



ISBR Writers club team

ISBR expansion.....

It gives immense pleasure to the ISBR family- the management, staff, faculty and students to know that we are expanding to Chennai & Kodaikannal. We wish all the best for future endeavors.

Chennai Campus:
International School of Business & Research
D.B. Jain College Campus,
(M.B.A) block,
Jyothi Nagar,
Old Mahabalipuram road,
Thoraipakkam,
Chennai- 600091
E-mail - infochennai@isbr.in

Kodaikanal Campus:
International School of Business & Research
No23/95,
Laws Ghat Road,
Ugarthe- Nagar,
Kodaikanal-620141



Magazine designed by:
Jain Mahaveer

A in-house magazine
Feb 2008 | Vol. 1 | Issue. 1

ISBR

International School of Business & Research

NO.62 B, Electronic City, Phase 1,
Opp. Electronic City Post office & Police Stn,
B'lore - 100
Ph. 080-32536372/82
E-mail - info@isbr.in
Website - www.isbr.in

www.isbr.in

International School of Business & Research

ISBR

VOICE

"In Quest for Creation"



DIRECTORS MESSAGE

WRITER'S BLOCK

RENDEVOUS

CAMPUS BUZZ

The only disability in life is "BAD ATTITUDE"



ISBR Voice

"In-House Magazine"

Editorial Committee

Chief Editor

Mrs Preeja Sridhar

Co-ordinators

Dinesh Kumar

Vidisha Srivastava

ISBR VOICE Team

Aparna Anurag Amit Anuj

Himanshu Irfan Mahaveer Pallabi

Prachir Rahul Rohit Shweta

" Views expressed in this magazine are those of the contributors. All efforts are made to ensure that the published information is correct. ISBR Voice editorial board does not take any opportunity for errors due to oversight and others."

Invitation to the authors

We invite you to send us articles on any subject related to management to.....

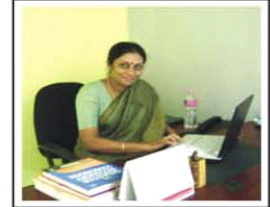
**Writers Club,
ISBR , Electronic City , Bangalore.
E-mail:- writerclub@isbr.in**

Acceptance of the article is at the discretion of the editorial board.

Our Mission

To create and nurture an environment that kindles learning and inspires to build a **career ; an institution ; a nation**

Editorial



Dear readers

"ISBR-voice" is the quest for identity of institution and people, where the "pen is mightier than the sword" and the belief that "knowledge is power" pervades.

Here's is a maiden venture by our students to reach everyone out there. This New Year brings forth an exodus of innovation by our upcoming Managers. As the saying goes "Dream,Dare and Do " they have started off to make a destination to reach the pinnacle.

Keeping in step with the times ISBR voice will be responsible for disseminating knowledge & information on diverse aspects. "ISBR-Voice" is a palate of different hues running wild. The focus is on the campus- happenings which is the crux of ISBR, effort is also made to highlight 'Guest speak' the corporate and academia interface which is the icing on the cake.

We are aware of the fact that life is full of risks, there are certain elements of risk taking that is inherent in every venture we undertake; whether it is in business, in marriage, in a profession or in life for that matter. No matter what risk is, we believe that we have to go with the flow and deal any negative feeling that may raise its ugly head.

We had taken the onus of branding ISBR and here is our effort. We expect suggestions and comments from you on our efforts.

- Preeja Sridhar



DIRECTORS MESSAGE !!!



Welcoming the New Year is always an auspicious time to make new resolutions and challenge the status quo to take on new endeavours. It becomes indeed very special when a fledgling institute like ours takes a giant stride to not only communicate within the four walls of the campus, but has the confidence to start interacting with the world at large, which is what this first issue of the newsletter signifies.

Congratulations to the team and let us hope this takes us to greater heights of satisfaction and success in the months and years to come.

This quarterly newsletter should not only inform the developments and activities within our campuses, but also try to be torch bearers and provide thought leadership to the management education arena in particular, and be responsive to changing needs of all our stakeholders and society at large in this dynamic fast changing world where "change is the only constant" that one can count on. This can be our humble contribution to all concerned.

Reflecting back on the last 4 months journey from orientation day to date may indeed be a revelation to most of our students, what with most aspirations going up by a few notches, especially with the exposure most of us have had in terms of academics and other value added programs and activities that ISBR has embarked upon right from day one. We would like to continue this scorching pace of growth and "stretch" to be the mantra for reaching out and meeting the challenges of a new globalized order.

To achieve our objective and vision of developing "industry ready" and "employable" management professionals with strong sense of integrity, ethics and humanitarian approach, we at ISBR would like to continue fostering a culture of responsibility with accountability, where professionalism and performance are the only criteria and objectivity is the only evaluation parameter that we consider as sacrosanct.

In terms of academia-industry interaction, not only has ISBR initiated regular workshops from industry personnel in areas of "financial modelling using spreadsheet analysis", "supply chain management/ERP", to name a few, but also invested in technology enabled environment, digital database "PROQUEST" and planned for business simulation games from the international leader "CAPSTONE", all initiatives common in Ivy League institutions across the world.

Another major step forward in this direction has been the exclusive tie up with British Standards Institution (BSI) for the "six sigma black belt" global certification which every student of ISBR will be armed with along with a regular MBA. This course also marks our initial steps towards value added executive programs and open to students and working professionals in Bangalore at a highly subsidized fee.

Last but not the least, ISBR is well on its way to becoming a national player in the management education field with new campus in Chennai operational from July 2008. Further two campuses at Kodaikanal and Mumbai are on the anvil.

We seek support and co-operation from all concerned in this evolving journey and share the fruits of our growth along the way.

Once again wish Prof Preeja Sridhar and all members of the Writers Club the very best in this endeavour and a great year ahead !!!

Best Regards,

Amit Gupta, Director



WRITERS BLOCK!!!

WELCOME TO THE NEW MILLENNIUM AT ISBR

Today there are three terms that have become a catch phrase throughout the world. Globalization, which has become an irreversible phenomenon. Globalization attempts have brought in a host of multinational corporations (mncs) as employers often paying salary in foreign currencies and offering placement abroad which make the individuals financially more well-off & help enhance their global career options.

But in this era of globalization, one has to learn the recent development in the area of international business such as the implications of WTO agreements, exim policy schemes, foreign exchange risk management, foreign investment strategies and trade invoicing mechanism for managing business. Multinationals are in need of professionals who are smart enough and knowledgeable in international business and strategic management & accounting.

And all these gaps can be filled up easily by only one bridge i.e the third important term of this world are the b-schools. This year an estimated 150000 aspirants will try to get into a business school of repute, it isn't going to be a cake walk for them.

With competition getting tougher & tougher many b-schools have also reached the competition. Like a swarm of bees hovering over a garden of flowers, there is a flight of b-schools over the world.

Among so many b-schools like the iims, xlri, ximb, fms occupying the top position in India, isbr is like a star in a huge galaxy. But even among so many stars the pole star can be recognized clearly by everyone, similarly one day ISBR will also be known by everyone, not only in India but in the whole world.

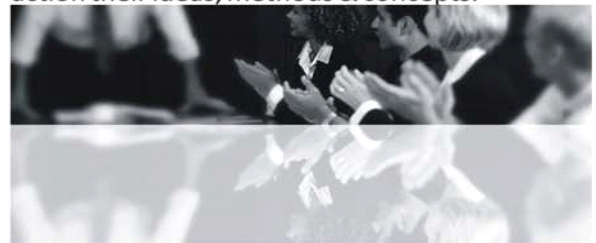
ISBR- real world real learning, takes us into the real world of corporate. It teaches us the business activities that are required by the business world and facilitates the most perfect students fit to be real entrepreneurs of the corporate world.

ISBR- real world real learning, takes us into the real world of corporate. It teaches us the business activities that are required by the business world and facilitates the most perfect students fit to be real entrepreneurs of the corporate world.

Its mission is to create a mixture of an environment that kindles learning & inspires to build-a career, an institution; a nation.

At ISBR learning is something dynamic, something everchanging and in fact a voyage of self discovery. ISBR's dedicated & talented faculty supports the mission and as they continue to seek educational growth for themselves, they bring new & innovative ideas back into the classroom.

Isbr is an institute with international education standard set up under the aegis of Bangalore education trust estb. In 1990. It is an institute with primary motive to "train young men & women able & eager to create & put into action their ideas, methods & concepts."



In the words of the great sage, Swami Vivekananda, "we are responsible for what we are, whatever we wish ourselves to be, we have the power to make ourselves. Whatever you think that you will be, you can do anything and everything.

That was what made the young prince arjuna, the hero of Mahabharata different from others i.e

"WINNERS DON'T DO DIFFERENT THINGS THEY DO THINGS DIFFERENTLY"

That is what you will be doing by choosing ISBR as your medium for studying MBA because in the world of corporate, we have to see what the business world wants from us.

- Pallabi Plabanita Behera

"Punctuality is the soul of business"



RENDEVOUS WITH PAVAN SONI !!!



Tell us something about yourself, your education and your family?

I am an Innovation Evangelist at Wipro Technologies, Bangalore. Being a part of the Innovation Group, championed by the CTO, I evangelize ideation, innovation and creativity at the firm and anchor multiple innovation projects. I had a brief stint with Titan Industries where I worked in Design and Development department helping the firm create their Centre of Innovation- InnovEdge. That is where I was inspired towards innovation and creativity as a Way of Life. As for my education, I did masters from NITIE Mumbai and BE from MBM Engineering College Jodhpur securing a Gold Medal.

Why did you choose ISBR for teaching?

I always have a desire to share. There is a belief that knowledge is power and sharing knowledge is empowerment. There is a lot that educational institutions globally have to learn from the industry, and vice-versa. The need is acute in today's India as plenty of young graduates aspire to be an MBA and industry is witnessing unprecedented changes. As I come from industry, especially from an organization that plays in a global landscape, I believe I could help bridge the chasm in my own limited ways. Hence I chose to share my learnings and thoughts at MBA institutions. When it comes to 'Why ISBR', I have one very strong reason: 'Students here are eager to learn and unlearn too!'

What tips would you give to us for a better focus towards our career?

I read somewhere that leading by setting example is not the best way.. it is the only way! I am sure that getting a high paying job and better designations there after would never be a challenge for anyone of you, post this MBA program. The larger challenge here would be to give away and to lead by setting examples. Giving away to the community which has made you what you are and making your life more meaningful. Let you be the spark that you always carved for.

What is your success mantra?

I believe I am not successful yet (smiles). I don't know what the benchmark is to define success for me. I understand that BALANCE is what really helps me strive forward. Balance of life, balance between my family and my work, and that between exploiting the current and exploring the future.

"Wipro- a dream company" Comment upon the statement?

Wipro is not a dream company for me (laughs). Yes, it's a really good place to work, but still I believe that dream cannot stop at a place. Dreamer thinks much more beyond the imagination and imagination cannot stop anywhere. I would really like to influence and change a person's life by my work and that is my dream.

Do you think IT is playing an important role in today's era?

The main challenge as I see today is the generation gap in India. This is of two types, one is between you and your parents, and second is between you here at Bangalore and your cousin somewhere else in other part of the country. This is where IT plays a vital role in bridging this gap. IT gives the power to collaborate, create and learn. It is increasingly becoming user friendly and easy to operate. Even if a person doesn't know ABCD even then he can leverage IT. What primary education has not been able to do all these decades, I am sure IT would be doing it in a few years time.

All the very best for your future endeavors.

"Consider the postage stamp: its usefulness consists in the ability to stick to one thing till it gets there."



CAMPUS BUZZ !!!

ORIENTATON PROGRAMME AT SUCCESS

Before entering into any college the very first thing that comes to the mind is how will be the first day at the college? How to break the ice? Same were the thoughts ruminating in my mind, before entering into the campus of ISBR.

But Thanks to **Mr. Amit Gupta, Director ISBR**, who conducted **the five-day orientation programme** before the commencement of the session. This orientation program was conducted for the fresher's of the first batch on **development of soft skills, and** to make the students confident so that they can start to gear up for the MBA programmer.

This five day orientation programme, was the most **successful programme** because it really infused loads of confidence and zeal to perform, every one was keen on putting the best foot forward. All credit goes to the trainer Deepak Justin (**DJ**), **who** was a positive catalyst in bring untoward change in many of us.

The five days orientation programme was **rocking** and we enjoyed a lot. Everyday was full of **innovative things** that really worked on every student in developing their communication **skills** as well as in their personal development too. There was immense pressure- **the presentations, the product launch, the talent show, the icebreaker and the most interesting 10-rupee game** that was very interesting and thought provoking.

Thank you DJ for all the **encouragement** and **suggestions** that are still lingering in our minds and I am sure that will be **everlasting** because all that was taught are the most important **factors of life** and will certainly help us in our future.

Last but not the least one line comes to my mind which was taught by our very own DJ and that is:

"EVERYDAY IN EVERYWAY WE ARE GETTING BETTER AND BETTER"



- Vidisha

"A great talker is a great liar"



Guest speak:

ISBR had been witnessing a corporate cyclone week, various speakers of repute had interacted with the student community, it was a rich and vibrant experience.How did they feel about us???????



K. Ganesh-CEO-Tutor Vista

It was a great experience to meet the Management batch of enthusiastic management graduate aspirants. I am sure with the inspired management ,they are in good hands and will develop to be efficient future managers.
All the best.

Ahammed A. Ajani-

I am father of Akbar Ajani who is joining in ISBR. I came along with my son to see that what type of quality standard which I was heard from outside .But here I go personally to the Institute Office ,I will sure personally to the classes (study) it is so nice , excellent beyond my imagination. I will go personally for looking hostel atmosphere it is also good. About staff of ISBR school & Hostel Manager all are facing very well. I hope that my son will go for excellent future.

**Deepti-
Vice President Tata Consultancy**

It was lovely to address the enthusiastic group of students .
All the best.



**Suhas Gopinath-
CEO & President,Globals INC**

It is a great pleasure for me to be here at ISBR & wish all the best for ISBR's success.
E-cell at ISBR "Innocentive" is simply a great start for aspirant entrepreneurs!
.....All the best

Sunil Sindhe- Hewlett - Packard- HR

One of good thing to happen with HP employees & the tie up with ISBR

**Shailesh Singh -
V.P. Zi Capital India**

ISBR seems to be in very able hands and are sure will emerge as one of leading quality management Institute under the able leadership of Mr. Manish Kothari & Prof. Gupta



E.Terence- Bharati Resource

It is a pleasure to be a part of this programme

**Sandhya Ramalingam-
Senior Director-Pharma Analytic Solution**

Inquisitive and lot lot of questions can grasp well would like to see same as interns.

Never look down on anybody unless you're helping him up.

**Dr. Prem Raj-Director- Prem's Eye Clinic, Chennai**

Went into depth of working .It is amazing and the products will speak for it.

Venkatram Arabolu-Director BSI-

An incredible institute looking at the future . With the students and the institution all the success.

Swadhyayaa Parivar-

Amazing students they not only gave a patient hearing but also whole heartedly joined in the interaction.Good luck and thanks to students and Faculty .

Raghavendra Bhat-**Branch Manager- Met Life**

Excellent and patient good

Sameer kanth-**NEN Incharge of Karnataka**

Success is a journey not destination

DR. Sreedhar Murthy- Narayana Hrudayalaya

Nice atmosphere ,good participation of staffs and students.Totally a nice experience

Alok Duggal-**Marketing & Branding Manager,ING VYSYA BANK**

Students were very interactive.

Vinod Shastri-**NEN(National Entrepreneur Networking),Evangelist,Pune**

Amazingly energetic students! I wish I could have more time with them.

The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it.



Entrepreneurship development cell

INDIA is no longer a superpower in waiting .we is a country on a move & tryst with destiny. The flame of enterprise and of can-do has never burnt out. So entrepreneurs are not just those who venture of their own but also those who within large organization run their operation in entrepreneurial style. So with at ISBR realized that today in this opportunity filled world, an entrepreneur need to start some thing whether it is small or big from there early stage of life.

So on 23rd November 07 there was a formal inauguration of our Entrepreneurship development cell (EDC) with this motivation on our mind. To grace this occasion many dignitaries like PROF.Panduranga Rao (Director of XIME, Bangalore), MR Sameer kanth (NEN co-coordinator of Karnataka), Mr. Suhash Gopinathan (CEO-Global Inc.) world youngest CEO , Mr. Manish Kothari (Managing Trustee:ISBR) , Mr. Prakash Kothari (Chairman : ISBR) , Mr. Amit Gupta (Director :ISBR) and many other college were present to give there blessing to us.

EDC has named its cell “**INNOCENTIVE**”. The reason behind keeping this name is that at first the Entrepreneur makes some Innovation & after making that innovation he/she should have caliber to take Initiative to capitalize it. So the word “**INNOCENTIVE**” derives out like this. We will do many things' in this cell so as to develop a quality of Entrepreneur within us. A small game was kept in between the inauguration program. In which the college who were present there like **ISBM, XIME & ISBR** took part. In this XIME came first. It was all together a fun .

So we dedicate this platform to all those who want to do something different in there life because we think that we can make the difference to ourselves, because we can do it and we will do it.



- Yashpal Doshi



“Entrepreneur never run behind money, they make money run behind”



DIWALI FEST-A NIGHT to RECKON

DIWALI AT ISBR



Come Diwali. It's the season of sweets, fun & frolic, meeting people, having gala time with near and dear ones. Lo and behold! We too celebrated diwali night on 9th November, 2007. The cultural committee of our college had organized diwali with pomp and splendor, it was a festival to reckon, the glitterati, fun and food was an extravagant affair. It triggered the festive mood of people around, ritual, tradition and culture was oozing out in the campus. Nostalgia of home-made food and warmth of the loved ones was in the air!!!

Students started off with antakshari, musical chair, passing the parcel..... it was an extraordinary day out of their hectic schedules of presentations & assignments. The campus was buzzing with enthusiastic groups who went around decorating with alapan and diyas. There were melodious tunes of music wafting in the air and the whole atmosphere looked very festive.

The Whole campus looked as beautiful as the universe glittering with million stars; the students worshipped the deity 'lakshmi' by offering flowers and chanting the 'aarti'

Last but not the least, The Night zoomed off with a wonderful and unforgettable DJ night organized by our cultural co-ordinators, Richa and Amandeep and the DJ for the nite was Vishal who made us dance on the foot tapping music .

This was the first fest celebrated with zeal and fervor at the campus.



"A hard beginning makes a good ending."

- Richa Srivastava
- Amandeep



FASHION SHOW

Opportunities can be the reason for success....

Better late than never

As the first batch of our college ISBR, it is our responsibility to set the benchmark of our college and we took an effort by participating in the ZEALOCITY-07 Intercollegiate fest. It was a great moment for the ISBR students when the Fashion Show Team participated in two big fashion Shows, the first show was held on 5th Oct 07 at Palace ground in Bangalore. It was an intercollegiate competition in which around 35 colleges participated and we got the appreciation from the judges and our team was selected for the next f MTV STYLE SHOWDOWN sponsored by WESTSIDE & BHARAT STUDENTS.COM.

This fashion show was choreographed by famous Fashion Designer Nithish Chandra. Auditions were taken from the number of students out of which 10 students were selected. This show was held on 5th Nov 2007 in Baldwin's boys' college, it was a great opportunity to participate in such a big fashion show.

Lastly on behalf of the fashion show team, we would like to thank the management for helping to tap the potential of students and for showcasing our talents.



ISBR Student taken part in Fashion show

- Amit Jain
- Sugandha

“Never put off till tomorrow what you can do today.”



INNOVATION WORKSHOP

Business world is full of innovations and to survive in this business world every industry needs to keep on doing something different. So is our college, ISBR full of innovative juices overflowing... The Students are a melting pot of innovative business ideas and their ideas were nurtured by the innovation workshop conducted by our faculty, **Mr. Pavan Soni** (Innovation Evangelist **Wipro**). He is a master of innovation as he keeps doing something different and tried to teach us the same with the help of this "innovation workshop"

This workshop was an exciting affair for the students of ISBR. Firstly, the students gained a lot of knowledge about various industries like **SOCIAL SERVICE, AUTOMOBILE, ENTERTAINMENT, AIRLINES, HEALTHCARE, HOSPITALITY (TRAVEL AND TOURISM), RETAIL, FMCG, BANKING, FINANCE** etc. The students made a research on these industries and with that research they found out the behavior, trends, principles, norms, rules and regulations and much more about these industries from a global perspective. Secondly, they gave their wonderful innovative ideas as to what this industry would be in the coming years.

The workshop started at 4p.m. with loads of enthusiasm among the students and went on till 10p.m. at night. The students had prepared models on the various industries assigned to them and the best model chosen by Mr. Pavan Soni was on social service. The ideas given by the members of this team were really extra ordinary and specially their implementation is beyond words. The team consisted of Prachir Gangwar, Richa Srivastava, Amandeep Ravgotra, Rohit, Mushtaq, Om Singh, Prince Deep Shukla, Krishna and Praveen. The team members showed a lot of commitment and hard work towards their work.

Overall it was a wonderful experience for the students of ISBR as they learned a lot from this innovation workshop. i.e., how to think of an idea and how to bring that idea into reality.



ISBR Students in INNOVATION WORKSHOP



INNOVATION
INNOVATION

- Shweta

"An army marches on its stomach."



BLOOD IS THICKER THAN WATER.

CSR FIRST EVENT BLOOD DONATION CAMP

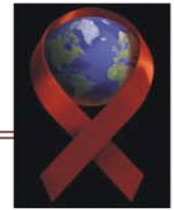
“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community, and society at large” following the same thought, we the member of CSR club had taken the initiative to organized the event blood donation camp that can create an impact on the society. To organize a event in a new college and in new city is a difficult task for us, but the advices and trust of our director Mr Amit Gupta has motivated us to take the initiative in the ISBR. To organized this event we have connected to the one of largest healthcare hospital NARAYANA HRUDAYALAYA HOSPITAL, BANGALORE. Dr. Sridhar Murthi helped us to organize this event. On the day 15 Nov 2007 we have organized this event approximately 60 student have taken the initiative to donate their blood but dew to some technical problem 46 student could donate their blood. Mr. Manish Kothari has also arrived in the event, inspire and motivated us to organize such kind of event again and again.



ISBR Student organised BLOOD DONATION CAMP & DONATING BLOOD

- Saurabh Shrivastava

“An apple a day keeps the doctor away.”



AIDS awareness program by entrepreneurship development cell (e-cell)

At **International School of Business & Research**

Aids is a deadly disease and we do not know for how many years it will go on taking life of people every second, it is spread its tentacles all over the world, infecting the world with no medicine to stop it from further spreading, no antibiotic which can prevent us from this deadly disease, but one thing which can surely keep us away from it and that is AWARENESS.

Awareness of how we can keep it away from us or how we can live away from it. Keeping this basic thought in mind, we the members of E-cell at ISBR decided to organize on "Aids Awareness Program of Dec 1st 2007 i.e. on world's aids day

The objective was to bring awareness in the minds of the students. How the aids spread and how we can keep us safe from it.

We the members of E-cell made a movie on aid awareness, which was displayed in our college auditorium to each section one by one. The movie was of 20 minutes and it includes that how aids can spread through unsafe sex and how the stark reality of Aids victims. The movie included in interview with a doctor of who is running her consultation services where AIDS patients are treated. The movie revealed the statistical data of aids patients in India and the repercussions of the same which if not checked can be disastrous. The best part of the movie was that the information about public who were coming out of their complacency and venturing out to seek protection. They seem to realize the fact that "forewarned is forearmed". We charged Rs5/- from every student who watched this film. We collected a sum of Rs.750/-.

The students had arranged for a rally on AIDS awareness. We walked from our college to the main road and covered a distance of 4 km altogether. We had banner and college poster. Our Director Prof. Amit Gupta flagged off the rally. The whole college participated in the rally.

This "AID Awareness Programme" is a very humble start by our "Innocentive" (E-Cell) keeping both the earning part and social responsibility in mind. We look forward that we will keep up our spirits up and will be organizing such events.



- Innocentive Team

"we see the world as "we" are not as it is because it is the "I" behind the "eye" that does the seeing."

"He who laughs last , laughs longest."



Workshop at the CAMPUS...

☞ Prof. Ramaswamy held financial modeling workshop on analysis of balance sheet of companies in manufacturing, service and software sectors. Stock market operations relating to movements of BSE-index and nifty, introduction of managing accountancy system in hospital and hotel sector, implementation of activity based costing in any industry, SEBI's requirements of IPO with emphasis on Red herring prospectus, working out a business proposal for submission to a bank/financial institution was the assignment given to the students.

☞ Prof. Sarit Kumar took up counseling session on one- on- one basis for the students to build up their esteem and confidence.

☞ Prof. Lucas conducted personality development classes on various topics, like building positive attitude, cracking interviews, attending G.D's, planning a career, effective presentation skills and business etiquette.

☞ Our Director Prof. Amit Gupta conducted a case-study workshop. This was initiated early in the MBA course so that the students appreciate real life issues and adapt quickly to applying concepts to practical progress. This is extremely important to make this student employable and industry ready. This workshop would continue into second year specializations leading to cross integration of different functional areas. The road map for this would finally lead to business plan session an entrepreneurship.

☞ Six sigma is an additional course provided by ISBR for enhancing our management skills .It is a statistical tool to solve the problems in an organization. We have started with two batches conducted by Mr.Sachin (BSI) .After completing the course the students will be given a black belt certification. The course will be qualitative technique introduced by the companies to address the quality issue, this project will enhance the capabilities of the future managers in an organization. We are going to start the third batch of six sigma and we want to learn, relearn and unlearn as learning is an ongoing process and it needs a constant up gradation to survive in the world of cut-throat competitive world.



“Opportunities multiply as they are seized.”



Republicday event- a memorable day for every Indian @ ISBR

*Tamanna hai dekhne ki sare jaha ko
dekhni ho khubsoorat fjaar ko mehakthe huye
chahat ho dil me kisee haseen khwab ke dilme agar
ek bar jhak kar hee dekh lo mere hindustaan ko*

KOSHISH- 2008

Celebrate the dawn of 59th Republic day a developing nation, Democracy intact, a land of different people, varied languages. One strong thread that binds them together is National Integration. India our own country that makes us stand tall and feel proud to proclaim, "I am an Indian ". If there is any place on the face of earth, where all dreams of living men have found a home from the very earliest days, when man began the dream of existence, it is INDIA. India, sub-continent with 5000 year old history is an amazing discovery and its history is a unique tale of past.

We the group of 12 students of ISBR gave the presentation about our motherland. This was our "KOSHISH2008" and "LAKSHYA2020".we described from history to future. This presentation was our koshish, an attempt to finetune the people of India. And our lakshy (aim) is to make India, a superpower country. We talked about the great leaders of our country like Mahatma Gandhi, S.Bose, Pt. J.L.Nehru, Mother Teresa , Dhiribhai Ambani, Ratan Tata, Azim Premji etc. we had revealed to the audience the stark irony of our country. We are biased in terms of education- our focus is towards the rich while a step-motherly attitude is seen towards the poor and down trodden. We spend time in blame-game instead of taking initiative. The pot-holes, the corrupted politicians, the crime, robbery- the list seems endless, every second has a gory murder or a bloody accident claiming innocent lives. Minimum one accident occur, but what have people done to stop such crimes & accidents . Nothing! Have we taken any initiative? No. Still we blame the system.

So India in near future will definitely be one of developed and powerful country if every individual take an initiative to protest against false issues and work productively for the upliftment of the nation. I personally feel that Dr. A.P.J Abdul Kalam's dream is not that far" We don't need another 10 years to be a developed nation. "Ask not what the country can do for you ask what you can do for the country". If every Indian thinks this way then India definitely will lay its footprint on the sands of time.

JAI HIND...!!!



- Amit Jain

"Everything that irritates us about others can lead us to an understanding of ourselves.



INFORMATION TO BE NOTICED

We are looking forward to you all for a wonderful journey ahead for creating ISBR a brand name for b-schools internationally. We at ISBR have created different clubs of different interests because we want an overall development of each and every student. We have the mentioned clubs in our college Cultural committee, sports committee, writers club, entrepreneurship development cell, outdoor activities club etc.

We are sure that all these clubs will definitely add an additional value to all the students of isbr. This part of isbr voice is open for every reader and every mba colleges so that we can have a lot of activities together. In this section you all can have the contact numbers of the respective co-ordinators of the respective clubs for an interaction that will certainly help us for our further college fests.

We are providing the names, contact numbers and email ids of the co ordinators of every club and we look forward to you all for our futuristic plans:-

1) Cultural Committee:

Aman Deep Ravgotra , Richa Srivastava
Contact no: +919916968065 email id: cultural@isbr.in

2) Writers Club:

Dinesh Kumar , Vidisha Srivastava
Contact no: +919916419180 email id: writerclubisbr2007@isbr.in

3) E-Cell:

Yashpal Doshi , Sugandha Singh
Contact no: +919740442007 email id: ecell@isbr.in

4) Sports Club:

Uday Sarkar , Deepika
Contact no: +919886956750 email id: sports@isbr.in

5) Outdoor Activities:

Kumar Gaurav , Azra hussain
Contact no: +919916524247 email id: outdoor@isbr.in

6) Corporate Social Responsibility:

Saurabh Srivastava , Divya Aravindan
Contact no: +919739279257 email id: csr@isbr.in

7) Corporate Networking:

Prachir Gangwar , Preethi Kamath
Contact no: +919342340964 email id: corporaterelations@isbr.in
placements@isbr.in

