICS JAM



Data Dash was a JAM session that brought together students passionate about analytics, to showcase their knowledge, creativity, and interest in the field.

Prof. Sreenivasa Murthy, Director addressed the audience stating the indispensable role analytics grew to play in virtually every small to large scale business scenario. He also stated the importance of JAM sessions and stressed how important it is to be updated about the global news as management graduates. The event was then addressed by Dr. Rajkumar Pillay and Dr. Naresh who threw limelight on how analytics is a driving force, and contributes towards making informed decisions.



A few topics of discussion were "How important is business analytics, how is it ruling the world", "Machine learning - how it is transforming industries", "Importance of data privacy", "Quality of data is important to rely upon, to have correct assistance in various domains like Research", "Data visualization- Art of turning numbers to stories, 99 zettabytes of data in 2023", and "Analyzation of customer behavior, product differentiation and profit maximization at the ease of analytics"

The stunner of the event was the release of OPAN (OPerations and Analytics News), volume-1 which consisted of various articles on analytics and operations like "IKEA's Sustainability Spotlight", "Apple's supply chain resilience", and 'Power of statistics in Business Analytics'.

Financial Literacy Program..



The first speaker of the event was K.S Rao Executive Vice – President & Head- Investor Education and development. He is an accomplished leader of senior management team with Aditya Birla Sun Life Limited with over 3 decades of experience in mutual fund industry, who aims to spread financial literacy and investor education by innovative programs that target various segment.

Mr. Rao spoke on financial wellness, reasons to invest in Amrit kaal, various investment avenues, types, and diversification of funds. The topic he addressed was the ordinary and extra ordinary journey of investment where in ordinary money goes and in extra ordinary money grows when you invest. He said "live your passion while working", "Money only one language i.e., if you save me today, I will save you tomorrow", "It's never too late to invest".



The second speaker was Mr. Kuldeep Thareja, the senior Assistant general manager at NISM (an education initiative of SEBI), with 15 years of work experience in the financial services domain, IT and financial education. He holds a Post Graduate diploma in Securities Markets, and also a certified Financial Planner, also training people with diverse backgrounds in corporate finance, personal finance, financial markets, and risk management.

Mr. Thareja spoke on the way NISM is professionalizing the securities markets, and how trading happens. He spread awareness about National Financial Literacy Quiz 2023-24 (NFLQ) for UG and PG courses across the country and also enlightened about the certifications and exams offered by NISM with free resources available which would provide a boost to career and would open new career opportunities with SEBI regulated guidelines and changes revised every year.

The few questions that were posed and answered are why invest in Mutual Funds? – because it is the safest and low risk involved in it, new schemes about Mutual Fund? credit risk Management is the newest scheme by the government, are Mutual funds transparent? – Yes, they are 100% transparent, how as students where we start investing with less money – Mutual Funds are the safest to invest as students

T- Hub Visit.....



The E-cell of IPE curated an insightful visit to T-Hub on August 24, 2023, showcasing the globally acclaimed innovation center. Mr. Srinivas Taluka, Vice President - Facilities at T-Hub, took the stage initially, providing a comprehensive overview. He delved into T-Hub's primary functions and its collaboration with key entities like WE-hub, T-Works, TSIC, RICH, and Multimedia, Animation, Gaming, and Entertainment. Mr. Srinivas expanded on T-Hub's "Startup scaling programs," detailing initiatives like LAB32 and RubiX designed to support startups at various lifecycle stages, including the crucial phase of reaching a Minimum Viable Product. The session continued with Mr. Srinivas, a seasoned mentor at T-Hub with over two decades of experience in go-to-market strategies. Drawing from his wealth of experience, Mr. Srinivas shared invaluable advice with students

emphasizing the strategic importance of surrounding oneself with individuals of higher intellect. The philosophy was succinctly captured in the notion that one should never be the smartest person in the room. Adding a unique perspective, an entrepreneur from WE-hub, an incubator for women entrepreneurs, shared her journey. A Ph.D. graduate from IIT Kharagpur in computer science, she passionately spoke about sustainable development and her startup's mission to rejuvenate polluted water bodies. The visit's climax unfolded during a dynamic Q&A session, where students engaged with mentors and entrepreneurs. Topics ranged from the failure rates of startups to the intricacies of effective networking. The visit left an indelible mark on the 196 participating students, providing them with an in-depth understanding of T-Hub's entrepreneurial ecosystem and leaving them with a reflective and stimulated mindset for their future career endeavors.

BUSINESS QUIZ.....

On August 11, 2023, the Six Pillars venue witnessed an engaging event organized by the E-Cell, lasting 45 minutes and attracting over 100 students. The event, structured as a quiz, aimed to evaluate participants' knowledge and awareness of various aspects of the business world. Beyond showcasing business acumen, it fostered enjoyable learning and active engagement.

Comprising multiple-choice questions spanning business, economics, and current affairs, the event witnessed exceptional enthusiasm from participants, who eagerly responded to the interactive and competitive nature of the quiz. The incorporation of incentives, such as chocolates and E-Cell stickers for correct answers, not only maintained motivation but also added a fun and exciting dimension to the event.



ElevaTED TALKS.....



The E-cell of IPE has organized an ElevaTED Talk titled "Journey and Pivots in career and life," featuring accomplished alumni Sri Harsha Korlapati and Shishir Sahay. Mr. Harsha, with a software engineering background, shifted to Project Management through an MBA, while Mr. Shishir, originally a UPSC aspirant, transitioned into the corporate world. During the Q&A, they shared career insights, emphasizing persistence and leveraging the alumni network. Reflecting on their IPE days, they highlighted the positive impact of participating in Startupedia and credited Dr. Parthana Kumar for the same. Additionally, they reminisced about college life, emphasizing camaraderie and fun. Shishir shared his experience of overcoming trauma.

Harsha shared childhood incidents and expressed his passion for navigating challenges, revealing pivotal moments that shaped their resilient approaches to life. Turning to the topic of individual responsibility in social causes, Shishir expressed his love for teaching, citing past experiences of teaching science and math to children. Harsha shared his commitment to environmental conservation through his initiative, "**Repair the Earth**" which focuses on planting trees to offset the environmental impact. Both Alumni encouraged the audience to take small steps and be grateful for the people around them.

Unveiling the Future: Nextgen Business Strategies and Marketing Dynamics: Innovate, Adapt, Succeed Conference

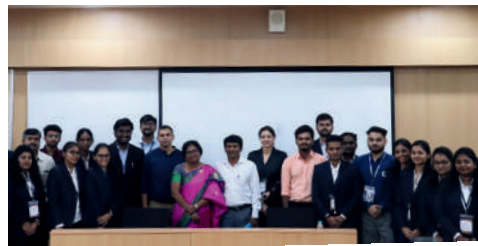
On December 6, 2023, the E-cell of Institute of Public Enterprise hosted a two-day National Conference on "Next-gen Business Strategies and Marketing Dynamics: Innovate, Adapt, and Succeed."

IPE Director Prof. S Sreenivasa Murthy emphasized the critical trifecta of Customer, Competition, and Innovation (CCI) in marketing dynamics. Prof. V Srikanth (Dean Academics IPE) discussed market changes in the context of global phenomena like COVID and Demonetization.

M. Nanda Kishore, MD of Ramky Estates, highlighted the convergence of business goals and technology, dismissing the idea of parallel tracks. A panel on "Global Expansion Strategies" explored geopolitical intricacies in international business ventures. Prof. JL Narsihma Rao delved into these complexities, while Dr. Rakesh Bhatia, Co-Founder & CEO of The Capital Net, stressed agility in international business strategies.

Samson Arthur, Executive Director of Land & Industrial at Cushman and Wakefield, explored the impact of geopolitical factors on global real estate, emphasizing strategic navigation. Reuben Benhur, VP HR at Intone Networks, underscored HR's role in aligning diverse global teams.

The discourse covered geopolitics, international business, and real estate, offering a comprehensive understanding of challenges and opportunities in a world marked by geopolitical complexities. The conference provided nuanced insights, fostering intellectual discourse on navigating the evolving landscape of business and marketing dynamics.



On December 7, 2023, that is the Day2 of the conference saw a distinguished panel of industry professionals. Meraj Faheem, Founder of The Hacking School, highlighted the practical aspects of Agile Marketing, emphasizing its integration into daily life. Rafathullah Mohammed, Managing Director of Gandour India Food Processing, discussed the transition from a seller's to a buyer's market, stressing the significance of consumer feedback and the transformative role of technology.

Subhas Desai, Founder & CEO of Markiverse, explored the iterative nature of Agile Marketing, emphasizing the continuous cycle of experimentation and adaptation. Professor Ujjal Mukherjee contributed seasoned insights, enriching the discussion. The session concluded with Dr. Bhavana Raj expressing gratitude. The conference continued with a Research Paper Presentation Competition featuring 28 teams from different states and colleges. Topics ranged from Gender Inclusion to ESG, Hospitality, Tourism, and Marketing Strategies.

The valedictory ceremony, hosted by Dr. Maschendar Goud, marked the end of two days of insightful discussions. Chief guest Shri Padmanabhan, Senior Vice President at MSN Laboratories Ltd, discussed the evolving nature of HR practices, emphasizing patience, perseverance, and passion in endeavors.

HR - GET SET GO - TEAM BUILDING EVENT



On December 4, 2023, the dynamic team of AGRAGAMI (HR Club) organized an engaging team-building event titled "GET SET GO" near Six Pillars. The event commenced with an informative briefing from the Club coordinators, who outlined the rules and guidelines for the thrilling scavenger hunt. A total of seven teams, each comprising four members, embarked on the exciting quest, armed with identical sets of questions. The participants tackled challenges, answered questions, and completed tasks within a tight 30-minute timeframe. The event not only strengthened team bonds but also enhanced problem-solving and time management skills.



CONCURSO in STATISTICS.....

SHASTRA, the operations club of IPE organized a statistics quiz, "The CONCURSO in STATISTICS" on 27th September 2023. The quiz not only challenged participants statistical knowledge and problem-solving skills but also nurtures collaboration amongst students. The event saw participation from 14 teams. Dr Pillay kicked off the event by highlighting the pivotal role of statistics in the business landscape. He underlined the importance of statistics in analytics, The science that paves way for modern data driven decision making.



The quiz was made up of two rounds. The first round was a multiple choice one that consisted of 15 questions. Each question was displayed for 30 seconds before moving onto the next and mostly covered the foundational statistical concepts. The top five performers of the round progressed to the second and the final round where they moved on to higher stakes and displayed their problem-solving abilities. The second round comprised of 5 questions each allocated a 2-minute time limit for the participants to solve. The "fastest finger first" was adopted allowing the quickest participant to respond. A wrong answer meant the next quickest participant would provide their answer. A tie arose among the runners-up and in response, the judges suggested an additional question to determine a winner.

THE AD-MAD.....

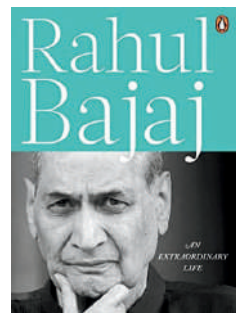
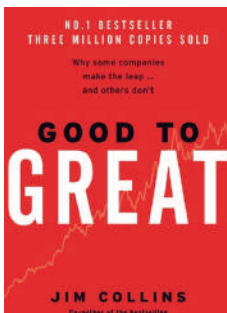
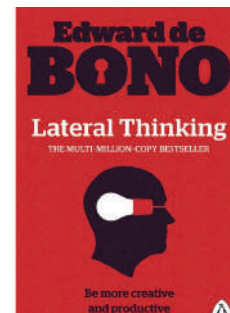
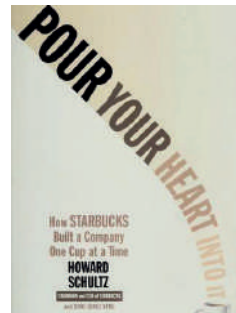
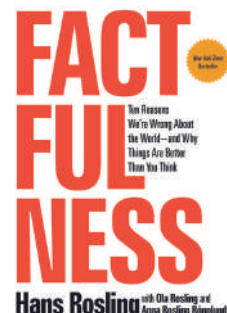
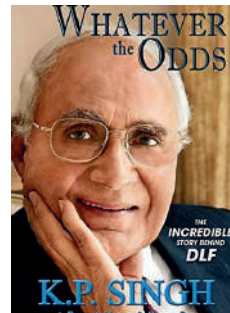
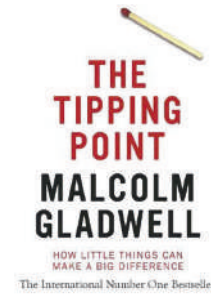
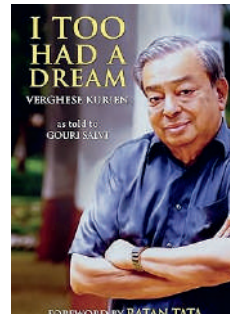
AD-MAD, the electrifying advertising campaign competition held by Tarang, transformed the campus into a hub of creativity and marketing excellence, featuring dynamic advertisements created by aspiring marketing enthusiasts. Esteemed Faculty members Prof V. Srikanth, Dr. Prarthana Kumar, Mr. M. J. Ramakrishna, Dr. Azher Ali, and Dr. Rajkumar Pillay graced the event. Prof. Srikanth, initiated the proceedings with a motivating address, uplifting the spirits of the participating teams. Dr. Rajkumar Pillay then shared valuable insights and entertaining anecdotes from his experiences, serving as inspiration for the marketing enthusiasts.



The heart of the event unfolded as participants presented and screened their creative advertisements for renowned brands, including LEON Shoes, BELLA CUP, SAM INCENSE STICKS, MM ALMONDS, LUFFY LIGHTS, GALAXY BAGS, A2 MILK DELIGHT, NIVIA SHOES, and CRUDE NUTRITION. The competition wasn't just about the glitz of advertisements as participants openly discussed the challenges faced during the shoot and shared their invaluable experiences, providing a behind-the-scenes look into the world of marketing. In the nail-biting climax, "CRUDE NUTRITION" emerged as the victorious team, with "BELLA CUP" securing the runner-up position. The judges Mr. M. J. Ramakrishna, Dr. Prarthana, and Dr. Azher Ali provided constructive feedback and encouragement to all participants.

Great Books to Explore.....

Dr. P Vijay Kumar Reddy



"Books are like a mirror. When you read them, you discover more about yourself and the world." - Dr. A. P. J. Abdul Kalam

ALUMNI REUNION



On the 24th of June 2023, IPE celebrated a grand alumni event, where distinguished speakers shared valuable insights and advice with the attending alumni. The event featured prominent speakers who shared their experiences and words of wisdom. The speakers included Shri Madhava Rao (IAS), President IPE, Shri Jayesh Ranjan (IAS), Member of BOG, IPE, Smt. Mahapara Ali and Prof. M.S Sri Ram.

Madhava Rao, in his address, emphasized the importance of carrying one's identity and building strong values. He encouraged the alumni to stand by justice and question what is wrong in society. Rao urged the audience to strive to become perfect human beings, demonstrating integrity and moral character.

Jayesh Ranjan, an esteemed IAS officer, delivered an inspiring speech, stressed the alumni to actively participate in social activities and assume leadership roles. He debunked the myth of hierarchy and advocated for a helping hand mentality, highlighted the importance of collaboration and being innovative. Ranjan encouraged the alumni to dream big, work diligently towards their goals, and unlock their inner potential.

Mahapara Ali, motivated the alumni to connect with present clubs and actively contribute to their improvement. Ali stressed the significance of being proactive and striving for continuous growth, fostering a culture of innovation and positive change.

Prof. M.S Sri Ram, highlighted the benefits of peer group learning and collaboration with faculty. He encouraged the alumni to build character not only for themselves but also for the institute. Prof. Sri Ram motivated them to embrace their uniqueness and passion, working together as a cohesive unit to achieve greater success.

The event showcased the diverse experiences and perspectives of the speakers, leaving a lasting impact on the alumni. Attendees expressed their gratitude for the valuable insights shared by the speakers and the motivation they received to make a positive difference in society. The alumni event served as a platform for alumni to reconnect with their alma mater, learn from accomplished individuals, and foster a sense of social responsibility. It rekindled the spirit of excellence and instilled a renewed sense of purpose in the hearts of the attendees. The event's success promises a bright future for both the alumni and the Institute of Public Enterprise.



Corporate Readiness and Cultivating a Growth Mindset.....



Mr Shashank Sahni, an IPE alumnus, the current Director and Board member of Google, Northern Europe opened his speech with an emphasis on the unpredictability of the corporate world. He shared with the audience six principles that'll transform their careers.



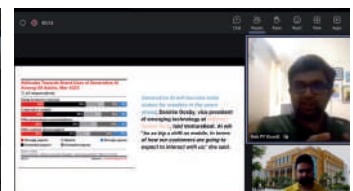
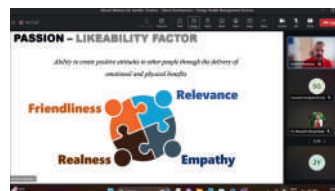
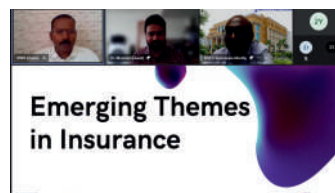
The first principle is "Failure is inevitable. Experience is a feat". Small steps lead to success eventually, if not sooner then later. To elaborate, he spoke about his experience as a fresher who couldn't make a sale in the first six months. The second principle is "Learn before you earn". Mr Sahni conveyed that a learning mindset always helps in making significant strides in one's career. The third principle is "Get up, dress up, show up". In Mr Sahni's words, "It is fifty percent of the job done". Every day is different but to have the attitude to get the job done makes all the difference. The fourth principle is "Ability to solve problems". The speaker focused on how in depth knowledge of a subject helps one to solve problems that arise at the workplace and which in turn enables the ones around them develop trust in them. Mr Sahni claims to use a mix of economics and leadership to make impactful decisions at Google. The fifth principle is "Consistency is compounding" as consistency leads to reliability which leads to trust which finally leads to growth. The sixth principle is "It is only when the team is successful, you are successful" the extension of which is "We before me". The seventh principle is "Work hard but have a lot of fun". Mr Sahni talked about how one shouldn't let the "8 hours of work" shouldn't define them. He urged us to ask ourselves "What am I beyond my work".



Mr Sahni also said that at the crux of the above principles lies the mindset of one. He listed out the ABC of mindset or rather a growing mindset. A stands for attitude and aspiration. He encouraged the audience to think about what kind of an attitude they wish to bring to their team. He also mentioned to aspire with a purpose and to be unapologetic about it. The B stands for Be deliberate and Be bold as in not to waver with one's decisions irrespective of what anyone says. The C stands for Be curious and Be collaborative as in absorb one's surroundings to understand them better and use collaboration as a form of currency.

Alumni Lecture Series 2023...

The alumni lecture series stands as a strategic endeavor, fostering a symbiotic relationship between the past and present. IPE alumni, now accomplished professionals in public and private sectors, offer indispensable insights into the dynamic landscape of public enterprises. Through their real-world experiences, students gain practical perspectives on the challenges and opportunities inherent in the public domain. The series creates a nexus for networking, allowing current students to forge connections with successful professionals, potentially leading to internships, job placements, and mentorship in the public enterprise sector. Alumni, serving as mentors, share their career trajectories, providing vital guidance for students navigating the multifaceted paths within the public enterprise arena. Beyond career advice, these accomplished individuals serve as inspirational figures, motivating the student body and instilling pride in their academic affiliation with IPE.



Moreover, the lectures illuminate the current industry trends, ensuring students remain abreast of developments in the public domain, while also emphasizing the importance of soft skills development. This initiative contributes to the establishment of a robust alumni network, fostering collaboration and mutual support. By hosting such events, IPE not only enhances its reputation but also underscores its commitment to producing professionals who make a significant impact in the evolving landscape of public enterprises. The series acts as a conduit for lifelong learning, as alumni, engaged in continuous growth, return to share their ongoing experiences. Additionally, alumni feedback provides valuable insights for curriculum refinement, ensuring IPE remains a trailblazer in delivering relevant education in the field.

CHART YOUR PATH: Navigating careers in Operations and Analytics



The event organised by the Shastra club on 30 th of August, 2023 was a successful attempt at paving the way for careers in operations and analytics. The purpose of the event was to provide the students with abundant knowledge about the sector, encouraging them to learn the techniques to survive and strive in the IT sectors and imparting them with the knowledge required for the career planning.

The event was addressed by the highly qualified and esteemed faculty of Institute of Public Enterprise including Prof Satish Kumar, Dr. P. Vijaya Kumar Reddy, Dr. Shaheen who clarified and answered the queries posed by the students and provided deeper insights in the analytical field. The emphasis was made on digitalised learning, global certifications on ERP to know more about analytical tools for handling huge data. Also valuable information on various job roles offered in analytics was provided such as data analytics, business analyst and supply chain management.

FinBiz Quiz Competition



Finbiz by Nivesh was an educational event that brought the world of finance to life. The primary purpose of this quiz was to enhance financial literacy and promote awareness of responsible financial behavior, providing a competitive and engaging platform for participants to deepen their understanding of financial concepts and prepare for informed decision-making in the future.



Designed to cover a broad spectrum of financial topics, from financial markets to global finance knowledge, it offered a holistic learning experience. Participants had the opportunity to showcase their financial acumen and critical thinking skills. By fostering healthy competition, the quiz motivated participants to engage with financial topics, preparing them for making informed decisions in both academic and future endeavors. Through friendly competition and a diverse range of financial topics, participants had the opportunity to expand their financial horizons. It served as a space where beginners could grasp the basics, enthusiasts could challenge themselves, and everyone could benefit from a deeper understanding of finance.

A Beginner's Guide to the Bloomberg Terminal.....

The Institute of Public Enterprise hosted a Bloomberg workshop on October 14, 2023, enhancing students' financial understanding. Mr. Rakesh Phanindra, Assistant Professor at IPE guided the session, emphasizing practical applications of the Bloomberg Terminal in financial markets, highlighting its significance for hands-on learning. Prof. S Sreenivasa Murthy, Director and Prof. V. Srikanth Dean underscored Bloomberg's industry relevance, aligning academics with practical needs. This workshop, merging theory and practice, established a solid foundation for students' future financial pursuits. Prof. Rakesh concluded, summarizing invaluable insights gained in leveraging Bloomberg for enhanced financial education.



HR VAANI - A Speaker Series

Aragami hosted "HR Vaani," a speaker series that brought together pioneer speakers from distinct backgrounds on the same stage. Despite their varied professional journeys, these speakers shared notable common traits, emphasizing their collective zeal, enthusiasm, and unwavering commitment to excellence in their respective fields. The inaugural speaker for the event was Mr. Sankarsh Chanda, who founded Savart at the age of 19 and currently leads the APART division, serving as the Chairman of Savart. Additionally, he co-founded Stardour Aerospace, a space engineering company dedicated to constructing India's first private space shuttle. Mr. Sankarsh advised, "Do whatever you love and want, never ask others what you're supposed to do." He also highlighted the importance of practical experience over bookish knowledge, urging an evolution in our education system. The second Guest Speaker, Mrs. Jaysree Dasgupta, TCS

Head of HR Compliance, shared insights into essential HR practices, focusing on purpose, values, culture, empathy, and continuous learning. Emphasizing the HR professional's role, she stressed personal brand building and cross-level connections within organizations. During the Q&A, attendees explored topics like Wealth Management and HR in India. A question on crucial skills for MBA graduates highlighted the need for a comprehensive skill set, including subject knowledge, domain expertise, correct behavior, and empathy. This, she explained, is essential for navigating the intricacies of the contemporary business landscape, ensuring success in the competitive and dynamic industries of Wealth Management and HR.



Ignite Your Marketing Passion – A Seminar By TARANG



On October 31, 2023, a seminar aimed at igniting marketing passion was hosted to empower the students and uplift aspiring marketing professionals, featuring Ms. Madhavi Sriramoju, a seasoned speaker with over fifteen years of experience at Intense Technologies. Ms. Madhavi, shared her insights into various facets of marketing, ranging from research and branding to digital initiatives. Her passion for content marketing and thought leadership shone through as she delved into the evolving landscape of marketing, dispelling stereotypes, and defining its scope and opportunities. The seminar, titled **"What is Marketing – Scope and Opportunities,"** strategically tackled the three key segments of marketing: **Creating Awareness, Establishing Credibility, and Generating Leads.**

Ms. Madhavi drew on real-world examples from industry giants like Coca-Cola and Apple to illustrate effective brand positioning and value derivation. In addition to enlightening the audience on marketing intricacies, she highlighted key marketer skills including creativity, analytical thinking, and a passion for continuous learning. The event concluded on a high note with a lively Q&A session. Prof. V Srikanth, Dean Academics of IPE, expressed gratitude to Ms. Madhavi by presenting a bouquet as a token of appreciation.

IPE Excels in ERPSim India Competition.....

In an inspiring inaugural appearance, the Institute of Public Enterprise (IPE) left an indelible mark at the 2023 ERPSim India Training Workshop and Competition. Team Sanskriti, under the guidance of Prof. Rakesh Phanindra Akula, clinched an impressive 11th position, showcasing remarkable capabilities in virtual company management. Despite limited training, the team's standout performance in sales underscored their potential for success on a national stage, competing fiercely against stalwarts like XLRI Jamshedpur, Doon Business School, and others.



The competition underscored invaluable lessons in cross-functional collaboration, real-time industry experience, and the pivotal role of teamwork. Looking ahead, recommendations include sustaining SAP Labs training opportunities and organizing periodic innovation challenges to nurture a culture of creativity. The success of Team Sanskriti, pitted against renowned institutions, exemplifies resilience and strategic acumen, contributing significantly to IPE's growing reputation in the competitive landscape. This achievement stands as a testament to the dedication and unwavering fighting spirit of the IPE community.



Say no to Corruption – Elocution Competition.....



On November 2nd, 2023, Kurukshetra, The Best Managers Club had held an Elocution competition wherein the topic was "Say no to corruption; commit to the Nation, **भ्रष्टाचार का विरोध करें; राष्ट्र के प्रति समर्पण रहें**". It is in the honor of the great Bharat Ratna Sardar Vallabhai Patel.

The Central Vigilance Commission is the real deal when it comes to fighting corruption as they are the watchdogs of integrity and ethics in the nation. "Corruption is a pervasive issue of our entire nation. India consistently ranks high according to the corruption index." said Ms Neha, the first speaker. With reference to the above, she magnificently explained how corruption was practiced since ancient history of India. She also stated the statistical facts and laws pertaining to corruption. "Digitisation has played a pivotal role in mitigating corruption", she concluded poignantly.

The second speaker Arnab banged on with an eye opening introduction, by saying "Corruption is a Perception ". Technically, how a document file gets corrupted, without following a protocol, in the same manner, our nation is corrupted, without any proper direction of knowledge. He discussed some of his experiential instances and mentioned "Red Tapism " and its impact. Following up with the final speakers Ashish, Sidhu and Ramchandran, explained how the so called "Political India", influences the concept of corruption, talked about the root causes and the effects. Added their viewpoints with examples and addressed them with some solutions accordingly. "One Nation, One Tax & One Nation and One Education", says it all. That's how we came to an end. The final move included the announcement of the winners and runners-up, with Mr. Arnab and Ms. Neha emerging as the winner and the runner-up, respectively.

Commemorating World Volunteer Day with a Blood Donation Camp.....



On December 5, 2023 the campus joined hands for a noble cause as "IKSHIT" organised a blood donation camp.

The esteemed Director, Prof S Sreenivasa Murthy, emphasized the profound connection between service to mankind and personal growth. His words resonated, highlighting the enduring impact of the students' actions on their lives and society at large. He urged the students to carry forward the instilled values into their professional lives.

Representatives from Square Design and Development Institute, namely Dr. Narsumgari IAS and Doctor by profession, inaugurated the blood donation camp, commending the active participation of students and foreseeing the holistic development potential in such activities.

Gratitude was extended to Director Prof Sreenivasa Murthy for providing this meaningful opportunity. In his words, he expressed the pride he felt for the students and emphasized the significance of values, asserting that they would serve as a guiding force in their future endeavors. As the event concluded, he extended heartfelt best wishes to the students for a successful and fulfilling journey ahead.

To ensure the success of the event, a total of 123 students actively participated in the voluntary blood donation initiative. The dedication and social responsibility demonstrated by these young individuals were truly commendable, reflecting their awareness of civic duties.



Commodity Trading and Risk Management

Nivesh, the finance club of IPE, organized a comprehensive two-day online workshop. The event was a collaboration between IPE and MCX on "Commodity Trading and Risk Management." The workshop witnessed the presence of several dignitaries, including Director Prof. S. Sreenivasa Murthy, Prof. V. Srikanth, Dean of Academics IPE, Dr. Rajkumar Pillay, the coordinator of student affairs, and Dr. Shree Jyothi, the joint coordinator of student affairs and also the faculty organize of the event.

The speaker of the two-day workshop was Shri Debojyoti Dey, AVP, MCX with a career spanning more than 22 years at a commodity exchange (MCX), a development financial institution (NABARD), and research organizations, working towards the creation and nurturing of institutions, markets, and products to unlock their values. He gave students an understanding of various topics, like, Financial markets: a mechanism that allows people to participate in the trade of various securities, like debt, capital etc. The various topics discussed were underlying assets, commodities that are traded on commodity derivative exchange, use of exchange platforms, participants in exchange, National Online Multi-commodity exchanges, the advantages of commodity derivatives, trade time, and lastly, about commodities traded at MCX. He quoted, "Commodity trading is so old that it is also in the major Sanskrit epic Chanakya," and "there is a huge amount of development in multiple folds over a huge period of time."

Valuation 101.....

Valuation 101 was an event conducted by Nivesh- the finance club of IPE. The event started with a welcome note to the dignitaries Prof Sreenivasa Murthy Director, Prof. V. Srikanth, Dean academics IPE, Dr. Shree Jyothi Koutha Joint coordinator of student affairs and student council and Dr. M Chandra Shekhar the programme head of Banking and financial services curriculum at the institute. The dignitaries spoke on how important valuation is to understand the worth and of an organisation and spoke about on how important it is for valuers to withstand their values and not to indulge into immoral practices. The competition noticed participation of 6 teams where each team was given a sector of the industry and were to be asked to select a company from the sector and value it accordingly.



Each teams had 8 minutes out of which 5 minutes to present their valuation and 3 minutes for the Q&A by the panelists which consisted of Dr. Jyothi and Dr. Chandra Shekhar. Teams presented valuation in different sectors like Real estate, FMCG, Banking, Food, airlines and hospitality. The companies which were IHC Ltd., Dabur Ltd., Oberoi Realty, Indigo Airlines, HDFC Bank, ITC etc. The winners of the competition were team shruti from 1 st year whose valuation was on ITC a pioneer in the FMCG sector of India.

INTERN STORIES

"Bridging theory and practice: exploring the role of Urban Cooperative Banks in priority sector lending - a transformative internship at Reserve bank of India"

For any student internship serves as a crucial launchpad for a professional journey and is a bridge that connects theory to practice, it's a chance to apply classroom knowledge, refine skills, and gain a deeper understanding of industry intricacies and My internship at Reserve Bank of India Was an enriching odyssey into the intricate world of banking with a specific focus on the role of urban cooperative banks [UCBs] in priority sector lending in Telangana state.

Engaging in this comprehensive study allowed to me get a holistic understanding of urban cooperative banks which occupy a crucial niche in the banking sector, providing localized and community-centric banking services in urban and semi-urban areas. Their role in financial inclusion, support for small businesses, and commitment to community development highlight their importance in fostering economic growth at the grassroots level. Throughout this journey, I honed my analytical skills, gained practical insight into regulatory frameworks, and developed a profound appreciation for the complexities of the Urban cooperative bank sector in general and priority sector lending in specific by interacting with stakeholders involved in it. The mentorship and guidance received from seasoned professionals at RBI were instrumental in shaping my perspective and my capabilities. I am grateful for the experience and confident that the knowledge gained will serve as a solid foundation for my future endeavors in the financial sector.

SABBANI JAASWITHA, 2204044



Navigating Excellence: Insights from My Journey at Deloitte..

I held a position as a tax intern at Deloitte in New York within the BTS department. During this period, I was paired with a tax consultant who not only assisted me in my tasks but also guided me through the appropriate training programs. Additionally, my work was closely monitored by a tax manager, who played a crucial role in providing feedback for a potential pre-placement offer. The initial two weeks of our training program focused on comprehensive training sessions and document verification procedures. The subsequent three weeks were dedicated to applying our acquired knowledge on the job. My primary responsibilities involved working with workpapers and handling tax returns for various entities, such as partnerships, corporations, individuals, and disregarded entities, belonging to high-profile companies. The concluding week centered around presentations, where we had to showcase our learning and work to HR, managing directors, senior managers, and other stakeholders. In summary, my experience at Deloitte was exceptionally enriching and overwhelming.

KRISHNA SAHITHI, 2201223



My Internship Experience at NABARD was incredibly enriching!!

Hello friends, I am Sai Chaithanya Yerram, BFS batch of 2024. I am thrilled to share the exciting experiences from my internship at the National Bank for Agriculture and Rural Development (NABARD), Andhra Pradesh. I had the privilege of working on the project titled "Innovative Models for Financing Farmers Producer Organizations (FPOs) and Agri Value Chain."



During my internship, I had the opportunity to visit various districts in Andhra Pradesh, including Guntur, Chittoor, Nellore, Visakhapatnam, and Srikakulam. These visits were instrumental in allowing me to interact with DDMS, FPO CEOs, bankers, and other stakeholders in the agricultural value chain. Engaging with these key players provided me with valuable insights into the challenges faced by FPOs in accessing finance. Drawing on my observations and interactions, I identified several potential problems that hindered FPOs from securing the necessary financial support. Subsequently, I proposed six innovative financing models tailored to address the unique needs of Nascent, Emerging, and Matured stage FPOs. The aim was to offer viable alternatives to FPOs, rescuing them from the high interest rates imposed by certain NBFCs and other sources of finance, which were negatively impacting their profits. The transformative nature of this experience allowed me to delve into grassroots problems and witness the intricacies of agricultural financing firsthand. This hands-on exposure deepened my understanding of the complexities within the rural financial landscape. In conclusion, my internship at NABARD's Andhra Pradesh Regional Office was truly a journey of discovery and learning.

GLOBAL GROWTH STORIES.....

On November 7th, 2023, the IPE Speak Out Club hosted a captivating event on "Global Growth Stories: An Inspirational Quest." Dr. Rajkumar Pillay and Dr. Shree Jyothi Koutha organized the session, The participants who shared insights into transformative global development journeys. Ms. Ambica began by elucidating Singapore's success, attributing it to a developed free-market economy and robust international trading links. Ms. Fatima then narrated China's remarkable transformation, highlighting state investments in infrastructure and subsequent private enterprise growth. Mr. Raju Bapi focused on India's G20 leadership, emphasizing inclusive growth, digital innovation, climate resilience, and global health access. India's response to the COVID-19 pandemic and ambitious renewable energy goals were also discussed by Ms. Aishwarya. The final Participant, Mr. Deepak, explored Japan's post-Nagasaki and Hiroshima rise, crediting strong leadership principles and a unique work ethic for its success.

The event concluded with prize announcements for Mr. Deepak and Ms. Fatima. Overall, the event provided a panoramic view of diverse global growth stories, leaving the audience inspired and informed about the economic successes of Singapore, China, India, and Japan.



Bring A Cherished Picture

Breaking Barriers, Building Connections-The Speak Out Club kicked off its inaugural event with a unique twist – "Bring a Cherished Picture." Designed as an icebreaker, this session aimed to foster connections among newcomers, offering a platform for sharing personal stories tied to meaningful photographs. Beyond refining public speaking skills, the event encouraged cross-stream interaction, creating a friendly and supportive environment. Attendees, spanning both first and second-year students, shared diverse narratives, from heartfelt orphanage visits to reflections on personal growth.



The event went beyond the surface, tackling profound topics like transformations over time and dispelling stereotypes about hijab. It became a dynamic platform where participants not only practiced public speaking but also found comfort in expressing their stories. In essence, the 'Cherished Picture' event wasn't just about words; it was a celebration of individuality, resilience, and the power of storytelling within the Speak Out Club. It set the tone for a community where every voice, no matter the hesitation, discovered a welcoming audience.

PRESENTS

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UPI Reshaping India: A Journey from Cash to Connectivity

Rani Sri Lalit, 2301237

Launched in 2016 by the National Payments Corporation of India (NPCI), the Unified Payments Interface (UPI) has been a transformative force in India's financial landscape, fostering a shift towards a cashless economy. Despite challenges like limited internet access, UPI's total transaction value reached INR 125.95 trillion by the end of 2022, showcasing a remarkable 1.75X YoY growth. Accounting for 86% of India's GDP in FY22, UPI played a pivotal role in the digital economy.

The pandemic accelerated UPI's usage, with nearly 40% of all daily transactions are done through UPI. RBI Governor Shaktikanta Das emphasizes UPI's contribution to financial inclusion, with over 10 billion transactions recorded as of August 2023. From grassroots transactions at tea stalls to macro-level impact, UPI has transformed payments. Experts attribute UPI's success to India's economic resilience, diverging from global downturns. With 50 million merchants and 70 apps embracing UPI, it stands as a beacon of the fintech revolution, shaping India's economic trajectory and signaling a commitment to a cashless, interconnected future.

SANGRAM ' 23 - Annual sports event of IPE

In the pursuit of excellence, the Institute of Public Enterprise (IPE) set the stage for its annual three-day intra-college sports meet from November 24th to 26th, 2023. The event was inaugurated by the esteemed Director Prof S Sreenivasa Murthy, who lit the torch and took a round of the campus to mark the official beginning of the event in the presence of Dr. Rajkumar Pillay, coordinator of student affairs and Dr. Shree Jyothi Koutha, the joint coordinator of student affairs. The dignitaries present spoke about how the event would enhance the managerial skills of students and bring out their young talent.

The event, designed to enhance and showcase young talent, featured a diverse array of indoor and outdoor games. Cricket, carrom, badminton, football, basketball, box cricket, volleyball, throwball, table tennis, and chess were among the spirited competitions that unfolded over the span of three days. As the campus came alive with the thrill of competition, Day 1 saw knockouts in table tennis, badminton, throwball, and carrom, along with round-robin matches in basketball and cricket. Day 2 brought the excitement of finals in basketball, table tennis, badminton, football & chess. The grand finale on Day 3 witnessed the concluding battles in athletics, volleyball, and cricket.



Simran Pandey won the women's singles in badminton, while Dedeepiya Kamisetty won the women's doubles. Abhishek won the men's singles in badminton, while Abhishek and Mushtaq won the men's doubles. Team Pranav won the basketball tournament. Sunidhi Rattan won the women's singles in table tennis, while Mangal Singh won the men's singles. Pujitha and Sunidhi Rattan won the women's doubles, while Mangal Singh and Ram Charan won the men's doubles. Team Bisons won the volleyball tournament. Team Dhakkad won the box cricket tournament, while Shekhar Reddy and Sathwik Bulusu won the carrom and chess tournaments respectively. Team Shruti won the throwball tournament, while Team Vikings won the cricket tournament. Team Mangal won the football tournament.

The event concluded on a lively and passionate note, with participants filled with enthusiasm. The event fulfilled its motto of "Unleashing leadership through sport – ignite, compete, and conquer" by bringing out the leadership qualities in the students and showcasing their sports talent.

Book Exhibition.....

The eagerly awaited book fair took place with great enthusiasm, and the inauguration was graced by the Hon'ble Director, Prof. S. Sreenivasa Murthy, on November 8, 2023.

The invitation extended to all, including the Dean of Academics & Research, faculty members, officers, staff, research scholars, and students all of whom actively engaged in reviewing books and recommending titles to enrich the physical book collection of the library, resulting in a vibrant gathering. The exhibition played a pivotal role in cultivating reading habits among professionals. It provided an open forum for the institute fraternities to explore, choose, review, recommend, and procure books showcased by the vendors. The organizers expressed their gratitude to everyone who contributed to the success of the book fair and encouraged attendees to reach out with any inquiries. The event was a remarkable opportunity for the institute community to come together and celebrate the joy of literature.



EDITORIAL

Bookaholics' Treasure Hunt at the Lakdi-ka-pul Book Fair

Saiesh Reddy M, 2203050

A monsoon downpour couldn't dampen the spirits of the Bookaholics club, whose members embarked on a literary adventure on 19th August at the Lakdi-ka-pul book fair. This wasn't just any shopping trip; it was a voyage through a sea of stories, a delightful dive into the boundless ocean of the written word.

The book fair itself was a bibliophile paradise. Stalls overflowed with treasures, spanning across all genres and eras. From timeless classics to trending contemporary fiction, from mind-bending science fiction to soul-stirring poetry, there was something for every kind of reader. The Bookaholics, true to their name, navigated this labyrinthine wonderland with wide eyes and eager hearts, filling their baskets with literary gems to nourish their voracious appetites.

But the day held an even more special treat. Gracing the fair with his presence was Dr. Rajesh, a pillar of support and inspiration for the Bookaholics club. His guidance and passionate discussions have enriched their reading experiences, and his unwavering encouragement has been instrumental in their success. His dedication to fostering a love for Indian novels, in particular, resonated deeply with the club members, who found themselves sharing his enthusiasm.



With Dr. Rajesh by their side, the hours flew by in a whirlwind of lively discussions, insightful recommendations, and shared discoveries. They navigated diverse literary landscapes, their conversations punctuated by sips of Hyderabadi tea at the quaint cafe Niloufer, adding a touch of local charm to their monsoon exploration. As the soothing rhythm of raindrops played its melodic soundtrack, the Bookaholics reveled in the camaraderie, their individual journeys through the written word intertwining and enriching each other.

The Lakdi-ka-pul book fair wasn't just a retail excursion; it was a celebration of literature, a reaffirmation of the Bookaholics shared passion, and a testament to the power of Dr. Rajesh's unwavering support. It was a day etched in memory, a vibrant chapter in the club's ongoing pursuit of literary treasure.

The key is not to be afraid to ask, you may be done with school. But you can - and should - see the rest of your life as an education.

Bill Gates

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POETRY

"Equanimity"—My Healing Journey

A heavy price I pay, this tender art,
To see the splendor in every little thing.
Yet in this sacrifice, I find my part,
A sanctuary where my soul takes wing.

For in the stillness, secrets are revealed,
The whispers of nature, soft and serene.
Loneliness envelopes, yet becomes my shield,
In this quiet, I find a beauty unseen.

The world may betray, disappoint with its guise,
But in detachment, I've found my saving grace.

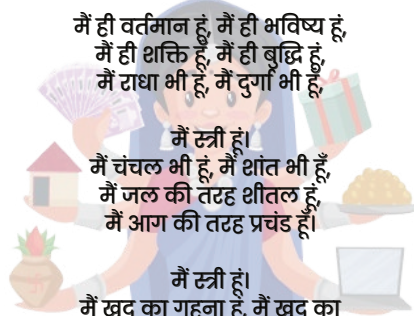
A silver lining amid life's darkened skies,
An oasis where I've built my sacred space.

Oh, the beauty that dwells in this solitude,
So profound, so profound, yet so sublime.
In this quiet, my spirit finds fortitude,
For I've woven a life, both lonely and divine.

-Rithika Pal

मैं स्त्री हूँ

मैं ही वर्तमान हूँ मैं ही भविष्य हूँ
मैं ही शक्ति हूँ मैं ही बुद्धि हूँ
मैं राधा भी हूँ मैं दुर्गा भी हूँ



मैं स्त्री हूँ
मैं चंचल भी हूँ मैं शांत भी हूँ
मैं जल की तरह शीतल हूँ
मैं आग की तरह प्रचंड हूँ

मैं स्त्री हूँ
मैं खुद का गहना हूँ मैं खुद का
अभिमान हूँ

मैं घर चलाने वाली भी हूँ
मैं दुनिया चलाने वाली भी हूँ
मैं खुद की पहचान हूँ मैं खुद का
अभिमान हूँ

मैं अपने मन की मालकिन हूँ।

मैं स्त्री हूँ।
हर स्त्री का अपना अभिमान है।
उन सभी को मेरा सलाम है।

: दीपक भंडारी

Bold Journey: Painting Triumphs

Life's dance with shadows, courage as
the guide, Storms may test, but within,
resilience resides.

In setbacks melody, find your unique
tune, Embrace the journey, let
resilience cocoon.

Each challenge faced, a brushstroke
in life's art, You're the canvas, painting
a resilient heart.

In the gallery of life, your triumphs
play a part. Eternal resilience, a
masterpiece, a work of heart.

Beneath the stars, your spirit ignites
the dark, A symphony of strength, an
everlasting spark.

-Anonymous

EURO-DOLLAR NONCHALANTLY AGGRANDIZED

Saiesh Reddy M, 2203050

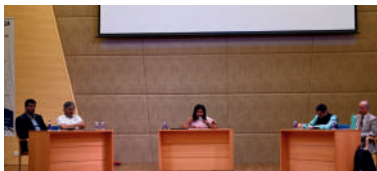


As we know that Euros are accepted in 19 countries and the aftermath of impeding economic crisis due to war in the Euro-Asian region. There was a slight slip in the currency values. In addition to that Federal Reserve Bank has added fuel to fire.

Post-pandemic Euro slipped its value by 1.2 times against the USD. The price of any currency in an economy is determined by supply and demand factors. Determined by inputs like Central Bank Policy and local demand for imports and foreign assets (Foreign Reserves). Inflation has not been bound to India, it can be seen in major developed countries like US by 9.1%, and Europe by 8.6%. The Federal Reserve responded to the rising prices by raising the interest rates this year in order to slow down US money supply growth. This has attracted portfolio investors to shift their aspirations to the United States. The European Central Bank, however, has been less aggressive in tightening policy even though the inflation rate is as high as 22% in some European countries. This has caused the value of the euro to slide against the dollar as currency traders witness, or at least expect the supply of euros in the market to rise relatively to the supply of dollars. Importing energy has also been a factor in a downward spiral of the Euro, as Russia has shifted its economic policies and abandoned the acceptance of USD to trade earth minerals. It has squeezed further in the Euro region. US Federal Reserve continues to raise interest rates; this is likely to exert further pressure on Euro.

Analytics Symposium

The Analytics Symposium featured esteemed industry speakers, including Mr. Vinay Kumar, Founder of Datawise, Mr. Rajeev Gupta, MD of Global Data, Mr. Uday Bhate, MD of Nmore, and Mr. Harsha Gadiyaram, Co-founder of Vishya Learning. The Director, Prof S. Sreenivasa Murthy, and Dean Prof V. Srikanth, set the stage, expressing gratitude and providing insights into Analytics at IPE. Dr. Rajkumar Pillay from the Analytics department enlightened on Analytics' role.



The symposium featured engaging presentations, starting with Mr. Uday Bhate who presented on managerial tools. Mr. Rajeev Gupta delved into the evolution of Global Data, distinguishing AI and AI Generative, and outlining initiatives. The dynamic Mr. Harsha Gadiyaram explored "Analytics Through a Financial Market Lens," stressing the importance of domain knowledge, mathematics, and computer science in financial analytics. The final speaker, Mr. Vinay Kumar, with 30 years of experience, discussed the "Human Continuous Interaction with AI," highlighting the future role of machines in corporate leadership and the significance of coding in this evolving landscape. The event concluded with a Corporate Panel Q&A, where panelists shared expertise, addressing student queries.

PHOTOGRAPHY & ARTWORK



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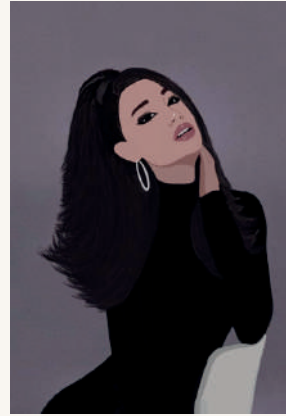
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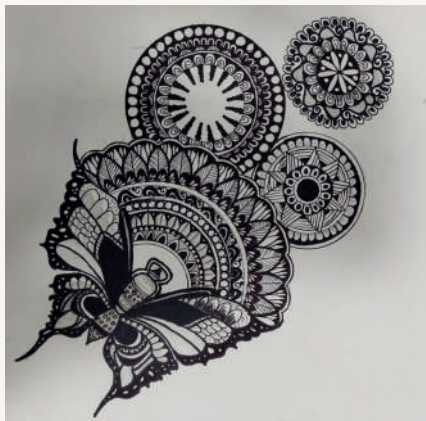
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STUDENT CLUBS @ IPE

Student clubs are established at the institute with the aim of supporting students in pursuing their hobbies and interests, as well as fostering a sense of community and connection among individuals.



Programmes Offered

IPE offers two-year full time PGDM Programmes which are equivalent to MBA as approved by Association of India Universities (AIU):

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PGDM – MARKETING MANAGEMENT (Intake 60)

PGDM – BANKING AND FINANCIAL SERVICES (Intake 120)

PGDM – INTERNATIONAL BUSINESS (Intake 60)

PGDM – HUMAN RESOURCE MANAGEMENT (Intake 60)

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