



**Director's Message**  
**Prof. Uttam Kumar Sarkar**  
**Director, IIM Calcutta**

I am happy to write a foreword for this revived edition of Business Review - a venture of the MBAEx students. Our students have maintained a great sense of positivity in these difficult and uncertain times brought about by the outbreak of the Covid 19 pandemic. The new Covid -19 reality has challenged and transformed our lives at multiple levels - personal, professional let alone educational. The MBAEx students have not only adapted themselves to this change but have shown great resilience and creativity by introducing innovative ways in dealing with this pandemic, one such endeavour being the revival of this business magazine. It is a pleasure to present the third edition of this e-magazine, which covers a selection of articles by faculty members, MBAEx students, and alumni along with updates about recent achievements by the MBAEx students. This edition will also give a glimpse of campus life captured through the lens of our in-house photographers. I hope you will enjoy reading this publication and will keep looking forward to future editions.

“ This edition covers some interesting topics along with a glimpse into the exciting campus life at Joka.”



**Chairperson's Address**  
**Prof. Manju Jaiswall**  
**Chairperson, MBAEx, IIM Calcutta**

Introducing the third edition of the MBAEx online newsletter, MBAEx Business Review is pure joy for me, this being an endeavour of the MBAEx students of IIM Calcutta. We have so far survived the Covid 19 pandemic and are getting accustomed to the consequent changes both in our personal and professional lives - transitions necessary to move into the post-pandemic world. Our contemporary batch students are testimony to our commitment to rise to the challenges while maintaining our programme goals and objectives. The newsletter is an effort towards giving a glimpse of our efforts in this direction. We remain committed to enriching our relationships with industry and practice towards preparing aspiring business leaders who are more adaptable, resilient, innovative yet agile in tiding over these uncertain times. The newsletter would further strengthen our connection with our alumni and be a medium to showcase their glories.

“ My compliments to the current batch for their zest in reviving this newsletter and I wish there are many more editions of the “MBAEx Business Review” in the days to come.”