



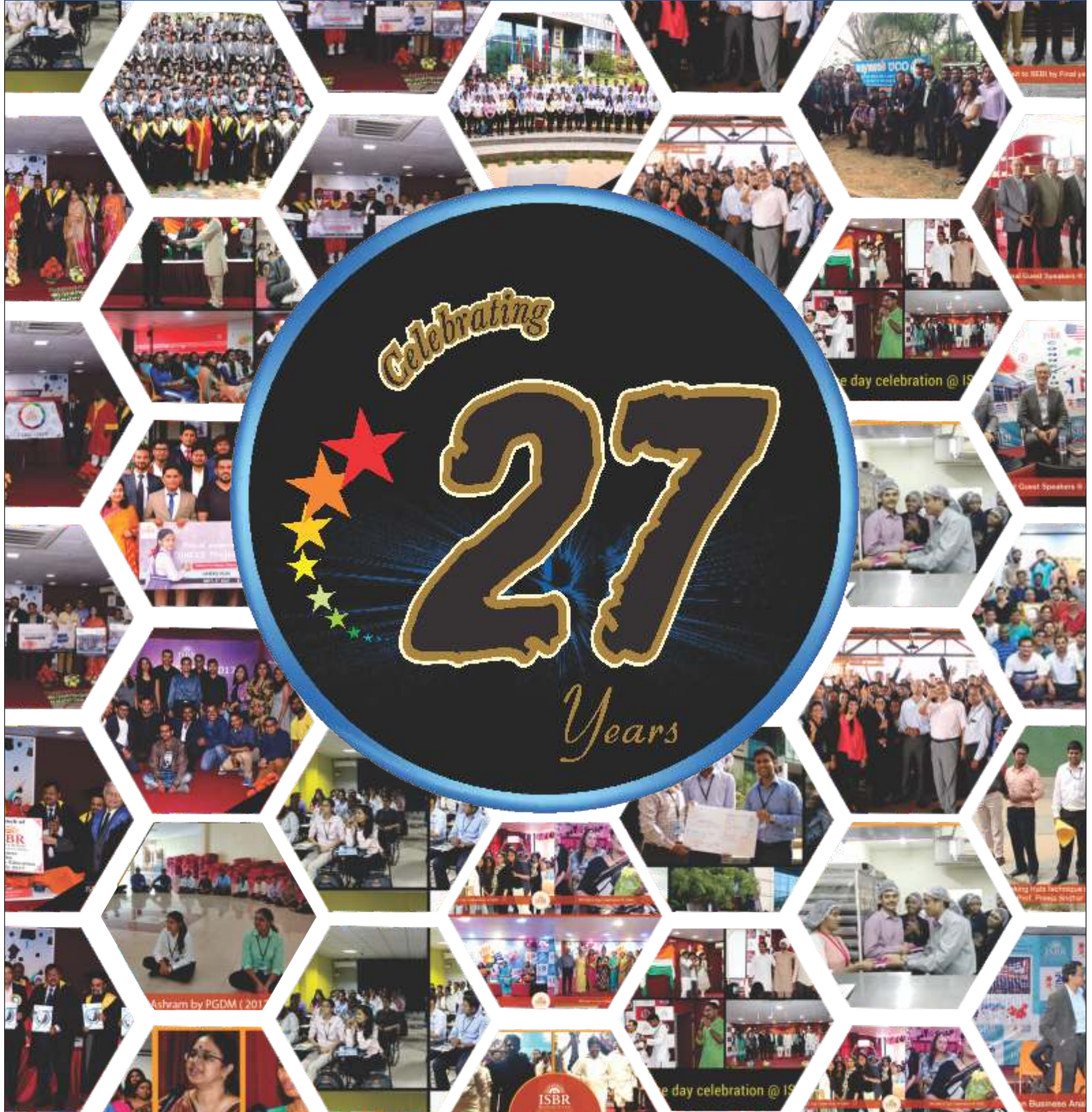
International School of Business & Research

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# Release of ISBR VOICE

AN IN HOUSE NEWS LETTER

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SPECIAL NOTE FROM MD

EDITOR SPEAKS

UNVEILING SUCCESS TRAITS-INTERVIEW



## Volvo Managing Director Mr. Kamal Bali Interview

Q1 - Before we embark on the mode of conversation, we would like to know your clarion call and message to this young millennial generation towards creating a strong future for the State and the Country. I think the clarion call is very clear, the future is now. I think the kind of socio economic reforms we are going through, this is the best moment for the youngsters and the entrepreneurs of future, the leaders of future, to really take this head on and from here on, build their future and build the future of this country. In my mind, I think the future starts now.

Q2 - What are your thoughts on harnessing resources for inclusive development of economy and people in both urban and rural areas, men and women alike coming from the lower strata of the society?

I think this is a very important question to my mind and this is one of the biggest challenges we face as a nation. If you look at the breakdown of the economy, we see that agriculture almost accounts for 13-15% of our economy but 65% of population is involved in agriculture which means that very little output for very large number of people which means that the per capita of income of the country is very low, especially of these people who are... associated with agriculture, therefore, it's very clear that we have to move towards manufacturing and, services is already doing well. If you look at the three important elements of the economy, one is the agriculture; other one is industry (manufacturing) and the third one is services. So, in India, we moved from agriculture to services in a much bigger way than the rest of the world. If you look at China, China...went through huge...manufacturing...I'd say, revolution and you look at Korea, you look at Thailand, You look at Japan, you look at Germany, so most of these countries, the manufacturing sector accounts for between 25-30% of the economy whereas in India, it's only 15%. So, therefore, it's very important for us that we need to move people from agriculture to manufacturing and manufacturing will then give you a multiplier effect which means that it will aid services sector as well and then it will kick start a virtual cycle of growth. So, therefore, to my mind, that's very important...to go to the bottom of the pyramid, to ensure that we grow inclusively and all sections of society are touched by this growth otherwise growth has no meaning. If growth is only for a few people or certain sections of the society, it will never be sustainable

Q3 - How do you think that the youth would move from services/IT to the manufacturing sector?

So what I said was, there are three important pillars of the economy; agriculture, manufacturing and the services, all three are important. You can't draw Peter and pay Paul so all the segments of the economy have to grow.

Manufacturing can anchor our country for the next 20-30 years in a much better way and it will create more employment and it will create multiplier effect because if manufacturing does well, there will be many additional jobs for the services sector. What is services sector? Services sector thrives on manufacturing. If you have high manufacturing, more people will travel; which is the services sector, more people will go and use the hotels, which is again services sector. There will be more requirements for software development which is the IT sector. Thus it is very important to understand that it's not one at the cost of other. All three have to work in tandem but manufacturing has to get a lot more focus to become a much bigger player in the global economy. If you look at our total exports, we are just about 2% compared to 12% of China.

Our share in the global trade is just 2% so there are huge opportunities. We need to go through the manufacturing path definitely so that we can grow in a more inclusive way and we have an all-round growth of the country.



Q4 - Your suggestions to promote collaborative role by public and private partnerships in education and social sectors.

I think this is very important again. I think we are living in a very highly disruptive world, a highly volatile world. Innovation is the name of the game and going forward, you need to bring in innovative solutions for your customers, for your various stakeholders and no one entity can do it alone. Therefore, you need partnerships, you need collaborations. So academia can bring in lot of fundamental and basic research and industry can see how to make it commercially viable, how to use it, so, therefore I think its very important for industry and academia and government to work better because government can play the role of a good policy maker to help innovation, to help policies which will encourage entrepreneurship and which will make things ease of doing business a reality. I think those are very very important and we, in Volvo, believe in it. That's why we signed up a very major partnership with Indian Institute of Sciences, IISC in Bangalore; they are our partners for research. We also have preferred academic partners across the world and also in India. We started off with NIT, Suratkal sometime back. I think it's very important to my mind that industry and academia work together, together with the government; to create an ecosystem which is very very...I'd say conducive to innovation, to new ideas and to incubating the future of this country.

Q5 - What are the top three qualities required of a leader in prospecting opportunities and challenging the barriers for growth and sustainability in business and society?

I think there is no single recipe for a great leader. There is no recipe for saying that, okay every leader must have these five or six attributes but to my mind, a couple of things which are very important in being a leader, really a leader; one is that the leader has to be honest. Secondly, I think the most important quality is that he must walk the talk which means whatever he preaches, he also does it himself. The third is, communication. He should be a great communicator. To me, leadership is spelt as communication. A leader needs to have a vision. So, to summarise, I think a leader needs to be upfront, candid, honest, should be a good communicator. And, another most imp thing is that he doesn't have to know everything. I mean, a leader is not expected to know everything about everything, right. He must fairly encourage the right people to take initiatives.

He must create an environment where people are free to experiment and make mistakes. So, I think a leader must encourage people to make mistakes. A leader must create more leaders...and not followers. I don't think a good leader is the one who has a hundred followers; I think a good leader is the one who can create five more leaders.

Q6 - What are your initiatives as an industry leader in bridging the gap between academia and industry in order to make education relevant to the current needs and also to foster industry collaboration with educational institution for research and knowledge transfer?

I already talked about our partnership with the Indian Institute of Sciences...but I must also share with you, that we, at Volvo, are running an academy called 'Rasta'. R. A. S. T. A. Rasta, which means road, which is affiliated to Vishveshwarya Technical University (VTU) where we conduct post graduate programs, M Tech Programmes on road and highway engineering. 50 students at a time are studying there, so every year, 25 students graduate. It's a two year programme. So, we ourselves are deeply involved in it and trying to bring the best in road and highway engineering. So, we believe that academia and industry have very important role to play in really figuring out what is the right direction for the basic research, fundamental research and applied research. Basically, at the end of the day, we should be able to solve the problems of people which have large societal impacts.

Q7 - Where did you see yourself while you were pursuing engineering from the IIT?

To be honest...I mean...I had not scripted a future for myself that I will, one day, head a company. I never imagined that I will follow a particular path so let me be very honest; It was not that well planned. I think at the end of the day, what you need is a good attitude. What I said was that I'll give my hundred per cent all the time. I will be willing to learn new things. I will be adaptable and I'll put my best foot forward and walk that extra mile. If I'm required to do a certain thing, I always would do a little more extra than what I'm expected to do. I think if we can walk that extra mile, it makes a huge difference. To be honest, I didn't have any...those grand plans so to say, that I will at the age of 30, I will be this or at 40, I'll be this . That's not true at all. It just happened. One is very grateful to God for giving us all these opportunities and to the Companies I've worked with.



Q8 - Can you tell us about your journey, any specific turning point in your life?

I passed out my engineering from IIT in 1981 and I started my career. I was picked up from the campus and got into tractor industry. It was very connected with the agricultural economy of the Country. I worked for the first seven or eight years there. Then, I worked for a MNC in process control instrumentation. I worked for eight nine years there also as well. Then I went back to tractor industry. Thereafter I've remained in the automotive industry all through. So, I think, turning point...I won't say there are any specific turning points...I think there are learning points throughout your journey. I think at every step, you learn something new. So, I feel that I'm learning something new every day. I've learnt things from people who are much lesser educated, much lesser qualified. So, I think phenomenal amount of learning. I'd say no turning points, lot of learning points.

Q9 - GST is the most used term in the industry lately. How do you think GST has impacted the manufacturing industry?

Absolutely. I think, in any case, we'll come its impact in a little moment but I think GST, by design, is one of the, I'd say, far reaching structural reforms the Country will ever see or has seen in the last seventy years. To me, it's much beyond taxation. This reform is actually a game changer. It subsumes 15 different taxes into one tax so it can make the ease of doing business a reality.

So, that's one part. In terms of the implementation, I think these are still early days; it has been just a month since GST has been implemented. We will see if there are any teething issues. Of course, any transformation, anything new which you do will bring along with it certain challenges but, we are happy that industry is not facing as many challenges as we probably were expecting to happen. I think something new of this order could bring in some new challenges. So far, things have been pretty good and we believe over the next six months, things will completely stabilise and GST will actually bring lots of advantages to the consumer, to manufacturers and actually to enlarge the tax base of the country. So, every transaction you do under GST regime will leave a trail behind which means you can be tracked. Therefore, a better tax base which means that over a period of time, the authorities, the Government can reduce the tax rates because once you have a larger base, you can reduce the tax rates which means we'll have better compliance and Government will have enough to spend on the social sector which a very big challenge, basically, on health, on education and on women empowerment. I think those are the areas the Government needs to spend so therefore, it's a good one. It will improve tremendously the logistics efficiency of the country because the interstate borders are being removed as part of GST so there will be a seamless movement of goods from one state to another. So India will become a one unified market of 1.3 billion people. GST, to my mind is a game changer which...no other country will have a reform like this. Do you think it would curb corruption, Absolutely. To my mind, everything is going to be digital, everything is digital, so everything can be tracked. So, there are electronic way bills instead of way bills where you carry documents and stopped at every RTO post to show your documents and you waited there for about two hours to two days. You don't have to do that. You upload your invoice or your e-way or your way bill on to the system and you move across the country. It's as simple as that.

Q10 - What do you think is the future of the automobile industry in this VUCA world?

I think automotive industry is the torch bearer of the manufacturing industry so it accounts for almost forty five per cent of manufacturing. Automotive industry is very crucial to the growth of manufacturing sector because it contributes almost half. So automotive industry continues to do well of course like any other industry, it faces disruptive challenges which mean that there is a challenge on fossil fuels now. So fossil fuels are being challenged and alternative fuels are coming in. Electro mobility is going to be a big thing. People are talking about alternate fuels, people are talking about solar power...so, all of that is happening, so, therefore, like any other industry, automotive industry is also going through disruptive times so very new set of competition is going to come. Nobody thought that Google or Tesla would be an automotive industry player five years back. Now we have the idea. I think these are interesting times, the time for the youngsters to really...go and enjoy these new opportunities which are coming.

Q11 - What is your opinion about Social media and its impact on society?

I think social media again has brought a tremendous transformation in the communication world. I think it has



changed the pace at which you can communicate; totally transform, not change. It made a paradigm shift in the pace at which you communicate, and you can communicate with a very large population, large target audience in no time at a very low cost or hardly any cost, so, I think there are many positives. One can go on and list hundreds and thousands of positives of social media. You get to know the best practices of what's happening but I think along with these positives, there are couple of very serious negatives about social media. The authenticity of the information, the authenticity of the sender, authenticity of the content is going to be a big challenge. Today if there is some serious message on social media, before one tries to really imbibe the message, one should try to check if it is true or not. So, I think those challenges are coming in. I think, overall, social media brings in lot of positives.

Q12 - What should be the key focus areas of a management institute like ours?

I think a very good connect with the industry and concurrent connect with the industry is important. Also focus is required for constant improvement and change in the syllabus of what you teach in line with the changing times. I think the world going forward is a world of collaboration and partnership, every institution whether it is a commercial company like ours, whether it's an academic institution like yours, whether it's a state government or central government, NGOs, Civil societies, everybody has to collaborate, because in this VUCA world as you said, this complex world, you need all tools in the box to be used. I think everybody has to take up their roles and collaborate to make things happen.

Q13. On a lighter note, apart from your organization, which is the other company or business you admire the most? Why? I admire these innovative companies which have come about. I like the uber ways of doing things. I think its very asset light and its more idea led.

Companies Airbnb, another opportunity created both for the user and the seller. So...I love these industries. I admire anything which creates and solves the problems of the society. I think that is what these two organisations have done. There are many more companies on the similar lines which are solving problems of the economy and the consumers and have a large societal impact.

Q14. Describe your typical day.

A day typically in Bangalore is about two and half hours of traffic. So that is quite interesting. So, I catch up on a lot of stuff while going from point A to point B which is roughly I'd say 150 minutes to 200 minutes per day. I get up early. I like to get to work as early as possible so that you can beat the traffic, in the morning. And during the day, I meet with my colleagues; look at my agenda what I am supposed to do. At the end of the day, you just see how much of you've planned out to finish. If there are some leftovers, try to finish the same day, otherwise, it gets carried on. Typical days are very standard, just like yours. It's not a very different day. We are chasing so many different things at the same time.

I think this is a very important question you asked me. I will give you a slightly philosophical response to this. I think we need to change our styles. All of us, we need to change our styles. I mean, if we are feeling stressed out; there is something wrong with what we are doing. We need to really introspect it and see what gives us pleasure and how much we can do things in a nice, happy way instead of stressing ourselves because at the end of the day, stress doesn't lead to any advantage to anyone, In fact, it creates stress for everyone. We must find ways in which we live a much happier, balanced and less stressful life.

We'll wrap up the interview with one last question :

Q16. Your support for Umeed Run, 2017, has been quite motivating, so any message to everyone?

I think it's a very good cause and I'm delighted that you are all doing this. This is an initiative which will galvanise lot of people together for a very important cause. This leads to lot of awakening and introspection. We must do something to make the society a better place and the world in which we live, a better place thus give back to the society. I think it's a great cause and I wish you all the best.

Q17. Is there any one word that describes Mr. Kamal Bali?

(\*chuckles\* \*pause\*) 'Walk the extra mile'. I believe in it.



Compiled By:

**Mrs. Yukti Raj Kishore**

Ms. Aishwarya Dronamraju ( MBA 2017-19)

Mr. Vijay Krishnan ( PGDM 2017-19)

A tete-a-tete with Mr. Balachandar Natarajan,  
Group Director, Human Resources at  
Coffee Day Group/ NHRD, President, Bangalore Chapter.



An unassuming young man walked into the cabin at the Coffee square building where we were caught unaware for a conversation over a cup of coffee. He was none other than the visionary Leader of Cafe Coffee day who is at the helm of affairs as a Group Head, Human Resources and also the President of NHRD Bangalore Chapter.

Excerpts from the interview:

1. Before we embark on the mode of conversation, do you have any quote or message for this young people who are with us right now (referring to the student team?)

Well, if you look around you will notice the paintings of musicians on these walls, right! They reached there because of their personal interest, practice and following the dreams. Likewise, not only the youth, anyone for that matter has to have a "Sadhana" to reach heights. So stay focussed,

2. Can you tell us about your journey, any specific turning point in your life?

Yes, the turning point was at the age of 18 when I joined Eureka Forbes as a young Sales person. Knocking at the doors of the customers and eventually getting into the portals of reputed organizations was an experience by itself. The self discovery was amazing! The inflection point was when I started my journey with Asian paints, Hewitt Associates, GE Health Care, Strides Arco lab, Standard Chartered Bank across the country and Globe. The years of learning and immense exposure made me what I am.

3. Can you throw some light on your back-ground?



I am from Chennai, have a MS in Industrial Management from IIT Madras and a Masters in Personnel Management and Industrial Relations from Loyola College, Chennai. I am married with a daughter and a son.

4. If you had the chance to start your career over again, what would you do differently?

(Beaming) An Architect of course!

5. What would you think are the top three skills needed to be a successful entrepreneur?

(Smiles and says Interesting) Passionate about an idea, Tons of hard work and perseverance is the key for a successful entrepreneurship venture.

5. Do you wish to share your thoughts about any failure which was an eye-opener in your journey?

Many, just not one (Contemplating) very recently when the Government had turned down the proposal to host the conference at NHRD it was a tough time. However, before three days to the event we got the proposal much to our relief. So, such learning experiences make one wiser.

6. Describe your typical day.

The day starts with different transactional roles, meeting and listening to people, hiring and developing leaders. Spotting talent coaching and grooming is a part of the day's activity

7. When you refer to the word "developing leaders" do you significantly have any leadership development programs or training interventions for your workforce?

Absolutely, we have people joining us from rural parts of the country, who have to be groomed according to the industry needs. So, we have the "skill development centres" which help in training them. There are many instances of individuals who have transitioned from team members to team leads. There are multiple training interventions and transition programs that help people grow. Yet, another thing is spotting talent and mentoring them. We hire students from management schools as trainees and coach for six to nine months to make them industry ready.

8. In the era of job hopping / attrition are there any retention strategies you follow at your organization?

Job hopping is a common thing if some other organization is paying thousand rupees more individuals tend to move. Having said that, we ensure there is challenging roles, job rotation, talent management and employee engagement practices. There is always a culture of learning mode at our place.

9. One word that defines "Mr. Balachandar Natarajan"

An optimist who is self driven

10. What are your hobbies?

"I shoot pictures not animals" (laughs) interested in photography

11. Who is your inspiration or a role model, any good book that has left an indelible mark?

Not just one role model. Different and multiple role models in different situations have been a positive force. Like, Siddharth, our chairman, my ex-boss from GE.

Once again there is nothing like one special book. Yes (ruminates a little and quickly quotes) "Talent masters" is a wonderful book. Authors like Ramcharan have always left an indelible mark, no doubt.

12. Apart from your organization, which is the other company or business you admire the most? Why

(Answers in a jiffy) Amazon! Is the only name that comes to mind for its intense business, rapid growth and unique culture?

13. When you said culture, what kind of culture is practiced at CCD. Please elaborate.

At CCD it's always an entrepreneurial culture. There is a sense of purpose and ownership among the people.

14. As you are into two major leadership roles, both at CCD and NHRD what are the challenges you face?

At NHRD it's a voluntary role from 11th June to 19th May. However, the challenge is to continuously add value to the HR community. It is quite interesting. There is always an urge to contribute the best. And at CCD the challenge is always to cater to the changing customer base.



16. What motivates you to perform? How do you deal with stress?

The motivation comes from the focus in making a difference. The urge to learn continuously keeps me motivated and of course there is no pressure as such when you love what you are doing. There is a clear time management at my end.

17. Do you any fear or threat for that matter?

Technology is a threat and I fear that however I tend to learn from kids. The current generation is tech savvy. I think one need to overcome the fear by being agile and adaptable.



18. What should be the key focal areas for Management institutes like ours?

The b-schools today no doubt are imparting the much needed knowledge. But the practical learning is somewhere missing. For instance if I had to hire a student I would certainly like to know if he/she is equipped with the usage of Excel. If yes, then which level of using an Excel tool? Knowing to doing is very important.

19. The success mantra for a professional is.....

Certainly, look forward to take up the challenges and stay ahead of the learning curve.

Thus the conversation came to close with Mr. Balachandar Natarajan when Prof Preeja Sreedhar wrapped up the interview with a quote from Jim Collins "Good to Great" thus: Level five leaders are a rare combination of personal humility and personal competence and I should certainly say you are indeed a level five leader and no exaggeration in it.

•CAMPUS BUZZ

DJ'S 5 DAYS ORIENTATION PROGRAM

Two Weeks Orientation Program Report- MBA and PGDM 2017

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15 July 2017 marked a new beginning in the chapters of ISBR Business School with the oncoming of new students. The reputation of this institute has grown tremendously over the last 27 years as they strive for excellence every year. This year ISBR Business School had rolled out a two-week long induction program, with the idea to bridge the gap that students face while making the transition to professional courses like MBA and PGDM.

1. Video Review Session: On the very first day, the class was taken by Prof. Nanaiah Pattada who possesses immense industrial exposure, having worked for a wide spectrum of market and industries. He gave the students real time scenario of it. Students were exposed to video review sessions; the entire class was filled with energy, as Mr. Nanaiah believed in learning through exchange of thoughts.

2. Visit To Art Of Living: Next day we had a visit to Art Of Living. Dr. AnniArnav and Prof. Prabha Kiran accompanied us. What could we possibly learn at a yoga center? Well, it set an example on how effectively and efficiently a place that huge can run without much hindrance. It was also home to India's mega kitchen as it feeds thousands of people each day.

Our learning went onto technological frontiers as we witnessed water recycling and bio gas plants. Resource management was highlighted by these plants.

3. Parichay – Lead Yourself: The third day we were back to our classroom as another workshop was arranged for us. Parichay: "Lead yourself" is a signature program exclusively delivered by Ms. Preeja Sreedhar, Faculty HR and Corporate Trainer for the freshers as a part of the orientation program. The program started with ice-breakers and setting expectations of the audience. The workshop focused on the importance of understanding "Self" and the power to relate intra – personal communication with inter- personal communication. The objective of the workshop was to acclimatize the newbies with the importance of soft skills in the contemporary times and create an awareness of the impending challenges in today's world. The methodology opted was lecture, case analysis, video reviews and role playing.



4. Visit to Akshaya Patra- Mega Kitchen: As the days progressed our thirst for knowledge increased. ISKCON was our second Industrial visit. Here we saw the functionality of Akshaya Patra a kitchen that produces 9500 meals in five hours every single day. The smooth functionality of this unit was marked by rigid established process. We also understood the logistic aspect of supplying food in time to all government school locations.





5. Innovation and creativity Workshop: Innovation and creativity have become mandatory in the present world. Mr.Pavan Soni, an established entrepreneur, and innovation Evangelist conducted an entire day workshop urging us to think and innovate. Students set out to do the market survey, so as to bring a profitable solution to everyday problems.



6. Industrial Visit to Decathlon: Finally the last industrial visit of the induction program was planned at Decathlon. We got to know about the Supply chain management at Decathlon and how the logistics had to be kept in close check to allow smooth sailing of goods to the retailers. It was a wonderful exposure that all of us had. This concluded the first week of induction. The next week was awaiting us filled with fun activities that led us to discover ourselves.





Mr. Deepak Justin, Corporate Trainer and a motivational speaker engaged us for the next five days. He was an inspiration to all of us. Over the week DJ expressed to us the importance of being bold and facing the problems up front by giving an analogy of chicken, duck, and ostrich as a demonstration. He prompted us to let go of our stage fear. Icebreaker activity was held where every single person was asked to stand on the stage and talk for three minutes. We could feel the fear vanish and soon the stage became our alley. Role-play was done to demonstrate the core values of a leader; here we learned various types of leadership style which exist ranging from autocratic to charismatic. Then all of us got a chance to show our gratitude to the society by performing CSR activity. Some went to slums to teach the poor, few others broke the social stigma and cleaned public toilets and remaining students spread happiness at an orphanage. All of us had so much of joy for being the reason for someone's smile. At the final stage of this workshop, we realized how well we have bonded with each other irrespective of existing social diversity.



The final day was concluded by valedictory function, which was all arranged and managed by all of us. Yes, we were transformed and were capable of handling the function all by our self. We thank ISBR Business School for having taken such initiative that brought wonderful transformation into us.

## INDEPENDENCE DAY CELEBRATION





## SARE JAHAN SE ACHHA HINDUSTAN HUMARA

Let's not take our independence for granted, and make India a better place to live.

Legacy to live for and legacy to die for.

15th August 2017 marked the 70th Independence Day of India and this day was celebrated at ISBR campus with great enthusiasm and zeal. The entire campus presented a festive look with creative decoration, various kinds of flowers and tricolor ribbons. The celebrations started with a flag hoisting by the Chief guest Prof. Arun Swaminathan- an Architect, Academician, Cartoonist, Artist and Writer, in the presence of directors, all faculty members, staff and students of the college.

Following the flag hoisting, the chief guest Prof. gave a very motivational speech and encouraged students to excel in every field of life. He also talked about his father's experience who was deployed as the captain in the Indian army during the freedom movement of India and who witnessed Pandit Jawaharlal Nehru's iconic speech "Trust with destiny" on the eve of India's independence. The audience listened to the encouraging past of India with apt attention as it motivated each one of us to correct the things which have gone wrong presently in our system. He also advised everyone to adopt the human values of truthfulness, honesty, integrity, compassion and non-violence and become a good citizen of India.

The function began on a beautiful note wherein we had notable people address us and then our very own boys Bodhayan, Ankur and Manish performed on the song "Yeh Jo Desh hai tera" forcing the audience to jump in joy. Post this brilliant performance we had a very energetic dance performance by students of PGDM & MBA. Dance performances depicted the unity in diversity of the country, and the patriotic songs, highly spirited skit depicted the value of unity which touched the hearts of the audience. This created a warm environment full of enthusiasm and national fervor. Cheerfulness, motivation and dedication for the nation were clearly visible on the face of the audience.

It was also a great experience watching the members of the management also participating in the celebrations along with the students as Mr. Abbas Ali ( Director- placements) on this occasion delivered few shayaris. The function was concluded with a highly moving, heart touching and inspiring speech by the Dr. K.S Anandram (Senior Director), Dr. C. Manohar (Director- Strategy and Dean) and Prof. G.R Nair( Director- Admissions).

It was a great experience being part of such function in the presence of experienced and humble dignitaries who had given valuable information and advice to students. Although the students were from diverse backgrounds and culture, they all came together to make the program a grand success.

## FRESHER'S DAY





Rise up, Start fresh, see the bright opportunity in each new day.

Freshers is a beautiful celebration where seniors await to interact with the energetic juniors. ISBRians celebrated fresher is a very traditional way followed by their seniors.

The event started on 21 of September with a written test

The fair game was played by encouraging all the young minds to participate in the event and 115 students were selected and was qualified for GD round were they were put into groups and each round had a faculty judge with the seniors.

The next round was the personal interview with 48 students on 23 of September.

On the basis of their capability and attitude the finalists were selected.

And the most awaited day 24th of September arrived with lot of decorations a week long effort of the seniors to transfer the audio into the theme. The theme was "seven sins" .



This was the event with lot of posters balloons lights and beautiful souls around. The beautiful dressed up lads entered the auditorium with sparkling eyes to witness the event. There were seven finalists. They're were then judged by the faculty. The celebration had lots of dance, music and events. The runner up were MR MIHIR PUNJ RAI and MISS SAMIKSHA SHARMA and the throne was owned by MR RUTVIJ DARWAHEKAR and MISS AYUSHI GOYAL. They were goodies given away to them. The celebration was a great success with lots of enjoyment. We look forward for more such events.

## HOLI CELEBRATION+DIWALI



## Holi Celebrations at ISBR

Green Diwali Campaign at ISBR







## Green Diwali Campaign at ISBR

Diwali is the festival of lights, new hopes and prosperity. ISBR celebrated the day in a different way than usual. When everybody was busy bursting crackers and disturbing the ecosystem, we decided to opt for a green Diwali and make a small contribution towards less pollution and less noisy environment. Our faculty and students shared their views on the concept- 'Green Diwali'.

They poured their heart out on the white board kept at the amphitheater for this purpose. They showcased their writing talents and expressed the thoughts on how they can glow the world around by the light of knowledge and wisdom and not by crackers. Few of the messages worth share are:

Go Green to Breathe clean.

Let this Diwali burn all your bad times and enter into good times.

This Diwali only Diyas, No firecrackers.

Smile is loud and attractive than crackers, lets cherish only smiles and happiness this Diwali.

Take a pledge to celebrate this Diwali , A Green Diwali.

This Diwali burn your greed and self indulgence, not crackers. Celebrate Eco Friendly Diwali & Spread Happiness.

Our Senior Director, Dr K S Anandram, in his video message emphasised on the need to maintain the balance of eco system and celebrate Green Diwali this time.

## WOMEN'S DAY

### WOMEN'S DAY CELEBRATION AT ISBR on 8th March 2017



“Vina sthriya jananam nasthi,vina sthriya gamanam nasthi,vina sthriya jivam nasthi,vina sthriya srushti yavam nasthi” –meaning “without women there is no birth, without women there is no growth ,without women there is no life, in-fact world without women is unimaginable.”

Our country has witnessed the importance of women since ancient time and its reflection can clearly be seen. From Aadiparashakti (the mother-goddess) to today's Sudha Murthy, every era belonged to women and they proved by their deeds that how important they are in running the world. Through their love, care, affection and responsibility women have been equally and efficiently maintained the balance between work life and personal life which is an art gifted by almighty to women. Few people under some false perceptions try to underestimate women by thinking them socially weak and deprived, but those people forget the fact that women has excelled and proved in each and every field whether it is sports, art, warfare, administration, intelligence or intellect. We have witnessed the valour of Rani of Jhansi, intellect of Gargi and Ubhayabharatidevi, music by MS subbulakshmi , administration by Indira Gandhi and the most recent happening ... Olympic medal by P.V.Sindhu and many more. These examples are enough to show the potential of women and the level of support given by their families.

ISBR believes in the power of women and would always try to encourage talents irrespective of gender. Many important positions are held by women here in ISBR and with the support of other staff members they strive hard and have become a lifeline for success since 26 years.

With the very concept of showing due respect to the selfless and hard work done by these angels on earth, ISBR has organised a programme on the eve of “Women's Day” on 8-03-2017.

Mrs. Suja Warriar- senior member of CSR team at Infosys; Mrs.Geeta Suresh- Head of HR, Moog, Mrs. Shalini Murthy- Managing Partner, Erkaadi Systems and a former member of ELCIA were invited as chief guests along with Dr. Chandra Niranjan –Dean Academics- ISBR, Dr. T. Karpagam-Director academics at ISBR.

The event started formally by the addresses and messages of the respected dignitaries where- in they shared the



significance and contribution of women to the society with the support of men.

Mrs. Suja Warriar shared her experience during her earlier days in Assam where- in she was invited to address an event at a remote village which didn't even had the privilege of being electrified even after these so many years of independence. She said "Even in such adverse condition where electricity and transport are a great problem, women over this area contribute a lot during this particular day to the society which shows that they are nowhere less than a man."

According to Mrs Shalini Murthy, "Men and women have different roles but same rights." She further added "Be fearless and refuse to be a victim."

Mrs. Geetha Suresh shared her past life experience during the days when she used to hesitate to talk to her parents openly about her career and then she compared it with present scenario where her daughter is completely open to her in every matter depicting the change- over in generation. According to her, "CHANGE has to be with-in. We have to look where do we come from and where we belong to." This was a powerful and a motivating message.

Moving forward Dr.Chandra and Dr. Karpagam consolidated in their speeches that Men and women are two sides of the same coin and there should not be any line distinguishing them. They insisted that both men's day and women's day to be celebrated together every-day, both are incomplete without each other.

This formal gathering was concluded by Mr. Sowmya Ranjan with a powerful message to men "Be real men and respect women." This had a great impact on audience.

The formal gathering was succeeded by the power-packed performance of ISBR students. Mind blowing dance performances and singing performances lured the audience and took them to the exciting entertainment mode. To carry on this energy from the stage to the audience a game similar to musical chair was played. Most of the performances were based on the themes depicting significance of women as a mother, sister, daughter, wife or friend.

If seen normally, it is a common event as other events which goes in the college generally but when seen from heart with feel we can realize the theme "Yatra Naryastu Pujyante, Ramante Tatra Devata" (Manusmriti)- meaning "Where ever women is revered and respected, there is prosperity and divinity".

With this note ISBR salutes each and every women with due respect.

## ETHNIC DAY





## ETHNIC DAY Celebration @ ISBR

On 22nd April ISBR students hosted a colorful event called “Ethnic Day” to celebrate and rejoice the culture and values of our great nation. The event was conducted to bring out the tradition and moral values that we as Indians have learned as we grew up. The event was conducted to celebrate our Indian pride.

On this occasion students came dressed in ethnic attire. While the boys looked handsome and dashing in their kurta pajamas, girls melted the hearts with their colorful saris and ravishing kurtis.

On the whole, the event was celebrated with great vigour and enthusiasm. The event was held in auditorium and included Fashion show, Singing, Dance and much more. It was a boisterous atmosphere where the students and faculty enjoyed. It was a sight to see all the students participating with much energy that too in their ethnic attire. The programme was started with a warm welcome done to all the students and the volunteers who did a great job in conducting the show. Then Shashi Michael (MBA Batch 2016-18) gave her voice to a beautiful rendition of “My Heart will Go on” from the movie Titanic.

The performance was mesmerising and soulful. It was followed by the electrifying dance performance by Himanshu Sharma (PGDM Batch 2016-18) who made the crowd go mad with his Punjabi dance moves. In her performance, Kiran Jhala (PGDM Batch 2016-18) impressed everyone by doing a traditional rajasthani folk dance. The dance was serene and beautiful and reflected the aura of Rajasthani culture.

The main attraction of the ‘Ethnic Day’ was fashion show which was a grand success due to the large number of participation by students. It was a treat to see participants walking on the ramp displaying their lovely attire with confidence. The show stealers were the students from Andhra Pradesh who wore white lungi with black shades. At last whole of the auditorium was converted into one big dance floor where all the students came together and danced.

Overall the day was awesome with students rejoicing to their fullest and the event will be etched as a good memory deep into our hearts.

## MILAP

### Milap 2017- An Sports Event





“More lessons are learnt on the sports field than in the classroom.”

Like every year, the students of ISBR look forward for Milap , the Sports Extravaganza that has always displayed an active participation of students in sports such Cricket, Football, Volleyball, Throw Ball, Girl’s Cricket and Athletics to name a few. With the support of college management, students of Sports Club organized this event on 15th and 17th of April, 2017 at NeoTown Ground.

On 15th April, the day started with cricket match between MBA Senior Batch (2015-2017) and MBA Junior Batch (2016-2018) followed by PGDM Senior Batch ( 2015-2017) and PGDM Junior Batch( 2016-2018). The seniors (boys) dominated the juniors by winning all qualifiers whereas Girl’s junior cricket team did prove their metal by being victorious against their own seniors. Sports club arranged the jersey for all students and did superb arrangement of all the facilities including medical facilities.

The winning teams played Finals on 17th April 2017. Girls took active participation in Throwball. Athletics for 100m, 200m, and 400m was arranged for boys as well as for girls. By the end of afternoon Football match between various teams got started. At last boys played the finals of football.

Audience including students and faculty were present to cheer the teams. It was taken care that no student hurt themselves while playing. Overall, it was a successful event where students got their much needed break from regular lectures. There were some really exciting matches on the final day. The event ended with the spirit of good sportsmanship.

The winners of the above mentioned matches are as follows-

#### Cricket -boys (MBA 2015-2017)

- Pradeep(C)
- Aiyappa(WKT)
- Vijay(VC)
- Digvijay
- Karthik
- Nishant
- Aravind
- Ashir
- Naveen
- Jaydev
- Sai Krishna
- Anirudh
- Bittu Kumar

#### Volley ball- boys (MBA 2015-2017)

- Aiyappa
- Karthik
- Jaydev
- Digvijay
- Chethan
- Vijay
- Aravind
- Srinath
- Sai Krishna

#### BOX CRICKET- Girls (PGDM 2015-17)

- Pallavi(c)
- Shobhna(vc)
- Aparna
- Srujana
- Aanchal
- Rajshree

#### THROW BALL-Girls (MBA PGDM 2016-18)

- Sweta
- Chaitali

- Samiya
- Sneha

#### Pratibha Volley ball- boys (MBA 2015-2017)

- Renu
- Rajyalaxmi
- Shreeja
- Merry Aneeta

#### FOOTBALL-Boys (PGDM 2015-2017)

- Shreedhar
- Sumedh
- Rahul
- Hussain
- Parth
- Ashish
- Bhaskar
- Akash
- Raju
- Happy das

#### ATHLETICS-Girls (100m and 200m)

- Chaitali – 1st
- Sweta Chowbey-2nd

#### ATHLETICS (BOYS) 100M

- Aiyappa- 1st
- Vijay- 2nd

#### ATHLETICS (BOYS)- 200M

- Aiyappa- 1st
- Nishant – 2nd

#### ATHLETICS (BOYS) -400M Relay

- V.Srinivas
- Chaitanya



- Venkateshwarya  
Kannada  
Volley ball- boys (MBA 2015-2017)
- Aiyappa
- Karthik
- Jaydev
- Digvijay
- Chethan
- Vijay
- Aravind
- Srinat
- Sai Krishna

## BLOOD DONATION CAMP BLOOD DONATION CAMP @ ISBR



### Blood Donation Camp @ ISBR

“The measure of life is not its duration, but its donation.”

– Peter Marshall

“A man’s true wealth is the good he does in this world”. The world today is built with technology, stone and bricks, but losing the fundamental living of being human. Therefore the students of ISBR Business School have organized a blood donation campaign on 4th of March 2017 as a small contribution to the mankind.

This was organised with the help of Bangalore Medical Services Trust (BMST) and supported by DKMS.

Blood donation is one of the noblest and greatest donations a man can make. Blood is our life-sap. It has no substitute. Several lives are lost because of the unavailability of blood. Doctors need blood for transfusing it in the body of person after operation and similar situations when a lot of blood flows out of the person’s body.

People should understand that their little contribution can prove to be of great help to others. He is personally benefited too. He receives a permit which enables him to fetch a bottle of blood within a year, free of cost. This would help save life of himself or his near and dear ones.



This campaign is certified from BMST and had a set of procedures for the safety of both donor and the blood donated.

It included, blood test considering the haemoglobin levels of the donor and the type of blood donated then a set of questionnaire for the donor regarding his health history.

The donor has a test regarding the blood stem cells, for his future blood requirements in case of emergency and a record is maintained for it.

He/she is directed to the area designated for blood donation and based on the results of his/her health attributes the required amount of blood is donated.

As recognition of this humanly act the donor is credited with a certificate and few refreshments.

Real bliss can be achieved through love, fellowship, selfless service and sacrifice, and not by amassing wealth alone. One must try to donate blood and see what joy, happiness and satisfaction one will experience at the mere thought that this gesture may save somebody's life one day.

As it is said in Hindi language "Rakth daan karke toh dekho, ACHHA LAGTA HAI."

## NOEL- PRECHRISMAS

### Noel- Pre Christmas Event



#### Noel - Pre Christmas Event

With season's greetings come merry days and happy hearts. Though it was a bit early to celebrate the most exciting day of December; ISBR (International School of Business and Research) College Bangalore did not shy away in celebrating Christmas Day with great pomp and show on 29th November, 2016. December being fully packed with exams for both batches of seniors and juniors left the enthusiastic students no other way than indulging in the fun of Christmas almost a month before.

Noel- The Pre Christmas Event by ISBR was an event dunked in fun, surprises and a little more fun. The décor was symbolic of North Pole giving the whole auditorium a Chrstitmassy Vibe'. Two eminent speakers Mr. Denny Sam (Senior Head, Cognizant Technology Solutions) and Mr. George Cherian (CEO, Doctors Transcribe) were the Guests of Honor and Keynote Speakers who swept the audience off their feet. The two hour event loaded with Christmas Carols, Dance performances, Skits and Mime was captivating enough to make the audience stick to their seats with excitement. The element of surprise was special performance by the band 'Petraphonix' that delivered to the music lovers euphoria at its best. One cannot be wrong in saying that the band stole the thunder in the event.

The Organizing committee had beautifully arranged stalls as hunger busters within the Campus for the audience.



Domino's, Delhi Essence, French Loaf, Evolve and Sweet Corn were among the few stalls that were set up. Apart from that, the Students had the privilege of closely interacting with few companies who partnered with ISBR as sponsors. Quiklync, Organic Feast, Radha Regent and Wash Buddy were the proud sponsors for the Pre Christmas. Words might not be able to do justice to the support of the sponsors.

The success of the event was glimmering on the faces of the audience. Gratitude, hugs and Smiles were exchanged throughout and that was pretty amazing to see. Cause Christmas is much more than just Santa and Christmas Tree. Ever wondered, how Christmas is supposed to be?

## ISBR DAY ISBR FOUNDER'S DAY – 2016



“Rome was not built in a day” .....This very line suggests that any great empire or for that sake an organization or institution can't be formed in a day. Years of hard work and dedication goes behind the rise of a successful organization. ISBR is also one such institute with a glorious past and a shining future. To commemorate and celebrate its journey, the institute celebrates its Founders Day every year.

On 7th September, 2016 International School of Business and Research celebrated their “ISBR DAY”. ISBR was established on this very day by Mr. Prakash Kothari, Chairman- ISBR and Mr. Manish Kothari, Managing Director- ISBR thus having a significant and special place in the hearts of each and every ISBRian. Interestingly 7th September also happens to be the birthday of Mr. Prakash Kothari which makes the day even more special. The college organized a cultural carnival from 1st September to 6th September and the entire week was very much alive with various talent showcases in dancing, singing, skits, food without fire, etc.

On 7th September, 2016, ISBR day started with the hosts welcoming all the dignified guests of honour. Sri Amarnath Patil(MLC), Sri MD Lakshminarayana, Smt. Sathya Prabha(MLA & Chairman, Vydehi Medical Institute & Research), Sri K C Ramamurthy(MP, Rajya Sabha), Dr. Vishweshwar Bhat and Dr. B N Gangadhar graced the occasion on this special day of ISBR.

The warm welcome followed by an invocation dance performance by students of the MBA batch. Students time and again have always showcased their potential making everyone amazed but this time it was a little different. A song was written by a faculty member of ISBR and it was sung by the students which made the evening even more beautiful and memorable.





Another highlight of the evening was the awards ceremony for the final year students based on their academic, cultural and sports performances which keeps the students motivated to excel more and more not just in their academics but also in other fields.

The amount of efforts put by each and every student from MBA and PGDM batches in their performances was clearly visible. The evening came to an end with a fashion show which was themed as formal, ethnic, wedding and western. Students as models walked the ramp with confidence and passion in their glittering eyes. The show was applauded and loved by everyone.

It became a memorable day in the history of ISBR and it was a great honor for every ISBRian to be a part of this ceremony and now everyone eagerly waits for the ISBR DAY 2017.

## INDUSTRIAL VISIT

### Industrial Visit To Decathlon



You just don't play for your passion, you play for respect and pride..!!

Being good at sports is important as it develops strong social attributes and better social skills. Decathlon Group is one such brand which serves this very purpose on a daily basis i.e. "to make the pleasure and benefits of sport accessible to all". There have been very few brands which have globally raised the bar of sports and fitness industry, unlike Decathlon. It makes sports accessible to many by bringing 70 sports under one roof.

The students of ISBR Business School, PGDM batch 2017-2019 got a splendid opportunity of visiting Decathlon Logistics Warehouse on 5th August 2017.

As none of us has ever been to a warehouse of such a great brand before, the first impression we had after entering the warehouse was that it was huge. We were greeted there by Mr. Piyush, who looks after recruitment of Bangalore and Delhi branches. We were taken to the meeting room for a brief introduction about Decathlon. He told us in detail about how the first store of Decathlon started in Lille, France in 1976 and later on expanded to different countries such as China (in 2003) and India (in 2009). There are 48 stores in India currently out of which 13 stores are situated in the north region of the country. He also told us that Bangalore handles the production and manufacturing for



South, West and East regions of India. The highest sales which is around 60 to 70% comes from Bangalore. Later we were divided into groups of 10 members each and each group was assigned to a trainee of Decathlon. They took us around the warehouse and showed us the working procedure and working environment. They gave us an overall idea about how Decathlon has come up with a unique idea of cost optimization and that is why they don't install AC's or make their store look fancy. All the stores of Decathlon are very simple, but they make sure that the products they sell are of high quality.

The entire warehouse is extended in an area of 210000 sqft. and is divided into three zones of 60,000 sqft. .The major decathlon warehouse is named as CAC and under it, there are two more categories which are named as CAR and it is from CAR that all the sports products are transported from the warehouse to the stores.

Decathlon Group comprises of different brands of sports like ARTENGO for badminton and tennis, KIPSTA for football, DOMYAS for gym wear, NABAJI for swimming, OXELO for skating and much more. KESHARA is the biggest brand of Decathlon Group. We were also shown and briefed about RFID, which is a barcode scanner, used to facilitate tracking of individual boxes in the warehouse. These boxes have been assigned a unique RFID codes.

They also have "Click and Collect" option where a customer can select the products online and later pick it up from the stores. Each zone will have different vendors, who'll arrange trucks for the dispatch and to optimize the transport charges they transport the products which fall under same location category so that they don't have to transport the goods again in the same location, they call this process as "MILK RUN". Decathlon has tie-ups with snapdeal and few more online websites to facilitate the sale of their products and to deliver it to their customers in the comfort of their home.

From this visit to the warehouse of Decathlon we learned and understood how such a huge system can be managed so efficiently with so little use of technology as at Decathlon, the use of modern technology is very minimal. They also showed us how the products they receive back due to customer complaints are simply destroyed rather than repairing it and selling it again which is a very genuine and impressive practice carried on by them. We also learned that how necessary it is to trust our co-workers, peers and customers as there are no cameras installed in the warehouse or the stores as they believe that their employees or customers are very trustworthy and they do not need to get into such practices. The working environment at Decathlon taught us that it is essential to believe in team work rather than simply relying on technology in order to accomplish our goals.

## 'Experience Work Day' by ISBR students @ Adecco





Being located in one of the most urbanized belt of the country packed with industries, companies and IT parks has its own perks and ISBR misses no opportunity to make the most of it. ISBR organized a one day visit to Adecco India on 25th April, 2017 for the students of MBA and PDGM 2016-18 batch.

Adecco India is a leading HR solutions company with a focus on Executive Search, Recruitment, Training & Learning and Temporary Staffing Services to client organizations and it is the largest HR solutions company in India.

The visit was actually an initiative of the Adecco Group called 'Experience Work Day'. With an aim to help young job seekers overcome the challenges they face in finding and landing good jobs, they dedicated 700 branches and offices in 46 countries, on April 25, to help, guide and advise young job seekers on their 'way to work'. 'Experience Work Day' is part of The Adecco Group's 'Way to Work', launched in 2013, to tackle youth unemployment and skills shortage, develop young people's employability and help them enter the world of work.

Thus the main objective of this tour was to provide students with the opportunity to meet various working heads in the company, predominantly HR industry professionals and engage in knowledge sharing sessions while getting an orientation to the available career options within the industry. Students from both the batches including three senior faculties were able to witness the working environment in Adecco India.

Right after reaching Adecco India located in the old airport road of Bangalore, the students were segregated among various groups based on their preferences like Sales, Marketing, HR, Finance, Operations, etc. The groups were addressed by the company representatives from respective fields. Firstly, they gave a brief about Adecco India and also gave insights about their working; what and how exactly the things happen in reality at ground level. They spoke about how the transition from school to work and making a decision that affects their future careers is one of the most intriguing phases in young people's lives. With growing global youth unemployment, that transition has become all the more fraught and how exactly do the students need to address these issues and find a direction towards better.

The sessions were interactive and students were welcomed with their inputs and ideas. Post lunch after a brief session of each group it was time to conclude and at the end, a query session was also organized where the students got an opportunity to interact one to one with the representatives and the company heads. The discussion was not only limited to their working and functioning, but also forayed into other areas like job prospects and careers for the students in future. Adecco India CEO, Mr. Priyanshu Singh addressed the students and shared some light hearted moments with them. He also welcomed the students for internships with them. This was followed by a group photo session with all the students, faculty and the company heads and employees. Students took back a unique and educating experience with them when they left the company at close of day.

Being a part of the marketing team, i would like to share my personal experience too. we were taken to the cafeteria @ Adecco where we had coffee. It was then followed by an intriguing session which was regulated by the Marketing Communications Head Miss Sonakshi and their Digital Marketing Head. They briefed us about the company and talked about the key concepts and terminologies in marketing in detail. Several questions were pitched in and they were happily answered by them. They started off the entire session by probing into the students and their thoughts by asking how do you differentiate sales from marketing and explained how exactly the co-ordination happens between all the departments that lie under the bigger umbrella called marketing! The session was brief but had a lot of takeaways for the students.)



## Industry visit – A blissful trip to Chocolate Factory



“Chocolate is not just a word, it’s an EMOTION!”

Well there would hardly be anyone in the world who doesn’t love chocolate. The plant visit to Bliss Chocolate Factory in Bangalore marked another industrial tour of the MBA 2016-18 batch of ISBR on 26 April 2017. It started with the screening of a virtual tour of a standard Bliss’s production plant and an overview of the product line.

To talk of Bliss Chocolates Pvt. Ltd, it is a self funded private limited company with its production and retail operations in Bangalore. Its two divisions – Retail and Corporate have managed to stir the chocolate cravings of the consumers. Bliss was created with an attempt to break out of the norms and monotony of the Indian chocolate market and re- energize the sweet tooth of the customers. Bliss chocolate concept arrived from the group of Non Resident Indians (NRIs) from Australia. They felt there was no chocolate lounge concept in India. Passion for chocolates led them to open an outlet in India. There were many reasons to choose Bangalore, like existence of corporate companies, lower set up cost and network in Bangalore was familiar compared to other cities for the NRIs. In the retail segment, Bliss Chocolate and Dessert Lounge are designed as premium category to offer a variety of hand crafted chocolate, chocolate beverages, cakes, desserts and chocolate meals.

The students were excited to experience how an industry dealing chocolates work at ground level. Mr. Priyanshu, Production Head of Bliss chocolate factory took charge of the entire visit of the students. He gave students a virtual tour of the entire plant which revealed about their range of various products except chocolates. Bliss deals in chocolates, breads, muffins, cakes, etc. The virtual tour was followed by an actual tour of the production plant starting with breads. The representatives were kind enough to personally take the students through the production process step by step. The students gained insights on how testing of raw materials takes place before entering the production process. It was followed by an explanation of the working and importance of individual units of the automated system. It included the mixing of raw materials to form a mixture that is then further molded into the requisite shape and size. Once the molding is done, it is baked and undergoes a cooling treatment to catalyze the process. Finally, the students were lead through the packaging unit of the plant where all the items were being packed in a variety of packages. Then the students were taken through the production processes of the cakes, muffins and everything was explained to them starting from the raw materials procurement till the final packaging. For all their production, it was pretty much the same process that they carried out irrespective of the exact type probably because they deal with the same product line. After this, the students were taken through the process of their chocolate production where they were guide by Ms. Vidhi Sahgal who happens to be their trainee and she



explained to the students about the unknown sides of 'being chocolate' and briefed about the various types of chocolates. The basic and probably the most important takeaway of the entire tour was to understand that 'all that glitters is not gold' and thus 'all that looks like chocolate ain't chocolate'.

At the end of the tour the students took a group photo with the employees of Bliss Chocolates. With a heart filled with happiness and the pockets filled with chocolates, students left the factory with a different experience altogether which will remain with them for a long time.

## Industrial Visit to Namdhari seeds Pvt. Ltd

On 26th April 2017, a group of students visited Bangalore plant of Namdhari Seeds Pvt. Ltd. (NS). It is located at Bidadi, 70 kms from Bangalore city. Students started their journey at 10 am and reached the venue by 11:30am. Students were accompanied with the visitor's card at the gate. At the entrance itself students got a glimpse and could feel the beauty and purity of nature spread across 200 acres of land at Namdhari Seeds.

Students then proceeded to the audio video hall of NS. They got to know on how strictly all the rules and regulations at NS are being followed when all the visitors (along with employees) were asked to remove their footwear outside the gate, before entering the Audio Video (AV) room premise. In AV room, students were addressed by some of the employees of NS. They had arranged a presentation for our students on Namdhari seeds, which gave students a brief idea about the company.

Namdhari Seeds Pvt Ltd is a breeder, producer and distributor for quality vegetable seeds. Inspired with the blessings of Sri Satguru Jagjit Singh Ji, the Spiritual Supreme of Namdhari Sikhs, Namdhari Seeds was formed in 1985. They are committed to development of high quality vegetable varieties with better yield, disease resistance and adaptability to various agro climatic conditions. Today Namdhari Group of Companies has created job opportunities for more than 5,000 people working in more than 10 states of India and having offices in 4 other countries with Bidadi, Bangalore plant being famous for its superior quality Tomato seeds production.



After the presentation students were headed to the cleaning, packing and storage area. Before students enter the plant they were given aprons and a hair cap to wear. All visitors were asked to wash their hands as Namdhari Seeds



take care of each and every aspect related to hygiene. In the packaging plant we all evident various packaging techniques for different vegetables and also experienced the chilled feeling of storage room set on different temperatures according to the requirement.

End of our visit to packaging plant lead us to Green House wherein we actually entered the green house of tomato plant. The fact that everything inside the greenhouse was automated, the person addressing us explained various maintenance factors involved.

Students were so mesmerized and involved in the visit that NS offered us the visit to cattle house, we headed to the cattle house and saw a huge number of cattle. Each cattle was punched a number plate on its ear for identification. They had set a scrub machine where cattle could go and scrub themselves.

After the cattle house visit we were headed to the campus canteen where awaited the delicious food for us!

We enjoyed the food and started our journey back to our college campus.

## Visit to STPI ( Software Technology Parks of India)



### Visit to STPI ( Software Technology Parks of India)

On 15th November a group of around 20 students from PGDM 1st semester, visited Software Technology Parks of India located in Electronic city, Bangalore. The students geared themselves up for the industry visit and left for STPI( Software Technology parks Of India) at around 10:30 am.

Excitement rushed in the veins as soon they reached there and were completely amazed to look at their huge and wonderful infrastructure. A senior official from the STPI gave students a warm welcome and took them inside their control room where they briefed about their company and how it functions. They explained each and every detail about their company with proper visual aids. The control room contained several servers and critical technical setups.

Students asked several questions which were effectively and patiently answered by them. The STPI is a government company which provides required infrastructure and technical backup to the startup companies. The startups approach the STPI with their proper project and plans and in return they help the budding entrepreneurs by letting them operate from the STPI by simply installing their server there. This encouraged the students who have plans of becoming entrepreneurs in the future.



It was quite an interactive session between the students of ISBR and the officials of STPI whereby the students got to enhance their knowledge. The students clicked the photos with the employees of STPI and later they were also served refreshments which they enjoyed. Over all the visit proved quite beneficial for the students and specially for the future entrepreneurs of ISBR.

## Industrial Visit to KHMDL (Karnataka Hybrid Micro Devices Limited)



### Industrial Visit to KHMDL

An Industrial visit was organized by ISBR B School on 15th Nov 2016 to Karnataka Hybrid Micro Devices Limited (KHMDL). It is an Electronics company specialized in design, development and manufacture of custom-built Hybrid Micro Circuits for aerospace, automotive and other high-reliability applications. It is also approved by ISRO for manufacturing space grade hybrid devices. They also have an approval from HAL for Avionics Assembly.

KHMDL was established in 1992 by three scientists with a new design of electronic regulators. The design and the raw material of these products were imported from Russia for Indian Defense and Satellite Communication purposes. They also manufacture regulators for ISRO.

Students met Mr M. Radhakrishna, Deputy Plant Head and Chief Quality officer with more than 20 years of experience in design, manufacture and quality assurance of Hybrid Microcircuits for automotive and aerospace applications. The company staff gave warm welcome to students. They explained each and every component and their manufacturing process in a very detailed manner.

Nearly 240 to 250 employees are working in company. All are trained from NTTI. The products were manufactured using micro printing. They also shared that they are planning to expand their business and increase their business turn over. Students were further informed that they created their Good Will in automobile sector, by supplying their regulators to all car companies in India. Their R&D Dept. ensures stringent Quality check of their products.

Students learnt some business techniques also from them. It's a very great learning experience. Whoever has some business idea must visit KHMDL to get the know-how to run a business in a very successful way.



## Industrial Visit – WIPRO



### Industrial Visit - Wipro

On Tuesday, 15th November, 2016 the students of ISBR had a great opportunity to visit the WIPRO campus located in electronic city, Bangalore. The visit was organized for all the 1st semester students (MBA and PGDM). The students were accompanied by the faculty Prof. V.B. Padmanabhan, Prof. Ratna Sinha and Asst. Prof. Yukti Kishore.

Right at the entrance gate each student and faculty were given a guest ID cards. The students were given the guidelines by the WIPRO personnel which they needed to follow during the visit.

The students attended an insightful session by Mr P.B. Kotur, General Manager- Talent Transformation, Wipro who has been associated with WIPRO since 14 years. He gave a brief idea of what and how exactly WIPRO works at ground level. Mr. Kotur was presented with a memento on behalf of ISBR fraternity. He spoke about how WIPRO sets itself apart from other companies in the same field. He even enlightened students with his crisp and clear knowledge about professionalism, management and various areas on which an aspiring manager needs to focus upon.

The session ended with questions being asked by the students to Mr. Kotur on various topics such as what exactly the recruiters of WIPRO look for in the candidates, how is the work culture and work environment in WIPRO and Mr. Kotur answered all the queries and questions from the students. He also asked them to stay connected with him through various social networking platforms.

This industrial visit was not just an industrial visit but was an experience for each student as they got to know about such a big IT company and how exactly it works and what are the expectations of the industry from the new recruits. The visit ended with a photo session at the amphitheater of the WIPRO campus.





## Visit to Securities And Exchange Board Of India ( SEBI)



On 27th October 2016, Management had organized an industrial visit for 33 students of 3rd semester (MBA and PGDM). We were accompanied by faculty Prof .Dr. V.B. Padmanabhan. The visit was to THE SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI), Bangalore.

The visit started in the early hours of a working day by bus. All the students were so excited to go to SEBI and prepared questions.

It was an enlightening session at SEBI. Mr. Krishna Murthy briefed the students about investing at their young age. The significance is made on expenditure which has to be kept apart for saving. Students got exposed to how capital market work in India and SEBI role in regulating and developing them. Their major focus is on safe guarding investor.

He gave a brief idea about opening a Demat Account and vast revolution from outcry system to on-screen. He also introduced about ASBA (applications supported by blocked amount) which is a process developed by the India's stock market regulator SEBI for applying to IPO.

In ASBA, an IPO applicants account doesn't get debited until shares are allotted to the customers/investors. It was a great learning experience for students as they look forward to implement the lesson learnt in their professional life.





## VISIT TO WTC (WORLD TRADE CENTER) -Bengaluru



“DREAM is not that you see in sleep, DREAM is something that does not let you sleep” – quoted by Dr. APJ Abdul Kalam holds good to every single being who “DREAMS”, especially to the Millennial Generation who are at the verge of deciding the future of the country by their significant contributions. Hard-work, dedication, enthusiasm, commitment etc. are the driving forces which force an individual to accomplish his goals and to fulfil his dream in a productive manner. In order to generate these driving forces some instigation is definitely needed. This instigation would ignite the spark of hope and pave a way for thinking in a right direction. In-short it would create an outline in the mind of the dreamer of how to drive towards his dream.

‘ISBR’ being one amongst the top business schools in India, promotes the culture of real life learning by facilitating the young aspiring minds with an eminent industrial exposure. ISBR is embedded with the able and most efficient team of facilitators who guide the students’ time-to-time and encourage them to express their ideas in a creative manner.

Organising Industrial visits, International conferences, C-Talks, Panel discussions etc. are methods adopted by the facilitators to inculcate the above mentioned instigation factors in the ‘future managers’.

Visit to WTC (World Trade Center) –Bengaluru was no less than a dream. Almost most of the people in this world are familiar with the word ‘WTC (U.S.)’ but the saddest part is that they remember it because of 9/11 attacks. A fewer section of people has a fair idea that it as a platform where in trade is encouraged and transactions are done and try to link only with ‘monetary’ transactions. The varied concepts and the incidents revolving around the term “WTC” makes the young minds more curious to know about it. But it is not so easy to reach out WTC directly and attain the required knowledge which makes it a more challenging for the students.

In-order to quench the curious minds and to guide them in a right way ISBR organised a visit to WTCB located in BRIGADE Gateway Campus, Malleshwaram -West on March 22, 2017. WTCB was built by BRIGADE group in 2010 who obtained WTCA licence for its construction. It is privileged to become Second WTC in India after Mumbai and is a renowned commercial building of South India. The first glimpse of this gigantic building made the students even



more curious. Then they moved forth to the royal entrance with world -class infrastructure and well equipped and implemented security systems. Further, they were guided to the conference room located at the 4th floor. The continuously running news updates in the lift from ground floor to 4th floor thought them a golden lesson as they could realise the level in which time is utilised in such organisations.

A warm welcome was given by Mr. Ratul Bhattacharya, BDM WTC – Bangalore and Mr. Anil. They guided the visitors to the conference room. Mr. Balaram Menon, President of WTC – Bangalore, Kochi & Pune and Dr. Bose K Nair – Vice President WTC – Bangalore, Kochi & Pune formally addressed the gathering. Mr. Menon in spite of his busy schedule took the lead and introduced about WTC. He touched upon various topics like origin of WTCB, its role and functions, problems being faced by today’s world due to strong Nationalistic feelings and its negative impacts which is enforcing the history to repeat itself again. Dr. Menon said, “The motto of WTC is not only to promote trade in monetary aspects but also facilitate exchange of knowledge, culture and ideas.” He further added, “WTCB provides 5 main services:

- 1) Knowledge Resource services.
- 2) Trade dedication (technical & non-technical).
- 3) Management of Inbound and Outbound delegation.
- 4) Global platform to facilitate trade.
- 5) Create business space.

These services are provided with minimal involvement of government and its policies least affecting WTC functions.” The inputs by Mr. Menon acted as eye opener and helped in combating with the misconceptions about WTC that prevailed previously.

Adding on to Mr. Menon’s view Mr. Bose created an insight amongst the students by discussing about Goal, Passion and their importance in the life of a being. He shared Dr. M. Viswesvaryya’s dream and his proposal to have a WTC in India. He discussed the then situations of our country and threw some light on how LPG policy of 1992 promoted trade extensively in our country. He further deliberated the efforts of Dr. Jayashankar of Brigade group in bringing WTC to Bengaluru and bringing it to operation within short span of time. Mr. Bose added “WTC is non-profit organisation. We don’t charge any commission for the trade. Unlike corporate institutes we believe in ‘word of mouth’ promotion rather than going for advertising in renowned papers or channels. WTC is like a business shopping center. At the risk of the trader WTC provides support and ideas.”

He then further exposed the Gap between ‘Campus and Corporate’ and gave his views on how to encourage student entrepreneurs and role of WTC in facilitating them.

After giving all necessary inputs he let the stage open for Q&A session. Mr. Bose along with Mr. Ratul patiently answered the queries patiently. They answered relating the questions to personal experiences for better understanding. Students got satisfied answers for all their queries. They not only got clarity about WTC but also got advices of how to choose a career how to work with passion to achieve the goals and also got to know about trends in today’s global market. This interactive session lasted for more than an hour and was followed by refreshments.

Students were seen lightened up with new glow on their faces as a result of this wonderful session. Their joy knew no bounds. A new zeal of enthusiasm was seen in them depicting the significance of this visit. Faculty in-charge Prof. Nanaiah (Industry-Interactions), Mr. Sowmyaranjan (Co-ordinator), Mr. Prakash (Registrar) equally took the responsibilities to co-ordinate the students time to time and made the dream visit more fruitful.

This is just a beginning. ISBR aims to encourage more and more dream visits to create responsible managers who with their intellect contribute to the nation in a better way and achieve the DREAM of the nation.

## Industrial Visit to Raymond UCO Denim Pvt. Ltd.





On 5th April 2017, ISBR Business School organized an industrial visit to Raymond UCO Denim Pvt. Ltd. (Garments Division) which justifies the luminous enhancement in the corporate world.

Raymond is one of the top producers of ring denim in India with 60% market share. We ultimately visited the warehousing section and went through every section of warehousing & manufacturing departments including sections such as merchandising, sampling section, laying table, cutting and panel checking areas along with various units like pattern, cutting, sewing dealing with domestic as well as foreign brands such as Spykar, Levis, Scotch and Soda, Jack and Jones.

We got enlightened with the behemoth work of this industry which has an envisage effect on us.

The visit created a very good umbra of practicality along with the theoretical adaptation of knowledge as well. The takeaway of this industrial visit was that we became the apprentice as we closely observed and learnt about the various processes and systems. It was such an overwhelming experience.

## KEY DIGNITARIES @ISBR



Shri. G. Kumar Naik, IAS



Mr. Ranjit Solanki, RCFT



Dr. P M Bhansali



Mr. Chandrashekar Reddy,  
M D Sangeetha Mobiles



Shri Murlidhar Hallappa



Shri K Raghu



Rtr. Asha Prasanna Kumar





Dr. Arti Krishna



Dr. G Padamavathi,  
Mayor, Bangalore



Dr. Navneet Saxena



Dr. Padma Shrinivas



Dr. Ananth Rao, Prof and Dean,  
Dubai University



Dr. T K Anuradha,  
Scientist, ISRO



Dr. Pavan Soni,  
Innovation and Evangelist



Mr. Glen Dietzel  
Thought Leader and  
Business Acceleration Strategist



Mr. Rolf Foster Jorgensen  
President of Optimire Consulting and  
Training Inc.



Mr. Adrian Reid  
Founder and Trading Coach



Prof. Ravi, IIM B



Mr. R Alexander



Mr. V K Ramaswamy



Mrs. Pavitra Sundarsan  
Founder, E-Vindhya Infotech Ltd.



Mr. Sandeep Tyagi



Mr. Shekar



Mr. Shiva Kumar, ASSOCHAM



Mr Shivachitappa,  
Mysore University



Sri.H D Shankaraurthy



Dr. Sergio



Dr Anil Rao





Mr. Anand Ganapathy



Mr. R Alexander



Mr. C. Ramakrishna,  
Execute Director , AMDISA



Mr. Ajit Mani

## INTERNATIONAL GUEST LECTURE SERIES

International Guest Speakers @ ISBR B School





ISBR Business School has always strived to be a differentiator in the field of Education, by providing a platform where students get professionally groomed by Business Experts, thereby not just being confined to the book. In continuation to this Legacy, the International Guest Lecture Series for the students was organised on 15th February 2017. The aura of the Auditorium was filled with the Effervescence of the experience of distinguished speakers.

Mr. Rolf Foster Jorgensen is the President of Optimire Consulting and Training Inc. and has served as Independent Consultant and Professional Training Facilitator for 30+ years to various clients like IBM, Cisco and Chrysler, to name a few. He has recognised as the Top Facilitation Partner of the Year by Bi Worldwide. He has also earned several leadership recognition awards on projects with Chrysler, Navistar, Amoco and US Airways. He has also been the Instructional Design Lead for Online Sales and Customer Service Training with Ford, Volvo, Infiniti and Monaco Coach, etc.

In this Interactive Session, he laid emphasis on the various Consultative Roles required in any Job Title – Innovator, Problem Solver, Advisor, Change Agent and Artful Persuader. He focused on being a differentiator by thinking out of the box. He laid emphasis on the concept of SHARE – Speculative Hypothesize Analyse Reflect and Evaluate, by avoiding Manipulative Contractions, Leading Questions and Quickly Following an Open Question with a Closed Question.

Takeaway: In this Interactive Session, Students who aspire to become Managers gained an insight of the various Do's and Don'ts to be followed during Job Interviews. They also learnt the art of diplomatically keeping the Window of Communication, Open. Students learnt how to match the expectations of the other person, thereby, making these skills as the Second Nature. The Question-Answer session cleared the fumes of Doubt from the minds of aspiring future managers.

Mr. Glenn Dietzel is an Internationally Recognized Thought Leader and Business Acceleration Strategist. Glenn has created a revolutionary business approach to creating, selling and scaling the value of an advice, quickly and easily. His high-velocity growth strategies are used by business leaders globally, thereby allowing them to command maximum fees and royalties. He has been recognized as the Best Speaker by Internet Austars in Brisbane, Australia. He's also been awarded with the Entrepreneur of the Year Award by The Winner's Circle in 2011.

In his session, he focused on the 7 Secrets to move up the Ladder of Success. First secret he unravelled was 'Return





On Invested Time (ROIT)', where the Goal is to create more time for the Company. Second, 'Law Of Quantum Growth', where the focus is being the Differentiator. Third, 'Move from Goal Approach to Systems Approach' by focusing on maximizing the output by focusing on the Input. Fourth, 'Seams of Success'. Fifth secret is 'Maximizing the Financial Power' by looking at the problems of the company and taking steps to rectify it. Sixth secret being 'Analyzing the advice which you give' and seventh being 'Staying Committed with Mentors for Business Acceleration'.

Takeaway: Students learnt the ways to unravel the Secrets of Success. To become an Expert, 10,000 Hour Rule is followed. However, students gained the Importance of these 7 Secrets and became self-aware regarding the same. This gave them an insight to cheat the 10,000 Hour Rule by Focusing on these 7 Secrets.

Mr. Adrain Reid is a private trader, as well as the Founder and Trading Coach at Enlightened Stock Trading ([www.enlightenedstocktrading.com](http://www.enlightenedstocktrading.com)) which is dedicated to educating and supporting traders on their journey to profitable systems trading.

The goal is to help them achieve financial freedom and ideal lifestyle sooner by building their trading system which suits their objectives, personality and ideal lifestyle. He also offers substantial support on trading systems, coaching and education.

In this Interactive Session, he focused on the objective of making money faster. For this, he laid down 5 basic rules – Finding the Right Approach for the Lifestyle, Following the Rules, Managing the Risks, Making a Plan and Learning the Language. He made the students understand the importance of making money by quoting the lines of Warren Buffet:

- Rule No. 1: Never Lose Money
- Rule No. 2: Remember Rule No. 1

Takeaway: One of the Important factors to which Managers look for, is to Maximize the Profitability of the firm. Therefore, students learnt the ways of minting money faster so that their future would be in safer hands.

All 3 Business Professionals made the entire Guest Lecture Series, fruitful and interesting. The sessions were then followed by an Interactive Question and Answer Session where students got their queries addressed. The series concluded with a list of key learnings and Vote of Thanks.

ISBR family looks forward to have more such International Guest Lecture series in the forthcoming days.

## GUEST LECTURE SERIES AND WORKSHOPS

### PARICHAY: 'Lead Yourself' Workshop





#### Workshop Methodology:

PARICHAY: "Lead Yourself" is a signature program exclusively delivered for the fresher's as a part of the ORIENTATION program. It is an eight hours program which started off with the ice breakers and expectation settings of the audience. The workshop focused on the importance of understanding "Self" and the power of intra – personal communication and inters- personal communication.

The objective of the workshop was to acclimatize the newbies with the importance of soft skills in the contemporary times and create an awareness of the impending challenges in today's world. The methodology opted was lecture, case analysis, video reviews and role playing.

The wrap up of the program was based on interventions chosen from behavioural science. The session was a power packed energizer delivered by Preeja Sreedhar, Corporate Trainer and Faculty in the area of Communication and HR.

A full day workshop PARICHAY: "Lead Yourself" was organized for the students of PGDM(2017-19) on 19 July 2017. Mrs. Preeja and all the students evoked a short prayer to fill the room with spiritual energy, tranquility and peace in our mind.

She then quickly asked each one of us to attribute an animal to one self. Sounds easy? You could as well try this. Monkey, ant, horse, butterfly, elephant, lion, eagle, and wolf the entire animal kingdom was here. All the students were patient to know the objective of this little exercise. Mrs. Preeja later shared that it was a psychological way to analyze one's personality. Human race has to watch and learn their way of life. Taking the example of cockroach she explained how these creatures are highly adaptable and can endure even a nuclear disaster, this fact was jaw dropping.

The present world is termed as VUCA (volatile, uncertain, complex and ambiguous) and to deal with such a competitive environment we have to be self-aware of our abilities so as to upgrade our skills to meet the evolving world.

Self-awareness comes from self-reflection, this involves knowing oneself well. A brain storming activity was conducted to note down our strength and weakness. Once we were aware the next step was to develop and transform this into strength by consistent constructive effort.

We also learnt that Inter personal communication is the path that has to be followed to achieve self-awareness. Its only when we completely understand one self we can lend hands to others. This process of interacting and understanding the emotions of others is termed as Intra personal communication.

A wonderful video of a dog, cubs and a wolf was shown. The essence of this video was to understand how a creature as simple as a dog could protect little cubs from a mighty wolf by sheer confidence and the will to protect others. The dogs inter & intra personal skills helped the cubs. Mrs. Preeja urged us to implement these skills in our lives.

After having understood the importance of self-awareness, inter & intra personal skills it was time to experience how industries practice it. A Harvard case study of Taj Mahal hotel attack, which happened on 26/11, was discussed. We realized that during the entire three-day attack none of the staff members fled away from the hotel despite being aware of the crisis they faced. Manager Mr. Karambir Singh flew back to Mumbai to extend help. Despite knowing his family was also trapped in the hotel on another floor, he continued to help the customers escape. Out of the 1700 customers present in the hotel during this mishap only 34 were shot dead (majority being office staff who sacrificed their lives to protect their customers).

The mind boggling question here was how did the staff manage to hold on to their composure and continued to serve? The study shows that all the employees had embedded company's value system so well in their mind that they could regulate their emotions and were capable to access the situation to help others. The Inter and Intra personal bond that TATAs have established into their organizations is remarkable!! Mrs. Preeja also mentioned to us about their unique HR policies, mentioning that the candidates are handpicked based on their attitude from small districts of India. These man and women are trained to be leaders to work as a team who could manage self



and others in the hour of need.

Now we had to implement these values through the process of self-development that Mrs. Preeja displayed to us. She further discussed the three stages of self-development as,

- Imitation stage (adapting behavior of others which is specially found among very young children)
- Play stage (influence)
- Game stage (starts from 2-4 years and never ends)

Post this we had a very interesting activity where we all were divided into 6 groups and we had to present a role-play on the topic 'imitation'. It was really fun, the session ended with a discussion on James Marcia stages of self-identity. It was a wonderful session where we all learnt the importance of development and how this helps us scale greater heights in corporate world.

## International Yoga Day Celebration with Art Of Living



Techies from Wipro , Infosys , TCS and other companies in and around Electronic city celebrated the month of International Day of Yoga 2017 by undergoing an Art of Living's Sri Sri Yoga Workshop of four days at ISBR Business School, Bangalore.

**ART OF LIVING'S**  
**SRI SRI**  
**Yoga**

**Level - I**  
*Your first step to a Happy & Healthy life.*

**Sri Sri Yoga - Path to a stress free body and mind**  
An 8-hour program designed by Sri Sri Ravi Shankar, Sri Sri Yoga Level 1 makes yoga fun to learn. We combine yoga essentials: Fun-filled warm-up series, stretching, vrik to intense yoga postures, breathing techniques, meditation, relaxation and yogic knowledge.

**4 Sessions, 2 hours each**  
You will be introduced to beautiful facets of Yoga.

**2nd to 5th JUNE 2017, 6 AM - 8 AM**  
ISBR Business School, Electronic City  
Phase-1

**Eligibility:** 16+ Years of age

**Bring Along**  
Yoga Mat, Water Bottle, Light Food

**What is in Sri Sri Yoga for me?**  
Sri Sri Yoga celebrates the diversity in yoga in a simple and joyful manner. Ideal for beginners as well as advanced practitioners who would like to enrich their physical, emotional and spiritual well-being.

**Benefits for the Body & Mind**  
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The workshop was designed to give techies a break to ponder over their physical, mental and spiritual well being and help them to strike work life balance. The workshop was a huge success as the participants experienced lot of transformations in their lives at the end of the four days and also the environment was conducive to give them the best experience possible.

The workshop was taken by Full Time Art of Living Faculty Siddharth Pandey – Rajasthan State Teacher coordinator for Yoga. Siddharth is an MBA graduate from FMS Udaipur, who travels in and around India to teach the techniques on mind management. He also delivers one hour special sessions in corporate and colleges on request. The workshop was done in beautiful campus of ISBR and the college authorities and staff supported the Art of Living team to the best.





## Case Study Workshop Conducted by Mr. P K Thomas



### Overview

ISBR is an institution, which is transforming fast, especially with the new academia concept which promotes new and fresh dimensions to knowledge advancement across disciplines in a dynamic, vibrant and enriching way based on meaningful engagements beyond conventional paradigms. The aim is to promote mindset change to one that is innovative, entrepreneurial and global towards sustainability for the academia.

The adoption of the case based teaching and learning innovation which aims to give value added dimensions to learning among ISBR students. As a step in addressing the critical gap, ISBR organised a Case Workshop for its MBA and PGDM students during 2nd March and 9th March 2017 and was attended by more than 160 students.

Facilitator for the workshop

The workshop was being facilitated by PK Thomas, Faculty Entrepreneurship and Strategy Area. He is also a Serial Entrepreneur and an eminent expert with experience in case study formulation for the purposes of teaching, training and dissemination. His cases were published in various reference text books and other publications.

Objective of the workshop:

Objective of the workshop was to develop better analytical abilities and enhance decision making capacities with recent best practices.

- Introduce the Case process as a method to manage the integration of theoretical and conceptual knowledge.
- Share experiences and lessons learned with others

This innovative approach is in line with the New Academia concept that ISBR is advocating, involving the students from all levels of studies in various disciplines, aimed at engaging them in an enriching learning experience. By using the case studies, students are exposed to real situations which will engage them in discussions and deliberations on various issues, challenge them to think critically with a view to resolving problems and making



decisions by looking at possibilities from different perspectives. Most importantly, this approach is most relevant to prepare students who would make a difference and remain competitive in the current global environment. The workshop also focused on practical sessions which helped the students to sort out and analyse data presented in the given case, consider relevant theory, draw conclusions, and present solutions. Other focus area was the logical process of case analysis with various methodologies which should be opted based on the type.

The session was quite interactive and informative for students where Mr. Thomas discussed the case study of HBS, Bill Gates and Steve Jobs. The session ended with a Question & Answer session by the students. The discussion went on for four hours which spread a great deal of information.

## Workshop based on Edward Debono's Six Thinking Hats Theory



Six Thinking Hats Theory workshop was conducted by ISBR students Sayantan Pandey, Kanada Kanna, Sai Kiran, Pratibha, Arnab Bose and Sridhar Dharba under the guidance of Prof. Preeja Sridhar Faculty- HR.

Edward Debono's 'Six Thinking Hats' is a tool for group discussion and individual thinking involving six colored hats theory that foster thinking process in human. It provides a means for groups to plan thinking processes in a detailed and cohesive way, and in doing so to think together more effectively. Thinking is a skill just like any other skills which is acquired through specific training. Any kind of skills can make a person expert in a specific task.

Let's take an example. If a fat guy and a slim guy were to race, the thin guy is most likely to go faster, now if we can teach the skill of cycling to the fat guy; he is going to go way faster than the slim guy.

Lets imagine we send an explorer off to an island, and when he comes back we ask him what did he see and he would say, "There were mountains around the shore with some land, funny little bird that didn't fly and so on." Now if we ask him what else did he see, and he would say that is all he remembered and caught his attention. Now this time we send him back and ask him to take a diary and go North and write whatever he see, go South and write whatever he sees and do the same for the rest of the direction . And this time when he comes back he will have a broader knowledge and information of the island.



So just by specifying things we could be more productive. The directions that we specified to the explorer are nothing but frameworks that direct attention because of which he could have better knowledge. Now let's talk about how Debono's 6 hats theory works.

There are times when we have to take critical decision under intense pressure which overloads the brain because of which we get confused. Confusion can also occur when we are not clear about ideas. It is because the brain always multitasks which leads to less attention towards specific tasks. There are instances when the solution of a problem is really simple but because of confusion we don't get to get a hold on the solution. Six thinking hats is a boon for eliminating confusion. Now let's talk how it works.

Suppose we have a problem for which we need to come out with a solution, so instead of thinking all the things at once and creating confusion, we think step by step at a time. We wear a white hat and think of all the basic raw facts and information currently available, then we wear a red hat and express our emotions and feelings about the problem, then we wear the yellow hat and think of all the positive attributes associated with the solutions of the problem, then we wear the black hat and think of all the negative attributes associated with the solutions, then we wear the green hat we can think of more creative approaches to the solution and think of more possibilities and finally the blue hat to consider all the outcomes, generate results and implementation

I Sayantan Pandey was the one with the blue hat. It was my responsibility to organize this session, take note of the entire process and ensure that discussion goes in the right direction. I finally got the result and worked on implementing it.

I gave a topic "Whether there should be a Men's Day along with the Women's Day" and I asked Sai Kiran, who donned the White Hat to start the process.

Sai Kiran took all the information from me and explained the rest of the teams about the topic and further added some additional information. He did the job of the White Hat, to bring out the raw information.

Next was Pratibha who donned the Red hat, gave her opinion about the problem just from her gut feeling and emotion. She said, "She has very wonderful brothers, extremely loving dad and loyal male friends so she doesn't mind to have a Men's Day".

Then it was the turn of Yellow Hat, role played by Sridhar Darba. He agreed with the topic and said, "There should be Men's Day to respect all the men out there and that would increase the morale among men."

Arnab Bose donned the Black Hat. He disagreed with the topic. He said, "Men are already fortunate enough. The society is already male dominating and that men enjoy many privileges than women. So there is no need of a Men's Day."

Now it was the Green Hat turn, the one and only Mr. Kannada. He is the creative guy. He said, "Men should get an intentional holiday and a moment to enjoy."

At the end I, Sayantan the blue hat, took all the results and concluded the process.

Thus "Six Thinking Hats" helped us to look at problem from different perspectives, but one at a time, to avoid confusion from too many angles crowding our thinking. It forced us to move outside our habitual thinking style and also allowed us to get a more rounded view of the situation.



## Business Analytics Sessions By Mr. Ashwin Shastry



“Knowledge is divine” – Knowledge can be acquired from anywhere and anytime from anyone irrespective of gender, age, socio-economic status etc. This process continues from ‘placenta to pyre’.

Books have been the source of knowledge from ages. With the changing world and increasing quest for knowledge modernised the traditional knowledge sources to a completely new form. From the era of using “tad-PATRAS” we came to the era of computers finding ways to store the data in a secured way as well as in a way where- in we can retrieve the required data without any data loss. Knowledge is endless and data born out of it is tremendous and cannot be bounded in man-made storage devices completely. The more we try to capture it we realise that we are running short of something. Invention of floppy disk to store few bytes of data to the concept of cloud to store enormous data is the live example to show how rigorously we care trying to capture the endless data. In this very process the term BIG DATA has been coined.

“Big Data” -The term has been in use since the 1990s, with some giving credit to John Mashey for coining or at least making it popular. Big data usually includes data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process data within a tolerable elapsed time. Big data “size” is a constantly moving target, as of 2012 ranging from a few dozen terabytes to many petabytes of data. Big data requires a set of techniques and technologies with new forms of integration to reveal insights from datasets that are diverse, complex, and of a massive scale.

Generating tools to capture the vast data and analysing the data for business use has become the essential feature of business. In today’s world where competition is at its peak in every field of job there is a great need to create new fields. This would not only ease the congestion but also solve the problems of those who think that there are limited options to prosper in the career.

ISBR continuously tries to create awareness amongst students about various job opportunities in different sectors and encourage them to drive towards their goals in a convenient manner. Eminent speakers from the industries interact with the students regularly and enlighten them with the inputs of knowledge. Students, in-return incorporate changes in themselves and pave a way towards their golden career. One such programme to guide the





students has been undertaken by ISBR in the form of “Data Analytics sessions.” by- Ashwin Shastry.

Mr Ashwin Shastry is the co-founder of “Uplift-Human” and is a Serial Entrepreneur. He is the founder of Blue Ind Consulting services as well as partner in sales and marketing at “Doodle Interiors. He also had worked at Volvo India Pvt Ltd. He is a dynamic personality and has a good command over the on- going trends of data analytics. He is a person with a pleasant smile on his face and could easily connect with the students and quench their queries in the field of data analytics and big data.

His sessions are generally- interactive, students do research prior to his session and shoot the questions in effective manner which in-turn – addressed by him in a productive way.

These sessions are scheduled from February 22nd to April 18th on regular basis. First few sessions were focused on theoretical aspects of Big Data, its importance, types, its usage, followed by job opportunities in the field of data analytics, skill sets required , scope of big data and data analytics in future etc.

Current session held on 15th March covered mostly on perspective aspects of business, influencers of business, how to set coordination between technical and managerial departments for optimum results, logical and analytical ability etc. Few case studies like that of VW and Kingfishers were discussed to clarify these concepts in a realistic manner. Mr. Shastry says “Gaining theory is base to explore the practicality of life. Once done with theory one must know the right place to apply to make the learning effective.”

Future sessions would be focusing on practical aspects where in students are going to be exposed to dummy business environment and are going to work on real data. This would give a clear picture on how data is processed and would also help them to experience the corporate environment at the campus.

Being students of ISBR they are more intellectual and enthusiastic to know how it works and are eagerly waiting to untangle the cobwebs. These sessions had a great impact on the students. Previously, they were confused whether to make a career in the field of data analytics or not. Mr. Ashwin not only clarified their doubts but also took the session from root level in such a simple way that it proved as an eye-opener for those who were-completely unaware about the spectrum of opportunities in this field.

This is a great initiative by ISBR and is an optimum way to sow the seed of awareness amongst the young aspiring brains.

ISBR heart fully thank Mr. Ashwin for being a part and hope that future sessions would make the students more exposed and bring them closer to the “Real World” through “Real Learning” .

## Guest Lecture by Mr. Chandrasekar Marur

ISBR Business School believes that the success of students lie in the way they are groomed and made Industry-ready. Further, second semester forms the base for the choice of a particular specialization. In continuation to this, ISBR welcomed Mr. Chandrasekar Marur on 10th February 2017 for a guest lecture on ‘YOU- The Brand’.

Mr. Marur has 30+ years of experience in grass root sales & distribution – expertise in consumer promotions, logistics, distribution, brand management & BTL activities. He loves teaching students through live case study rather than being confined to the four boundaries of the Book. Currently, he serves as the Director in MUSpace India Private Limited.



Guest Lecture by Mr. Chandrashekhar

He conducted a lecture on 'YOU- The Brand' as an Ice-Breaking Session for PGDM 2ndsemester (2016-18 Batch). The objective behind this was to break the fresher's thought process. He made all the students realize the Importance of an Individual and the various requisites to become a successful person. He laid emphasis on having the right attitude in facing job Interviews through an Interactive session.

Takeaway: Students learnt the Importance of having the right attitude in the company. As aspiring future managers, students gained the first-hand knowledge about the toughness of Job Interviews and the various means to crack the Interviews.

This was followed by a quick Question-Answer Session by which students interacted with him to fill their inquisitive mind with thought-provoking ideas.

## SELF BRANDING WORKSHOP by Mr. Ajeesh Venugopal



Guest Lecture on Self Branding by Mr. Ajeesh Venugopal



On 21 st February 2017, ISBR conducted a session on Self Branding. The session was taken by the esteemed guest Mr. Ajeesh Venugopalan.

Ajeesh Venugopalan is the Head of Marketing in Wipro Limited. He has rich experience in customer engagements, Services and Digital Marketing. He is a trained campaign management specialist from US and a transition expert having transitioned marketing teams from US to India on multiple occasions to bring in optimized marketing solutions for the organization.

In his session, Mr. Ajeesh took the students through various avenues of the concept of self branding and familiarised them with the crux of it. This concept is crucial considering the stiff competition we as budding managers are going to face in the outside world, it is important to know what self branding actually means. The session was about how you as an individual need to develop yourself so you can be unique and which sets you apart from others. He further mentioned, " It's about building your USP and how you can sell yourself and tell the world that you are better than others. Because of the cutthroat competition in the market world, you need to be different, innovative, and think off the track to survive and make ourselves competent. Building a Brand of yourself- is to create a unique identity of yourself that sets you apart in the industry."

The session was very fruitful, informative and enjoyable at the same time because we explored ourselves and gained insights about our personality and where we stand. He told us to identify ourselves- our strengths, weaknesses, how do we present ourselves in a single tagline that would impress the other person. It was a self –exploration that made us realize who we are and what we can do to be the best among everyone. The most important lesson we learned is that believe in yourself and that you are the best brand available. Some very valuable inputs we gained from the session were-

- Believe that you are unique
- Identify your strengths, and use it to your advantage.
- The significance of having a healthy personality.
- Thinking out of the box and to be bold and innovative.

Over all it was a great learning experience for all of us to work towards building our own

## Guest Lecture by Mr.Pruthvi Nanjappa





There was a guest lecture organized by ISBR for its MBA and PGDM first year students on the 22nd of October 2016, delivered by Mr.Pruthvi Nanjappa.

Mr.Pruthvi Nanjappa, currently the Vice President – Human Resources – India & North America, Ness Technologies, is a very dynamic, open-minded and interactive professional with whom the students felt an instant connect. A 1998 pass-out of XIME-Bangalore with Finance as specialization, he chose to pursue a career in Human Resource and he made it huge there. With a work experience of over 2 decades with giants of the industry like Novell Technologies, ANZ Operations and Technologies India Pvt. Ltd., Intel and Microsoft, he has a vast ocean of knowledge essential for the students aspiring to work with similar companies.

The session begun by the welcoming of Mr.Pruthvi Nanjappa by Dr.Karpagam T. , the acting Dean Academics of ISBR and a short welcome speech by her.

His lecture laid emphasis on simplicity of expressing oneself in the market. He quoted examples from the industry where “people’s perception” can help a company either grow or slow down. The best example given by him was that of Patanjali, the brand that is endorsed by Baba Ramdev. He explained how the brand controlled the reins of the market by endorsing the products through an icon like Baba Ramdev, a very handy name in most of the Indian houses today and how it is sending jitters down the spine of big players like Hindustan Unilever and Procter and Gamble Co.

He also gave an insight of his own personal career where he was not perceived well in the beginning years because he switched his field but how eventually he was successful in changing the perception of those sceptical people and proving his mettle. Persistence is the key to success and of course a strong sense of self-belief. His lecture was quite magnetic because of the subtle wit he had in his presentation style. He chose live examples from among the students and guided them how they can use their skills and personality to get that extra edge in their career.

Finally, the stage was set open for the Q&A round where the students came up with a few extremely critical and also exciting questions which were answered brilliantly by Mr.Pruthvi. He explained so patiently that most of the students found their solutions without even asking their questions.

Overall the lecture proved to be quite fruitful for the students and the takeaway for them was magnanimous.

## PANEL DISCUSSIONS

Panel Discussion on ‘General Awareness on Specialisation’

This is the age where students face the challenge of answering their own questions, with respect to the right selection of the core domain and specialisation. In order to eliminate this confusion, ISBR organised a panel discussion on 28th February 2017 on “General Awareness on Specialisation”. The eminent panel included Mr Fasih Abbas , Senior Manager, Flipkart, Mrs Hemalatha, Financial controller, Fidelity, Ms Anviti Sangwan, HR Director- Adecco, Mr Anupam Behera, an Entrepreneur and Mr Rohit Biddappa, Senior Manager in Nvidia.

Program started with an introduction of each panelist followed by the expression of thoughts on the subject by each panelist for 10 minutes each. It was an interactive session and lights were thrown by the panelist on different aspects of specializations.

It was a pleasure having Mr. Fasih Abbas, Senior Manager, CX Service Delivery, Flipkart Internet Private Limited as one of the panelist. He is heading the Customer Service for Flipkart’s Payment Company, PhonePe. He has an experience of setting up critical business units from the scratch and then scaling it up to the optimum level as per the requirements. He has successfully worked on creating models to maximize capacity, increasing efficiency through process engineering and tech changes, thereby reducing costs. Having an overall experience of over 15 years managing business, people and growing them exponentially, he has been successful in managing some critical roles on both pre-sales & post-sales support sides.

With his vast experience in Customer Services and Retail Supply Chain Management, he explained the various concepts and their futuristic aspects. He cleared the doubts of students who were uncertain with respect to the



future prospects of their in-principle choice. He also asked students to give 100% to add on to their skill set, focus on the subject and use technology optimally.

“We might change and may not be the same as per our specialization as these days software are used to figure out how best sample can be selected,” said Mrs Hemalatha. Financial Controller, Fidelity. With her knowledge in financial aspects, she helped in creating a path of clear vision for students who would be interested in specializing in Finance. The various futuristic prospects of taking finance as a career were discussed.

According to Mr Rohit Biddappa, after MBA, first 4 to 5 years students need to decide their interest, which will decide their next 20 years. In a nutshell he meant that we should never stop learning as it will help throughout our career because if we stop learning then we cease being employable.

Ms. Anviti Sangwan, HR Director, Adecco India, emphasized on English communication and various future prospects of an HR were reflected to students which opened up their thoughts of choosing HR as their specialization. She pointed that skill mismatch is a big problem so we should know our skill set and be different in market. She asked students to start assessing the market to know what kind of organizations they want to get through because it is not always about brand but experience does also matters.

Mr. Anupam Beheram – Lean Six Sigma Black Belt, Rang De, is involved in identifying and executing various cross-functional projects, targeted at improving Rang De’s current process and reducing process deviations. He provided inputs on various entrepreneurial skills required by an individual to become an entrepreneur. He acted as a live example for students, through which students could inculcate the various risk-taking and risk-managing abilities in the future.

Mr. Rohit Biddappa, Senior Manager, Nvidia is a seasoned Marketing professional with 20 years of experience in enterprise/B2B technology, marketing, advertising, PR, business management, social/digital marketing & brand building and entrepreneurship. He spoke about the real-world marketing trends and various contemporary opportunities faced by the marketers.

The session ended with a Question & Answer session by the students. The discussion went on for 2 hours which spread a great deal of information.

## Panel Discussion on “ Cashless Campus” moderated by Mr. Manish, MD ISBR

### ‘ಡಿಜಿಟಲ್ ಕ್ಯಾಂಪಸ್ ಅನಿವಾರ್ಯ’

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಬೆಂಗಳೂರು: ‘ಡಿಜಿಟಲ್ ಕ್ಯಾಂಪಸ್’ ಮಾಡುವುದು ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳಿಗೆ ಈಗ ಅನಿವಾರ್ಯವೂ ಬೇಡು, ಅಗತ್ಯವೂ ಬೇಡು. ಇದನ್ನು ಸಾಧ್ಯ ಸೇರಿ ಬಹುತೇಕ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳು ಸಂವೃತವಾಗಿ ಬಿಡುಗಡೆ ಮಾಡಿ ಕ್ಯಾಂಪಸ್ ನಿರ್ಮಿಸಲು ಅಣಕುಗಳೇ ಸಾರ್ವಜನಿಕವಾಗಿದೆ ಎಂದು

ಬೆಂಗಳೂರಿನ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಯ ಪ್ರತಿ ಕೆ. ಪ್ರದೀಪ್ ಹೇಳಿದರು.

‘ಇಂಡಿಯನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಸ್ಟಡೀಸ್, ಮೈಸೂರಿನಲ್ಲಿ ಕೆ.ಪ್ರದೀಪ್, ಇವರಿಗೆ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳಿಗೆ ಸಾರ್ವಜನಿಕವಾಗಿ ಬಿಡುಗಡೆ ಮಾಡುವುದು ಸಾಮಾನ್ಯವಾಗಿ ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು. ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು.

‘ಇಂಡಿಯನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಸ್ಟಡೀಸ್ ಕರ್ನಾಟಕ ವಿಭಾಗದ ಡೀನ್ ಪ್ರದೀಪ್ ಹೇಳಿದರು. ‘ಎಲ್ಲಾ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮೂಲಕ ಪಾವತಿಯನ್ನು ಮಾಡುವುದು, ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು. ‘ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಸ್ಟಡೀಸ್ ಕರ್ನಾಟಕ ವಿಭಾಗದ ಡೀನ್ ಪ್ರದೀಪ್ ಹೇಳಿದರು. ‘ಎಲ್ಲಾ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮೂಲಕ ಪಾವತಿಯನ್ನು ಮಾಡುವುದು, ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು.

ಇದು ಉದಾಹರಣೆಗೆ ಅನ್ವಯಿಸುತ್ತದೆ ಎಂದು ಹೇಳಿದರು.



ಮತ್ತು ಬೆಂಗಳೂರು ವಿಭಾಗ ಡೀನ್ ಪ್ರದೀಪ್ ಹೇಳಿದರು. ‘ಎಲ್ಲಾ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮೂಲಕ ಪಾವತಿಯನ್ನು ಮಾಡುವುದು, ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು.

ಬೆಂಗಳೂರಿನ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಯ ಪ್ರತಿ ಕೆ. ಪ್ರದೀಪ್ ಹೇಳಿದರು. ‘ಇಂಡಿಯನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಸ್ಟಡೀಸ್ ಕರ್ನಾಟಕ ವಿಭಾಗದ ಡೀನ್ ಪ್ರದೀಪ್ ಹೇಳಿದರು. ‘ಎಲ್ಲಾ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮೂಲಕ ಪಾವತಿಯನ್ನು ಮಾಡುವುದು, ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು.

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ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು. ‘ಇಂಡಿಯನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಸ್ಟಡೀಸ್ ಕರ್ನಾಟಕ ವಿಭಾಗದ ಡೀನ್ ಪ್ರದೀಪ್ ಹೇಳಿದರು. ‘ಎಲ್ಲಾ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮೂಲಕ ಪಾವತಿಯನ್ನು ಮಾಡುವುದು, ಕೆಲವು ವರ್ಷಗಳಿಂದಾಗಿದೆ ಎಂದು ಹೇಳಿದರು.



Mr. Manish Kothari, MD ISBR and Dr. C Manohar, Dean ISBR moderated the panel discussion on “Be Future Ready – Transform into a Cashless Campus” by Microsoft in association with AIMS held at Hotel Ritz Carlton, Bangalore. The event saw many dignitaries such as Mr. Sunil, Director Microsoft, Roshini Kumar CEO- Efee, Mr. Jay Raj, Trustee- BMS Education Institution and Mr. Shiv Kumar, Chairman- ASSOCHAM.

Dr. C Manohar, Dean ISBR urged that all payments cannot be made through card. Sometimes cash payment is also required. He further added, “Instead of saying cashless, you say less cash. People are getting accustomed to cashless payment. In fact, education institutes are also making their campuses cashless.”

To provide the solutions for cashless transactions, Mr. Roshini Kumar, CEO Efee discussed that once the institutions become cashless, it becomes headache for parents to make payments. POS (Point of Sale) equipments are not available so some of the schools are not able to accept debit / credit card. To ease this situation, parents can make payment using Efee online. The due date of next payment is also informed so as to make future payments in time. Director Microsoft, Mr Sunil spoke about the program developed by the Microsoft to make the educational institutions cashless from nursery to PUC.

The discussion concluded that campuses should go digital and the Institutions should encourage cashless payments to sustain and promote digital campus. The event was covered by the leading Kannada daily Prajavani. Click here to read more <https://goo.gl/I30EB5>

## TALENT CONNECT

### TALENT CONNECT ( OCT- NOV 2016) – A Placement drive by ISBR



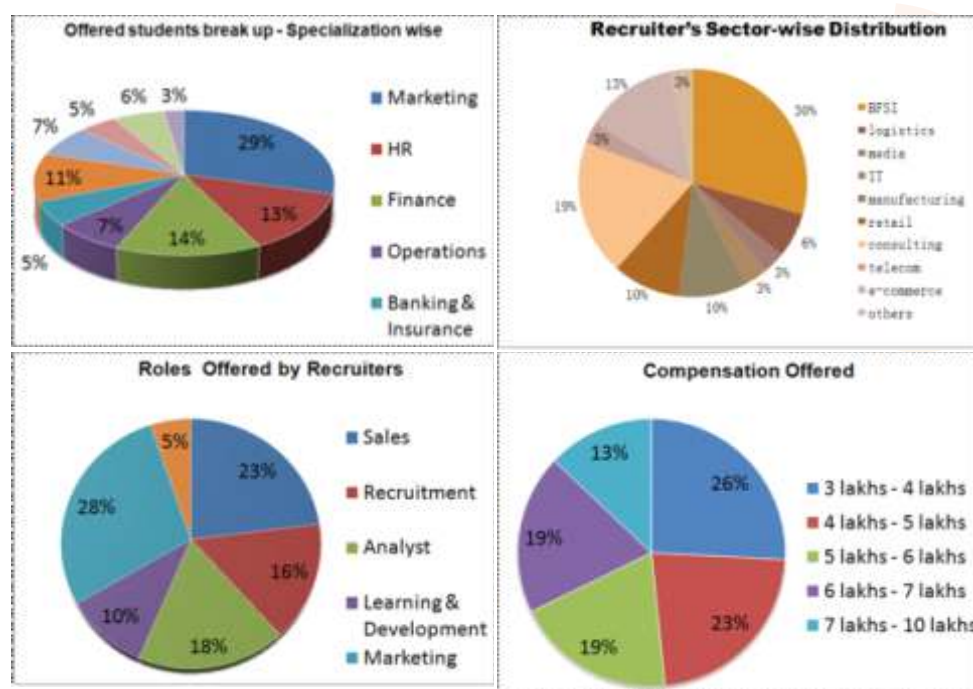
Talent connect is an initiative of ISBR B School to provide an opportunity to recruiters to pick the right talent thereby enable the best talent to shine. Apart from classroom sessions, we provide extensive corporate exposure to our students through a number of unique and innovative corporate connect programs. ISBR has a demonstrated track record of impressive placement in top notch companies in diverse sectors and functions.

“Industry academia interaction is critical to ensure right skills are made available to industry for a healthy growth. Talent connect by ISBR is one such initiative which is intended to nect talent and Industry on a common platform. This will certainly help educational institutes to understand the requirements of specific Industry and groom them accordingly. I am sure all the companies and institutes in electronics city will make use of this opportunity and benefit from it. All the best for the initiative.” -Rama N .S. Chief Executive Officer – Electronics City Industries Association (ELCIA)



## Talent Connect (Oct- Nov 2016):

- ISBR initiated its first phase of Campus Placements from 21st Oct 2016.
- Top Recruiters like Morgan Stanley, Zelo, Peeto.in, Kurl-On, Morgan Stanley, Yodlee Infotech, Decathlon, CBS Ventures, Ninjacart, Airtel, Myntra, Niyo Solutions, Zopper, Berger Paints, Time Inc, Birla Sunlife, Envision, Multifonds, Café Coffee Day, 3M, Kirloskar Electric, Browne & Mohan, HFFC and many more participated in the campus placement process.
- Out of the first batch of 102 students, 45% of students are already hired by the first set of recruiters visited during Oct- Nov 2016, whereas the rest of the students are still under the recruitment process.
- Total number of recruiters participated in campus drive are 31, out of which 24 recruiters have completed the hiring process.
- Out of the first batch of 102 students, 45% of students are already hired by the first set of recruiters visited during Oct- Nov 2016, whereas the rest of the students are still under the recruitment process.
- Total number of recruiters participated in campus drive are 31, out of which 24 recruiters have completed the hiring process.



What current recruiters say about their experience hiring students at ISBR...

"ISBR students are quite competitive and have an edge to differentiate with others"

- Venesa, HR- Morgan Stanley

"ISBR is one of the best college where it provides lots of practical exposure to their students."

- Kirloskar Electronic Company Ltd

"A very well organised event. The reputation of freshers was confident and it will go a long way to motivate them to do even better."

- Cafe Coffee Day

Also the current batch students share their campus recruitment experience:

"Amidst the regular classes for the semesters, there have been exposures for oration, extempore presentations, which have moulded us to a great extent and have given us self confidence. The cordial relationship among the peers and with seniors has also played a significant role in the transformation. It was an overwhelming experience, to be honest; I was in a state of a trance for quite some days when I got selected in Morgan Stanley, the US Multinational in Financial Services."

- Mr Soham Chakraborty, placed in Morgan Stanley

"ISBR is one of those colleges which has got very refreshing environment for the students. The faculty is always



ready to help with their experience in their respective subjects. Lastly ISBR placement team has always guided the students to choose the right company and under their guidance I got selected for Decathlon for which I entirely thanks the placement team and the whole ISBR group.”

– Mr Bhaskar, started working at Decathlon

## Recruiters who visited the campus during Talent Connect 1 and 2 for placements:



## • INTERNATIONAL STUDY TRIP- SUCCESS OF GLOBAL PGDM PROGRAM

MBA International Study Tour – The End of a Beginning, experience shared by Sharon Angel





There is no greater joy than a College trip packed with fun, activities and a whole lot of learning. ISBR Students under MBA/ PGDM with International Tour Program were filled with excitement and pride as they entered the Bangalore Airport. We are known for our diverse backgrounds which was quite evident in the flight to Kuala Lumpur. There were the 'Cool Dudes with shades', 'Quiet and Decent ones', 'Fashionistas', 'Selfie Kings and Queens' and of course the list goes on. All in all, one thing was common; they were all set to learn. Learn how different the two countries- Singapore and Malaysia are from theirs, learn about the Cultural Diversity, the people, the environment and the aspects related to it.

Singapore has been called a playground for the rich and it's true that the small city-state does have a certain sheen of wealth. Singapore's organized structure, top notch planning, excellent transportation system and beguiling landscapes left the students in awe. Though tired physically, they could not cease the traveller in them to explore the streets of Singapore. You think it is impossible to cover an entire country in three days? Well, ask our students. In a short span they tried covering the 'Lion City'; and not a thing they missed (Not to mention, MRT came in handy for most of them). Marina Bay, Chinatown, Clarke Quay, Orchard Road and Raffles Hotel were a charmer. While LTA (Land Transport Authority) Singapore was a complete eye opener at how efficiently the country has planned and regulated traffic; Newater Centre gave them chills when they learnt that the water they are drinking might just have been sewage (Rest assured, the water is ultra clean & safe and has passed more than 150000 scientific tests). The highlight of Singapore was undoubtedly Sentosa Island where the students got to relish in the bounty of beaches and trying out a variety of Asian food ranging from Korean Street food, Thai and Japanese and the other half was busy clicking snapshots of Universal Studios, S.E.A Aquarium and Wings of Time.

Honestly, there were traces of sadness as students were leaving for Malaysia but thanks to the well planned Malaysian trip by the faculties and the tour guides, there was not a day the students did not enjoy. University Putrajaya, Putrajaya War Museum, King's Palace Putrajaya and Prime Minister Residence in Putrajaya might seem like boring places but be prepared to be proven wrong when you are with a bunch of hyper active friends, friendly faculties and lovely tour guides. Even the Industry tours were refreshing with like-minded people. The usually quiet Palm Oil Factory and Pewter Factory were experiencing mild laughter and glistening smiles of the ISBR Students. Their fantasies of Charlie and the Chocolate factory fanned the flames when Mr Abbas Ali and Dr.Ratna Sinha took them to 'The Chocolate Boutique' to shop for some of the exquisite chocolates in the world. The next day was an



adventure to Genting Highlands which included Cable Car Rides, shopping at high end shopping malls and diverse ethnic quarters. Heavy lunch at a fine dine restaurant in Genting was undoubtedly a cherry on top. Petronas Twin Towers could not be missed when one is travelling to Malaysia. Once the tallest building in the world and now the tallest twin sky scrapers; the Towers beamed with glory in the land of the 'Jewel of Kedah'.

As the students reached back to Bangalore Airport, their thoughts were heavier than the overly loaded bags and their experience was sweeter than the chocolates they bought. What was initially thought of as an 8 day International Tour became a lifetime of memories and learning for the students. It was probably the end of a beginning.

## International Student Exchange Program at France – by Mr. SHARAN R



- I started my journey at ISBR on 2015. I developed tremendous expectation about the international exchange (Erasmus) program. I travelled to GROUPE ESC TROYES, FRANCE for my third semester. The 5 months I spent over there was some of the most memorable days. The experience was unparalleled. I was part of Erasmus program among 200 other students who were from around 120 countries around the world. Germans, Spanish, Italians, Arabs, Polish, Russians and many more were part of the diversified crowd. The welcoming that Erasmus students received at the university was unexpected. Parties and programs were organized every day to make the new crowd get used to the new environment. From day one we were provided access to the college intranet through which all the details about the course, career, exams and much more were easily available. I had classes 2 – 3 days a week, starting from morning 8am till 7pm. Such long hours of sessions was little tiring but they have all sorts of recreation activities inside the campus to keep the students energetic till the end of the day. The ambience inside the campus generates lots of positive vibes. You can see students serving in the café, playing pool, table tennis, foosball, lying in bean bags and listening to music. Since the course was 2 days a week, the rest of the week was treated as a holiday. The best thing to do when you are an Erasmus in Europe is travel. I am happy that I have visited over 9 countries and 22 cities in a span of 5 months. Travelling around Europe is quite easy. The transport system is well connected to every nook and corner of the city. FLIXBUS, OUIBUS, BLA BLA CAR, AIRBNB, these apps will come in handy for any traveller who looks to make the most out of Europe. The cost of living in France is high



compared to India. Any accommodation ranging between 280-330euros per month would be a better choice. Restaurants are very expensive. Kebab shops, Pizzeria, Boulangerie are the most common places for eating food at a low price. It's better to learn cooking. It can cut a lot of expenditure. Supermarkets like Carrefour, ALDI, LIDL, casino, ELeclerc are available where food can be purchased in a less price. A frozen pizza might cost around 60 cents to 1.30 euros. Winter started at France at the end of September. The temperature fell down drastically from 20 to 14degree Celsius in a day. As the month progress the severity of winter increases. The least temperature I experienced there was about -9degree Celsius. Long nights and short days makes people more lazy but irrespective of that we can see students attending the class exactly at 8am. Troyes is 180kms away from Paris, the city of love. Paris can be a weekend destination or even a retreat. If you are a football fan like me, Europe gives you much more joy. Ligue 1, La Liga, champions league match tickets are available throughout the year. I was lucky enough to watch 2 football matches in Parc Des Princes, in Paris and Camp Nou, in Barcelona. The memories are priceless. I was blessed with an opportunity to see The POPE on Christmas giving speech at Vatican City. Police verification and checking are vigorous across all boundaries, so carrying passport with valid visa is mandatory. Brussels, Amsterdam, Prague, Munich, Geneva, Rome, Barcelona, Nice, Paris, Budapest are some of the must visit places in Europe. Travelling teaches a lot. The exposure that an Erasmus student obtains is quite huge than you expect. Knowing and building good contacts with people from different parts of the world is an asset. You have a platform to learn multiple languages, cultures, behaviours and lifestyles. Getting an internship or part time job is easy if you can speak French fluently, else it's difficult. It would take few days to adapt to the new culture. The culture shock experienced will be different to different people. It depends on how likely are you willing to adapt to European culture.

- The 5 months I spent as an Erasmus has taught a lot of valuable lessons. I would recommend every student to take up this program since it is a golden opportunity to study and travel in Europe. I am positive that it will benefit me greatly in the years to come.

## Going Global with One Semester Study in FRANCE..!! – Experience shared by Ms. Pallavi Gupte





One Semester in France

## ONE SEMESTER IN FRANCE

I had taken up the PGDM One Semester Abroad program from ISBR to study in France. The semester began on 1st September, 2016 and ended on 31st January, 2017.

It was the morning of 25th August, 2016 when I landed in The Charles De Gaulle Airport at Paris. As opposed to my expectations the weather was pretty humid and all the jackets and sweaters I had worn seemed like wearing a fireball. I, along with 3 other classmates decided to explore the city of love before we went to our final destination, which led us to a small apartment (pre-booked by Airbnb) in the most happening streets of Notredame, Paris. The first day we slept through for 16 hours and visited the city one day after our arrival. We were amazed at the beauty of the museums, monuments, huge buildings and the breath-taking night view of The Eiffel Tower. This beautiful structure stood twinkling in front of me, making my heart pound in my chest. What a sight!

- Talking about how amazing the touristic views in Paris were, I had completely forgotten to mention how I did



not get food for 3 days being a vegetarian and being an Indian vegetarian did not help at all. Post 3 days we managed to find a falafel shop that served vegetarian kebabs wrapped in a roti with different sauces and salads. Luckily we had carried enough Indian spices to cook ourselves food for the next 5 months. We also further went on to discover an Indian Street at La Chappelle in Paris providing us Indian cuisine and spices for survival as French food usually consists of Salads and semi – cooked meat that does not appeal to a tongue that has been dipped in wonderful flavors all its life. To point out a few drawbacks of that – The rice is extremely sticky and thick, the choice of vegetables is limited to Brinjals, Cabbage and Cauliflower, the tomatoes and potatoes are sweet, the onions are small and white, the milk is heavy, so on and so forth.

- Coming back to the day we arrived at Troyes, France to start our educational journey, we had a French student (Erasmus Buddy) to come pick us up from the train station and drop us off to our respective apartments we had registered on the college website. He helped us go through all the bits and pieces of the city before he left us to ourselves.

- Next day we began our journey at Groupe ESC Troyes. We met our fellow international students that were a mix of Spanish, Mexicans, Germans, Moroccans, Russians, Turkish, French, etc. They were all a nice energetic bunch of students, many of whom became good friends with us a few weeks later. I had a Turkish roommate with me in my 2bhk fully furnished flat, she was short and sweet, less interactive and a hygiene freak. Living with her pushed me out of my comfort zone to make her feel homely as that's how we have been brought up back at home. It was a new experience and a good one! We had a pleasant time together.

- The teaching style was similar to the one in India but syllabus was a lot easier and the exam consisted only of case studies, multiple choice questions and presentations which made it a cake walk for us to crack. Nothing ever came out of portion. Subjects we had taken – International Marketing, Product Manager Functions, Brand and Community Management, Luxury Product Marketing, Luxury Tourism and Sales Management. In every class we felt a lot ahead of the rest and lectures were conducted only twice a week giving us the whole week free to explore different countries in Europe.

- We started off with visiting the beautiful cities of Nice and Cannes along the south of France indulging ourselves in some sun and sand. Further, we visited Amsterdam, the city that literally lights up at night giving you so much to do. Then came, Belgium with its lustful chocolates and historic figures. Italy made me go on a shopping spree, having a huge variety of brands in scenic places. Germany seemed technical and boring but Prague was heart touchingly gorgeous and had the nicest people ever. Budapest is a dream especially for Indians as 1 rupee equals to 4 HUF, giving us more spending power in Hungary that had warm spring baths in the cold weather. Every place we visited had beautiful scenery but yet none of it felt like it could beat the wonders of India.

- Post December the climate had gone down to -7 and we were curled up against our heaters at home unable to cope with the weather. We also had the pleasure to experience snowfall and it was wonderful experience in itself.

- All in all it was a different experience; the culture shock gave us something new to learn and broadened our network internationally, giving us brighter future opportunities and a lifetime of amazing memories.

– Ms. Pallavi Gupte



## NUOVO INIZIO- FAREWELL PARTY 2016





They say, "Goodbyes are not forever. Goodbyes are not the end. They simply mean, "I'll miss you" until we meet us again. ISBR bid farewell to MBA and PGDM batch of 2015-17.

The rain did not dampen the spirit of enthusiastic students who performed on various bollywood and hollywood beats. The atmosphere at the Amphitheatre was unique on its own. A photo studio was created for seniors to click photographs with unique frames and styles. This was followed by DJ Sasha who compelled the crowd to groove on the move!

This was followed by sumptuous dinner. The event concluded with the declaration of Mr. Popular, Ms. Popular, Miss Naughty- Anchal, Miss Make up- Prerana, Mr. Silent- Sumit, Mr. Romantic- Rahul Singh Rajput,

## ABHI-NANDANA – 2016

## ABHINANDANA 2K17- Celebrating success of Women Achiever



Abhinandana 2017 @ ISBR

"SHRAMEV JAYATE"- hard work always triumphs. ISBR business school, a leading B-school in electronic city is a pioneer of innovation and encouragement to talents. It believes women as basic unit of the society, women builds family, family builds home and home builds the society. Women are the best ones and are iconized by their selfless service. A woman has always kept the esteem of the family and society as homemaker, as an entrepreneur, as a social worker, as leading industrialist, as a talented artist and sportsperson and what not. It should be a pleasure to have women at home not a curse. Recognizing women for their hard-earned work should not be confined to single day. It should be done throughout. This is the main reason why ISBR has been organizing ABHI-NANDANA since seven years and chosen "MAY DAY" as the perfect day to recognize and honor the spine of the society.

ABHINANDANA 2K17 aims the same and It is our pride and honor to have distinguished personalities such as Sri R

Roshan Baig (Hon'ble Minister for Urban Development & Haj, Govt. of Karnataka), Smt G. Padmavathi (Deputy Mayor of Bengaluru Mahanagara Palike) & Sri M C Dinesh (President Federation of Karnataka Chambers of



Commerce & Industry) gracing “ABHI-NANDNA 2017” with their kind presence. This event celebrates and honours the accomplishments and contributions of women in world-wide community development. Women, who have excelled and displayed a strong mettle and capability to perform well in any field of endeavour, This ceremony underscores the paramount role played by women in society while appreciating their attitudes, initiatives, will-power and perseverance.



“ABHI-NANDNA” 2k17 was organised on Monday, 1st May’2017 at 11:30 am at ISBR, Bangalore in collaboration with ELCIA, Book Paradise Chambers Academy & Public Relations Council of India. This day witnessed applauded and celebrated professional and personal achievements of not only women who have succeeded in their communities but also women who are taking positive steps. These women inspired and acted as positive role models by sharing their experiences with others who are disadvantaged and are facing barriers to taking steps towards achieving their full potential.

There were five categories of awards namely, Mahila Sabaleekarana Prashasti (institutional award for empowerment of women), Women Of Distinction Award, Shrama Saadhana-The Shining Stars (for achieving success through professional excellence), Shramaramba-The Rising Stars (for achieving success through self-reliance), Araluva Pratibhe-Catch Them Young. Apart from these awards the role of honours for the best women employees was awarded where in companies in and around Bangalore recognised and nominated the best women employees who contributed a lot in the growth of the company.

Canara Bank, Banshankari bank, WISE (women in small enterprises) Mysore supported a lot and representatives of these institutes were nominated for Mahila Sabaleekarana Prashasti.





## WOMEN OF DISTINCTION Award

Smt G. Padmavathi, Mayor of Bangalore  
Dr.Arathi Krishna, Vice Chairperson, Karnataka NRI Forum  
Dr.Vasanthi Srinivasan , IIM Bangalore  
Smt. Uzma Irfan, Entrepreneur, Falcon Group  
Dr. T. K Anuradha, Scientist, ISRO  
Kum. Anushree , Actress and Anchor  
Smt. Kauser Nissar, Trustee, AHMET  
Smt. Tapati Ghose, Deloitte  
SHRAMA SAADHANA Shining Star Award

## CONVOCATION 2016

ISBR Convocation 2017





The International School of Business Research (ISBR) held its convocation on 1st July 2017 at its Electronics City campus. The management institute which was set up under the aegis of the 27-year-old Bangalore Education Trust conferred degrees to 235 MBA and PGDM graduates from the batch of 2014-16.

Mr. D.H Shankara Murthy, Chairman of the Karnataka Legislative Council who was the chief guest of the convocation in his commencement address to the students said “As the Minister for Higher Education I got to be a part of many convocations but this one is special for both you and me as India is changing today. This is a historic day wherein the Goods and Service Tax (GST) which is set to change the country will come into effect. India is being recognized as a leader in many things.”



Speaking about how India is gaining worldwide recognition, Mr. D.H Shankara Murthy said “India is being recognized as a leader in many fields. Yoga is one of them. The whole world celebrated world Yoga day which only shows how India is gaining recognition”

Urging the students to dream and fulfill their dreams Mr. D.H Shankara Murthy recalled an incident during a convocation ceremony he attended with Hon'ble Ex-President Dr. APJ Abdul Kalam wherein Dr. Kalam asked a young gold medalist if she ever had dreams and when the girl didn't respond he prodded her further by asking her loudly if she had dreams the girl replied with a 'yes'. Dr. Kalam said everyone needs to dream and a common dream was to see India as a developed nation by 2020. Citing this incident, Mr. D.H Shankara Murthy urged the students to dream and try to make those dreams come true.



Mr. R Shivakumar, President ASSOCHAM, Karnataka, in his address said "It is a precious day for both you students and the nation. The one nation one tax principle of the GST is a step forward for India. You have reached here because of the support of your teaching staff. Congrats to you all."

Award of Eminence was conferred on Dr. Deshpande V Rajkumar, Neurosurgeon, Fortis hospital, Bangalore for his contribution in the field of health care. He is one of the top most specialists in neurosurgery, who is globally acknowledged. He has performed thousands of critical surgeries and taught hundreds of Post Graduate students and Research Scholars in Medicine.





Dr. Rajkumar V Deshpande who received the award in his acceptance speech said “I am thankful to ISBR for bestowing upon me this honor. I am privileged to operate upon the brain, which is the most important organ. The ability to think is what separates man from animals. Think well, think good, even ISIS thinks but that’s not thinking in the right direction.”

Speaking about how important it is to try and fail than not trying at all he said “Each time I operate on someone I try. I have failed in saving lives, yet, the next day I have to go do what I have to do. Be willing to try, never stop, each time you fail, get up. Teachers always ask us to succeed but I ask you to fail because trying is important.”

Mr. Manish Kothari, Managing Director, ISBR group of institutions and BET group of colleges, Director of Oxford College, Hubli in his address urged the students to inculcate the habit of giving back to the society. “Learn to appreciate the people around you. Appreciate even the smallest of the small people. It could be your watchman, an office boy or anyone. It will mean a lot to them and the smile you get in return is priceless. Always be ready to serve the society. Spread positivity and goodness wherever you go,” he said.

Dr.C.Manohar, Dean, ISBR who gave the annual report opined that ISBR is where it is today only because of the students and their faith in the institution. Speaking about attaining the Platinum Institute tag Mr. Manohar said “ISBR has attained the Platinum Institute tag under AICTE – CII survey of 2016 which is an achievement as all MBA colleges in the country compete for the tag.”

Mr. Prakash Kothari, Chairman, ISBR group of institutions, Director of Globus builders and Mr. Manish Kothari, Managing Director, ISBR group of institutions and BET group of colleges, Director of Oxford College, Hubli presided over the convocation ceremony.

Also present were, Dr. R.S Ananda Ram, Senior Director, CEO, Dr. Chandra Niranjan, Dean –Academics, Dr. Karpagam, Director- Academics, Mr. Nanaiah Pattada, Head, Industry Relations and Mr. Abbas Ali Uppin, Head, Corporate relations.

### Other events that took place during the convocation:





## Release of 'GEMS' –

'GEMS'- An ISBR dossier which entails success stories of ISBR alumni who have made an impact in their organizations in the last 3-5 years was released during the convocation.



## The launch of Umeed –

A project to donate uniforms to 10,000 needy students from Government schools which is an initiative of RCF trust and ISBR.





## The launch of ISBR centre of Executive Education

The centre is being established to offer executive education programs, corporate training programs and faculty development programs for strengthening the HR development endeavors of Industry and Academia.



## The launch of ISBR Incubation Centre

An initiative of ISBR and its alumni in partnership with industry bodies and law firms to promote entrepreneurship and nurture start ups including advisory services and business support services in the formation of business enterprises, professional firms, legal and regulatory compliance and documentation. Dr. Deshpande V Rajkumar launched the ISBR incubation centre.





ISBR has now become the first business institute in the country to have a fully functional –legal and corporate consultancy incubator in ACUMEN. The incubator has been set up in collaboration with A&S Law Chamber and Consultants- a full service legal and corporate consulting firm based out of Bhubaneswar, Delhi, and Bangalore. A&S shall be the knowledge and implementation partner for ACUMEN. The Incubator was officially launched by Mr. Hemant Ram, Vice President (Legal), Mphasis.

Mr. Manish Kothari, MD of ISBR B-school has expressed his pleasure on the smooth conduct of the events and thanked the students and guests for their participation as well as a contribution in making the events successful. As regards, ACUMEN-he went on to state that the incubator marks the fruition of his long standing belief that for an institute to successfully teach business to its students, it must successfully run a business of its own.

## ANNUAL ALUMINI MEET 2016 & ELECTRA NIGHT ISBR Alumni Meet 2017



1st July 2017 will go down as a significant day in the history of ISBR Business School Bangalore, a business school of international repute, being run under the aegis of the Bangalore Education Trust. The day was marked by the two most important events in the calendar of any institute. The institute held its convocation on this day followed by an Alumni Meet in the evening. The entire day was marked with festivities, celebration, fun, and fervor.

Whilst the convocation was a formal and somber affair, the students got to let their hair down at ELEKTRA NITE 2017, the ensuing Alumni Meet in the evening. The programs were attended not only by the students but also by respected luminaries from healthcare, software, legal and consultancy backgrounds. Students of the institute from across several batches also participated with full vigour and joy.



Few pioneer Alumnus of ISBR Bangalore shared their experiences;

Arunima Salopal: "It was exhilarating to catch up with all my batch mates and reminiscing about good old days. It felt great that all the batchmates are doing so well in life. I thank the organizers of this Alumni Meet-2017, to keep us all integrated and organizing a lovely evening."







Karan Jaiswal: One of the alumni of the first batch says: "I believe the experience of the evening which we all took home back was worth the time we all have spared from our busy schedule. It provided us the opportunity to meet with many of fellow alumnus after a long time as well as an opportunity to meet friends, faculty and other staff members. A decade ago, our college was a small & struggling organization. If we talk about ISBR today; Its alumni have been widely-spread across the globe and shining for their contribution in their respective areas of management functions."

The Alumni forum also decided to participate in a marathon named a UMEED Run 2017, run for a social cause i.e. to provide school uniforms to under privileged students from marginalized communities.



Moreover, the day also witnessed the official launch of an Incubator Centre named ACUMEN, an initiative conceptualized by ISBR alumnus Mr. Nihar Satapathy, Principal Consultant cum Partner along with Mr. Susrut Varun Das, Managing Partner, A&S Law Chamber and Consultants.

## ALUMNI SPEAKS

### A talk with Alumni Dr. Abhishek Ganeshan

ISBR Business School is a once in a lifetime experience where students not only learn how to be confident and develop their leadership skills, but they also have an amazingly fun time meeting new people and experiencing college life! We got the opportunity to connect and interview one of our alumni, Dr. Abhishek Ganeshan who successfully completed his MBA & PGPM degrees from ISBR. Abhishek is a focused individual who puts his heart and soul in everything that he does. Today, he has carved a niche for himself and is quite renowned for his HRM & training services and is a proud owner of his firm "PDF Consultants". Let us hear what he has to say about his experience at ISBR.

1. Tell us about yourself.

I am Abhishek. G and was fondly known as Dev at ISBR. Professionally I am into Training, Personality Assessments,



Counselling & Mentoring. I have my own firm named "PDF Consultants". I travel to India for my work & few countries overseas as well. Personally, I like watching cartoons, Cooking & playing with my kid.

2. What are your Qualifications & Certifications?

I did my B.com from Loyola College then my MBA & PGPM from ISBR. After that an International Graduate Diploma in Counselling Skills and with that an MSc in Psychology & finally a Ph.D. in HRM & Training  
As far as the Certifications are concerned; my first trainer certificate was from ISBR Bangalore, then the following:

- Certified Trainer from MMA & ZEAL
- Certified Psychometric Analyst from GREY Cells Mumbai
- Certified Master Trainer from CAMI, USA
- Certified NLP Practitioner from MMA & ZEAL
- Certified Master NLP Practitioner from NFNLP, USA

3. What made you to start your own company?

AT ISBR, I was working as the Corporate Networking Coordinator and I was able to fetch good professional contacts. Through that, I got my job with an esteemed organization, called TVS Group. But after joining there, I felt I can expand my wings with other organizations if I start my own firm which eventually happened in 2011 and since then it is running successfully. I have personally trained more than 26000 people till date.

4. Tell us about your company?

My company PDF Consultants is into:

- Soft Skills & Behavioural Training
- Psychometric & Personality Assessments
- Potential Assessment
- Mentoring Initiatives
- Intrapreneurship Orientation

It was formed in the year 2011 and 24 intellectual resources are associated along with 125 trainers empanelled across India. You can visit – [www.pdfconsultants.in](http://www.pdfconsultants.in)

5. What are your future plans?

My future plan includes expanding more and covering more corporates. Personally, I wish to become an HR faculty for some B-schools.

6. Let's get back to know why did you join ISBR?

When I first came to ISBR, I liked the college and its ambiance. It made me join immediately.

7. What are the highlights of your experience @ ISBR? Is there something that will stand out; something that you will always remember?

I could recall that after I got my first training certification, I was very excited. I started training when I was in the 2nd year for few colleges and also got remuneration for those sessions.

- My Corporate Networking experience was where I personally brought 4-5 companies for hiring.
- I was a member of Writers Club, HR Club & Marketing Club.
- I initiated eminent guest lecturers & guest invites wherein we had people from IBM, Microsoft & some very successful CEOs & Mds.
- Being just more than a student, I enjoyed the phase of being a resource for the college.

8. What is your favourite book? Is there a literary character with whom you identify?

I read a lot of Mythology books and I can relate more with Karna and Krishna.

9. Is there a project, paper, lab, etc. that you were especially proud of when you completed it?

Yes, my internship was the best experience. I did it in Chennai GRT wherein I was into training department. My College Faculty Coordinator was Prof. Roshini Unnikrishnan and my project was on "Post Evaluation review of training" & at that I received the first place in the project submission, where I had scored full marks. It was an amazing time!



10. What do you think, how ISBR has contributed to your life?

I have to thank the following people for grooming me to be a better professional that I am today.

- Mr. Manish Kothari, Managing Director ISBR who had that trust in me.
- Prof. Amit Gupta who allowed me to do whatever I wanted for the benefit of the cells and clubs.
- Mr. Deepak Justin(DJ), who was my UG senior, and he motivated me to be a trainer and I give my full credit to him.
- Prof. Preeja Sridhar who made me a better person and also a better trainer.
- Ms. Deepti Joshi who identified the skill in me of being a trainer.

I had faced a lot of criticisms but it eventually helped me to groom myself as a better professional.

11. What tips you would like to give to your juniors?

Be on your own. Have a passion and work on it. MBA is not for finding a suitable job. MBA is all about 'Making the Right Job For Yourself and Give JOB For Others'

12. What memories/ incident/ goof up at ISBR would you would like to share with us?

I have lots of memories and few memorable moments are:

- First training Certification which helped me in my freelancing.
- Internship Presentation for 45 minutes & getting the 1st place for the Internship Report.
- 3 gold medals for Internship, HR & Training initiatives.

## Remarkable insights from Mr. Jayadev who got placed in GE



ISBR Blog team interacted with Jayadev Mohapatra who is currently pursuing PGDM ( 2015- 17) at ISBR and got placed in General Electric ( GE) India. Here are the excerpts of his talks with us:

1. Tell us something about you?

Hi, I am Jayadev Mohapatra. I stayed in Delhi for 18 years and studied in Gyan Mandir Public School. I did my B tech (E & C) from KIIT, Bhubaneswar. My father currently works as Director General, ICAR (Indian Council of Agriculture Research). My mother is a home maker. My sister is doing Clinical Psychology. And my hobbies are playing football on the field as well as on a PC, playing my 13-year-old guitar and photography but please don't stop me and pose for a picture, I am more of a nature and wildlife photographer.

2. How did you prepare yourself for the interview of GE?

I got good exposure about various systems and processes during my Internship. It was challenging but helpful to get practical aspect of what you study. Further academic sessions with faculty added the value to what I learnt



during internship. Mentorship sessions under the guidance of my mentor Mr. Abbas Ali sir helped me to overcome stage fear and improved my presentation skills.

3. Special mention to any incident related to your interview?

I had the first round of interview with manager, Supply Chain at GE. It was a technical interview where i could answer most of the questions because of the experience gained during internship. There were questions like “should we go for automation in a process or not? Justification for the same. “It may seem like a sudden act towards you by the manager but the answer to it is a simple one. “

3. What learning’s from college has helped you to achieve this?

I cannot quantify. There has been a lot that I learnt from faculty and peers. Under Mentorship Program, I participated in ‘Start up Spirits’. I was nervous on stage and found that I had to improve. I worked more on my communication skills to get desired results.

4. Which two members of ISBR team would you like to mention who guided you?

I would be grateful to Prof. VV Rao for his insightful lectures. In fact, I will miss his lectures for which I will have regrets. Also I would like to thank my mentor Mr. Abbas Ali sir for his regular guidance and advice.

5. What is your advice to your colleagues and juniors?

“Take internship very seriously.” It’s the foundation. You may not get the privilege of regular employee as an intern and your roles would vary on daily basis. You will face different challenges on daily basis in not so familiar environment. You might be pushed to your limits like you are going to office as early as 7 am and comeback at 11 pm. But you must always remember that to gain something you need to put your effort towards it. I still remember the words of my boss during internship who told me, “If you want a badge and regular access then work hard and if u come back here, I will get you everything.” So we have to keep ourselves motivated. Even if we do not join the company later, we will get good knowledge & experience as a stepping stone. So, u can say that everything starts with you taking your internship seriously. Work hard when in office, it’s alright if you want to party after it. Don’t let it hamper your productivity and efficiency. Good Luck.

6. Tips for the 1st year students on- “How to start preparing themselves from now itself”?

Relax! Take it easy. Live your life a bit. Don’t get stuck into a daily routine of going to college and back to hostel/pg. Marks are not the only thing that you need to focus on. Experience different things, go to events and participate. Focus on your job in hand rather than being everywhere. Taking baby steps is fine but don’t be stagnated. Connecting to different people in industry is very important part of completing your MBA/PGDM. I met Mr. Sridharan, GE Electric. Meeting and connecting with helped me in understanding my core subject, RSCM, in the most rudimentary form by relating it to daily life. There have been more people with whom I got connected who in turn helped me in understanding about how the actual work gets differentiated depending on the industries. It helped me in understanding my proficiencies and I choose manufacturing industry. Don’t take tension as soon as you read this whole thing, opportunities are there, grab them. And enjoy as much as you can. Good Luck.

**“Follow Your Dreams.” – Ms. Sakshi Vij (Entrepreneur, ISBR Alumni)**



ISBR takes pride and value its alumni fraternity. Lets dive into the conversation with our one such Alumni, Ms. Sakshi Viz who is carving a niche for herself by setting up her own business and moving ahead against all odds.

Q1. Tell us about yourself?

A. Hi i am Saakshi Vij. I am a graduate in Business administration and a Post graduate diploma in Marketing from ISBR B School in year 2015. I am currently the Founder and Director at SAASUD CREATIVE OPC PVT LTD which is into Jewellery.

Q2. As you mentioned your start up, we would like to know about how did you come up with this idea ?

A. I always had this hobby for designing jewellery and did a few assignments during graduation. It even helped me to earn some pocket money. What I didn't know that I would develop this hobby as a passion and make it a career. When I decided to start something on my own, I knew it had to be in this field. Although I was very happy with my job at Zomato but still the satisfaction factor was missing in my career.

Q3. Tell us about your company?

A. We manufacture and retail gold Polish, gold plated , 925 silver, semi precious stones and bead jewellery. Our organization has been founded in 2016 and currently has one retail outlet in a mall at Gurgaon and also supplies products to various stores across India in cities such as Mumbai, Chandigarh, Delhi, Noida and Gurgaon. We also take part in exhibitions where we display a very unique collections. Currently we have a team of 4 designers who do the designing part for our jewellery, me being one of them and the manufacturing for these are done by specially and differently privileged people. We are currently at a growing stage and hopefully target to supply our products all across the globe. We are working hard towards an online platform. Our official website is <http://saakshicreations.com/>. You can even find us on Facebook: <https://www.facebook.com/creationsbysaakshi>

Q4. There are so many companies in jewellery market. What is your strategy to differentiate your product and lead the competition?

A. Our specialty is one product one piece so that the owner of it has the privilege of wearing something unique which is rare to find anywhere else. Also we emphasize a lot on the weight of the jewellery. We try to keep them as light as possible without any compromise on the design and look.

Q5. Lets talk about your college days @ ISBR. How did ISBR made a difference in your life?

A. ISBR has played a major role for my growth as it taught me how to fight with one's own weakness and help me to



be a strong individual.

I met some people at ISBR who can actually be termed as bffs (Best Friend Forever) or even more than that. The faculty was very supportive yet encouraging at the same time. A few speakers at the guest lectures were exceptionally good and very motivating. Altogether it was a very different, nice and encouraging atmosphere at the campus.

Q6. Would you like to share any memorable moment @ ISBR ?

A6. There were many. It is difficult to mention one. But if I had to choose it would be the 'Samanvay 2014' where we organised it for juniors and the theme was minions. It was worth an experience to see everyone from MBA and PGDM came together and shared their ideas and created it, executed it and displayed it with so less time. Everyone forgot their sorrows and dealt with each other in a matured manner which resulted in a successful show.

Q7. What message you would like to give to your juniors?

A7. Definitely study but in the process don't forget that you need to enjoy as well...It's good to bunk classes at times. Just follow your dreams. Do what makes you happy. Only then will your work be a passion and not a job. Sakshi, whole ISBR family is so proud of you and wishes that you keep inspiring us all ..!

## Gargi Roy ( ISBR Alumnus) – Presently with TATA Group



"My name is Gargi Roy, I saw lot of colleges when I was choosing for my higher studies i. e MBA, but I felt that this college will give me a higher exposure towards industry. Once I came here, I got to know I have made a right choice. I made lots of friends, I met wonderful faculty.... And of course I did made to TATA Family.... because of ISBR. I am working with them now and ISBR has given me lots of exposure that I was able to break through Tata Interview. The faculty are wonderful, they are very loving and apart from their knowledge, they share their personal experiences to fill the gap between practice and theory. They are wonderful and they have become a lifelong friend. We love our library. I would say it has out of syllabus books also. I would give you one example called "The Argumentative Indian" by Amartya Sen, that one book still remains in my memory. I would say the library has added a lot of value. I had been short listed to go IIM, Bangalore, for a dance event for the ICRA consortium (the brick consortium), again that was opportunity provided by ISBR. That would be my biggest achievement of the memory of the life time. I am working with TATA as Branch trainer; I train on process and product. ISBR would be a stepping stone for anything that would be ahead in life."



## Appreciation Letter to Ms Serena ( PGDM- HR, (2013-15)) from her Company- JARO Education



Our Alumni makes us proud. Our alumna, Ms Serena Fernandes ( PGDM – HR) joined JARO Education in September 2015. Her company writes an appreciation letter to us applauding her achievement at work and emphasizes on recruiting more students from ISBR in the coming years.... Thank you Serena Fernandes for achieving a mile stone. ISBR family is proud of you.

## How to crack interview of Goldman Sachs? – Secret revealed by Ms. Shruti & Mr. Sparsh



Another feather in the cap of ISBR as our talented students Ms. Shruti and Mr. Sparsh cracked the interview of one of the major financial dream company 'Goldman Sachs'. Whole ISBR family congratulates them at their brilliant achievement.

To know the secret behind their extra ordinary accomplishment, we had a detailed talk with them. Below are the excerpts of it:



1) Tell us something about you?

Shruti: My name is Shruti Jaiswal, born and brought up in a small town in Nepal. I came to Bangalore 7 years ago to pursue my post school studies. I've done my 12th class from Bishop Cotton girl's school and then completed my BBM from Alliance University and presently pursuing PGDM from ISBR B School.

Coming to my family background, my Father is a Businessman, mother is a homemaker and my brother is presently pursuing his engineering in Bangalore.

I have an experience of multiple internships in places like IDBI Federal Life Insurance Co. Ltd, XBOOM utilities Pvt Ltd, and cPROFIT Wealth Management Centre.

Talking about my areas of interest, I like networking with like-minded people, travelling to new places, volunteering work/community involvement and something that always cheers me up is dancing on my favourite songs.

Sparsh: Hello, My name is Sparsh Agarwal. I am from Meerut, U.P. I have completed my graduation in BBA from Meerut only and currently pursuing PGDM from ISBR.

Coming to my family, my father is a service man working for Vardhman industries and my mom is a housewife and I have one elder brother who is currently working in Delhi.

My hobbies include watching movies, travelling and playing cricket.

2) How did you prepare yourself for the interview of Goldman Sachs?

Shruti: When I got to know about the opportunity in GOLDMAN SACHS, at first I was way too nervous. Being one of my dream companies, I wanted to put in my best efforts because I knew the selection criteria won't be easy. I started my preparation by getting updated about the latest happenings in the finance sector as well as about the company. We went through a rigorous training in Investment bank, trade life cycle and Asset management under the guidance of placement department. Apart from this I also focused on my communication skills. I practiced mirror technique of talking and also practiced some of the general FAQ's for HR rounds.

Finally on the day of interview I tried overcoming my nervousness and kept utmost confidence and gave it my best shot without worrying about the result.

Sparsh: I used to go through the training topics thoroughly and brush up my memory about the certain topics on which the company is related and on the topics they can ask questions from you. I even had different mock interviews with my friends and discussed every question that can be possibly asked by the interviewer.

3) Special mention to any incident related to your interview.

Shruti: Yeah, I would like to tell you about one particular incident. At the end of my final round, the interviewer asked me "Do you have any questions?"

I said "Nothing as such", then he asked me if I had asked any questions in previous rounds. I again replied with a NO, this time with a wider smile. The interviewer then asked me "Shruti, why don't you have any questions" and I replied saying "May be once I start working here, I will have many questions regarding the work". At this, both of us busted out laughing. This is where I felt that I might get through, because his expressions showed that he was impressed and it got confirmed when he replied "THAT'S IMPRESSIVE" continuing his smile.

Sparsh: This question was asked from me twice in last two rounds that you are from U.P, so are you comfortable working in Bangalore and Why have you come to Bangalore only? I told them that Bangalore is my dream city to work as it gives lot of exposure and opportunities.

4) What learnings from college have helped you to achieve this?

Shruti: To be honest I had stage fear and I used to take time to open up. In ISBR we have number of presentations to give, that made me confident enough to speak in front of people and also we have the best faculty who give us the best guidance and keep us motivated. I would specially like to mention Prof. Dr. Ratna Sinha, she is always open to students and that's what we as a student, look up in every faculty.

ISBR's Mentorship Program where all the students are mentored by senior faculty, has groomed and brought the





best qualities within us through constructive feedback sessions and several competitions. Dr. Karpagam, mentor of my mentorship group ( IKIGAI) has supported us to bring out the best in us.

Updates from placement team regarding upcoming opportunities helped me a lot. I kept myself abreast of latest developments.

Sparsh: Participating in different events, financial knowledge during my classes has helped a lot.

5) Which two members of ISBR team would you like to mention who guided you through your journey?

Shruti: I can't just name two people because there are many people to whom I am thankful after achieving this. First and foremost, I would like to thank the entire placement department with special mention to Mr. Abbas Ali for arranging such good companies as well as guiding and motivating me from time to time. Next, I would like to thank Mr. Manish Kothari and the entire management of ISBR.

Sparsh: Abbas Sir and Nazia Maam because of the opportunities they are getting for us, are very good.

6) What is your advice to your colleagues and juniors?

Shruti: I would like to give my learnings from all the experiences till now. Firstly, facing a rejection will demotivate you, but my advice is to never lose hope. Keep trying till you get what you desire. Being a bit nervous is normal, but overcome it, be confident and give your 100%, without thinking about the result.

Secondly, stay calm and composed, because waiting for long hours for your turn can make you impatient and frustrated.

Sparsh: My advice would be to improve confidence and communication skills because these are the two things that company looks for in job seeker through interview process.

7) Tips for the 1st year students on –“How to start preparing themselves from now itself”?

Shruti:

- First and foremost thing is to be updated about the current market scenario.
- Work on the way you communicate and present yourself because your personality plays a huge role.
- Work on your analytical skills and
- Lastly, always be engaged with the placement department and the faculty.

Sparsh: They can do –

- If someone knows that he will get nervous it is better to have mock interview among his friends. This will help him in boosting his confidence.
- Select a company they want to get in and study about the company. Prepare for that by seeing what company looks for during hiring. Campus To Corporate Program has guided us to work towards our dream company.

## • ANNUAL REPORT 2016-17 ANNUAL REPORT FOR 2016-17

ISBR Leadership team is pleased to present the annual report for the year 2015-16. Year after year it has been an addition of novel ideas, creative events and progressive marathon for us. I present to you in a nutshell the vision, the dream and how we are moving towards achieving them.

1. Unveiling Success Traits:

a. ISBR Business School has been ranked as “Platinum Institute” under AICTE – CII Survey 2016. Only 3% out of the total 900+ institutes of the country were recognized as Platinum Institutions.

b. ISBR has been awarded “National Education Excellence Award 2016” by The Newspapers Association of Karnataka in their annual awards ceremony.

c. ISBR was also recognized as an education institution of Best Practices by NHRD network.

d. We are starting a Law College offering 5 years Integrated Law Courses with BBA LLB. We are committed to create the most productive learning Eco system for this program to become a success.



2. Academics:

Successively ISBR is offering MBA Program of the University of Mysore for \_\_ \_ year while AICTE approved 2 year PGDM program is offered for \_\_ \_ year successfully, both programs having 10 specializations with an intake of 240 seats each. Besides we also have One-Year PGDM program of Bangalore University, all under the umbrella of BET. We have made significant progress towards NBA accreditation. Our faculty have contributed research papers and undertaken consultancy assignments with industry- Chamber of Commerce and business establishments.

ISBR welcomed its MBA and PGDM batch 2016 students in the month of July 2016. Sri Kishore Alva, Vice President, Bangalore Chamber of Industry & Commerce and Joint President, ADANI Group graced the occasion as chief guest and blessed the new joinees.

ISBR conducted several Panel Discussion, guest lectures, workshops, seminars with active engagement from industry.

Panel Discussion, Guest Lecture, Workshop -

To stay in sync with the current trends and developments, panel discussions were held on Demonetisation, GST and many more. Microsoft invited ISBR to share our resource and contribute to their event- Panel Discussion on Cashless Campus, where our MD Mr. Manish Kothari and I myself took an active part.

Guest Lectures and workshops supplement our academics endeavours. We covered topics such as Warehousing and Logistics Management, Self Branding, Case Study Workshops and so on.

International speakers from US and Europe addressed our students.

International Partnership: While ISBR strengthened its relationship with international universities and institutions, among the current partners we have added a new feather by signing an MOU with University of MASSACHUSETTS BOSTON for academic cooperation.

Internship: Our students underwent internship in multi sectors in top companies. 3M, Microsoft, Adecco, GE, DHL, Landmark, Taj Group of Hotels are among who hosted our interns.

3. Research Centre: Research team is expanding. Many new research scholars have joined the team. We have hosted international Research conferences in association with University of Mysore, University of Dubai and other industry bodies. WE are launching a series of research publications covering sector studies and innovative topics.

4. International Exposure: Under Student Exchange Program ISBR students visited Group Esc Troyes, France Similarly French students from Troyes studied at ISBR a full semester. All the MBA and PGDM students visited Singapore, Malaysia under International Study Tour Program. We have a visiting Professor from University Of Dubai for teaching and contributing to research programs and system and process augmentation in academic administration.

5. Student's development beyond class room: As ever students were too engaged throughout the year in organising and hosting a number of events academic and cultural.

6. Mentoring: Mentorship Program at ISBR is evolving to be of global standard with demonstrated impact on the 36 degree development of the mentees. Mentors from within and from industry have contributed a lot.

7. C Talk Series: In order to bring the best of creative and management leaders from corporate, we have launched a series of C Talks. CEOs of desi firms and MNCs have come and shared their valuable experience.

8. Industry Connect: Over 200 industry stalwarts from best known companies have interacted with our students over the two semesters. Art of living has partnered with us for inculcating healthy living practices and spreading Indian Ethos and values.

9. Placement: 170 students of 2015-17 batch were placed in top notch companies and MNCs. SAP, DHL, KPMG, Decathlon, Morgan Stanley, GE, Goldman Sach, Biocon, are few among them. Prominent sectors were BFSI, Manufacturing, Automobile, Healthcare, Consulting, Retail, FMCG, E-Commerce, IT.

How did we succeed in placing our students – Talent Connect drives, sector wise expert counselling, and industry mentorship for niche roles and alumni support.

10. Admission: We are proud to say that ISBR is among the most sought after B School in the country. Our



admission application ratio is 1:20.

11. New Initiative: PMP Program: This year we design a powerful Pre Masters Program for MBA aspirants which prepares the applicants to come on board for the PGDM, MBA program  
Executive Education Program: ISBR organized a series of Executive Education Program and an overwhelming response has encouraged us to launch the Centre for Executive Education today. This centre will be offering Executive Education Programs, Faculty Development Programs and Management Development Program in areas of relevance to industry in multiple domains.

12. CSR: CSR @ ISBR has been a part of our life. One of the initiatives we launched last year is growing with interest, coverage and impact. As a matter of fact, we are launching The Umeed in a few minutes from now. Abhinandana 2017- Year after year Abhinandana is becoming more popular. Women achievers from different walks of life are honoured and awarded this year too.

a. Our chairman, Mr. Prakash Kothari was feted with prestigious 'Super Business Tycoon Award 2017' by Consumax & Business Tycoon Academy for its outstanding achievement as an entrepreneur in the field of construction and education and his contribution for the good of the society.

b. Dean of ISBR have had the privilege of being nominated as Chairman of Association of Indian Management School (AIMS) for Karnataka and Kerala and also continue to serve on the governing council of IFCCI (Indo French Chamber of Commerce and Industry), Indo Italian Chamber of Commerce, BCIC and Industry and other professional bodies.

This is just a glimpse and a recall of what we have done in this academic year. Our dreams are bigger and our vision is larger. We continue to draw inspiration and energy form leaders like you and move forward to do more and remain one of the most desired institutions in the country.

## INAUGURATION

### MBA 2016 BATCH

### MBA 2017 Batch Inauguration- ViHANG- 2K17 ( (A new flight))

वदियां ददातविनियं वनियाद् यातपात्रताम् ।

पात्रत्वात् धनमाप्नोतधिनात् धर्मं ततः सुखम् ॥

These golden lines mean: knowledge gives discipline, from discipline comes worthiness, from worthiness one gets wealth and from wealth one does good deeds and from that comes joy. Even the VIHANG (bird) needs a strong base and strength to soar high in the air. Once it gets that required trigger there are no leaps and bounds, it can explore the "GAGAN" like legend. In this VUCA world, it's necessary to soar high but one must know his/her limits as it takes just a moment to fall into a dungeon where it would be impossible to bounce back again.

"ISBR" is the platform which imparts 'Vidya' through excellent teachers, 'Vinaya' through its rules and regulations, 'Patrata' by imposing its core values, 'Dhana' through placements and 'Dharma' by encouraging CSR activities. It shapes and makes the VIHANGs to soar high in their lives and transform them into responsible and respectable citizens of this country.



It has been just a fortnight that ISBR has started its batch of PGDM 2017-19 with great pomp and energy. These two weeks of introductory sessions, industrial visits, workshops etc. seemed nothing less than a long lasting festival. To add colours and to make this feast more remarkable, the sparkling faces of MBA 2017-19 started marking their entry and it's time to give them a grand welcome in ISBR way. As always, it's the new bunch of students (PGDM 2017-19) who gained enthusiasm in this short span and took up the responsibility to welcome their fellow mates in this garden where dreams turn to reality.

In the presence of esteemed guests, the auditorium was filled with joyous and a pleasant aura. It was an honor to have Mr. K. Raghu (Member, Board of International Federation Of Accounts USA, Past President Institute of Chartered Accountants, India) as the chief guest. We had Sri Muralidhar Halappa (Chairman, Karnataka Skill Development Board), Dr.P M Bhansali (CMD Bhansali Group, PDG Rotary International Dist. 3190), Sri Subhash Chandra Reddy(MD, Sangeeta Mobiles) and Mr. Ranjeet Solanki( President Rajasthan Cosmo Foundation Trust ). Along with them, we had star invitees from SHRM, Springwell, Aarusha Homes, Robsoft Technologies and Samosa Singh. Alumni Invitee Smt. Arunima Salopal along with ISBR dignitaries with Mr. Manish Kothari(MD –ISBR), Dr.K.S. Anandram( Senior Director, ISBR), Dr. C Manohar (Dean-ISBR), Dr Chandra Niranjana( Dean, Finishing School-ISBR), Dr.T.Karpagam(Director Academics- ISBR) and all the faculty members marked the presence and added flavour to the gathering.



Dr. Anand Ram formally inaugurated the batch and gave an enthusiastic speech. He shared his views on how ISBR differentiates and stands out among other Premium B School which produce thousands and lakhs of graduates. He also expressed his happiness as ISBR is associated with Mysore University since its beginning and is contributing in generating quality oriented graduates since then. He explained the importance of '3Es' (Employment, Empowerment and Enhancement) in one's successful career. He recalled Dr. APJ Abdul Kalam's Words, " dream is not something that you see when you are asleep; it's something that will not let you sleep!" He continued " ISBR is there to realize your dreams as it is a process oriented Institute. Results are by product of following our process." He assured that ISBR will transform the students in two years.

Followed by Dr. Anand Ram, Dr. C. Manohar as always took the hall to a humour mode and delighted the environment with delight. He advised the students to run behind the excellence to make the success run behind them. Further Dr. Chandra Niranjana took over the stage and shared her views about how Pre master's Program proved useful in inculcating the desired qualities amongst the students, how it boosted the confidence of the students before starting their first step 'on-campus'.





Chief Guest K. Raghu has shared his experience of Harvard University visit and gave important inputs on how using technology in today's world is utmost necessary. He advised students to get updated with the current happenings like GST. He also emphasised on how to cope up in this corporate world. He said, "In management profession we have to be at par with the modern technologies, as management professional we have to bring good corporate regime."

He then concluded by giving success formula: Hard work, humbleness, set your goals; chase your dreams. Urging students to keep themselves update by learning new skills, Guest of honour Muralidhar Halappa said, "Skill the youth during their studies irrespective of their background." He expressed that his learning of management capabilities came through Mr Jai ram Ramesh ex union minister. He connected with the government school children in the audience by speaking in kannada and pushed the desire to accomplish their goal. He closed his speech by stating "Make your mother's dream to reality." He also expressed his desire to collaborate with ISBR to promote short term skill development courses.

Sangeeta mobiles owner, Mr.Subhash Chabdra Reddy took the opportunity to share his life events and experiences and also the 43 year old journey with Sangeeta. He was glad to share his bonding with his father, his brand and told how the transformation took from Gramophone to Cell Phone.





This was followed by distribution of new school uniform given to the needy children from the hands of Mr.Bhasali and Mr.Solanki. They have been into CSR activities from years. ISBR as a part of 'Umeed' program got the privilege to join hands with these personalities. Thus, marking its care for the 'Umeed Run' 2K17 was also announced on 3rd September. This part of the program was eye catchy as well as the tribute to the society by corporate world.

Mr.Bhansali then spent few moments in giving his views on how important smile is for the customer service. He said, "Service without smile is just as food without salt, Service with smile is like a rainbow in sky."

Mr.Manish Kothari thanked every guest and said, "This is an auspicious day and a day of great learning, where leaders from corporate, government, IITs, IIMs gave their useful sights and influenced the young minds with positive tone." He then encouraged the students to ignore the black dots (weaknesses) and advised them to emphasise on white portions in the papers of life. He further advised them to develop an attitude like the 'Garden-cutter' who calls his owner in as a new cutter and finds pride to know that the owner is completely satisfied by his work. Mr. Kothari wanted all the students to go for this form of self-appraisal and improvement. He concluded by saying "Think every day as Inauguration day and show the same energy and enthusiasm with full zeal for 365\*2 days, that day would not be so far when you would be able to bring out a completely transformed being from you."

Dr.Karpagam, then formally concluded the event by giving vote of thanks which was followed by felicitation of guests, star invitees, faculties etc .which was further concluded by national anthem and delightful lunch.

This inaugural function cradled the parents and gave them the sigh of relief and also an assurance that their wards are in right hands at this juncture of life. They were esteemed to leave their stars in this 'AKASHA GANGA', where in the knowledge flows in the pure form and purify the souls of the stars which in-turn make them shine brighter. This day has set a platform and created a base for the new birds to fly the first flight in their lives. Thus, one can say that with the arrival of twin brother VIHANG the family of ISBR 2017-19 is complete. ISBR wishes both VIHAAN and VIHANG (PGDM and MBA) a happy and prosperous stay on this auspicious day and also hope that they both work together with proper guidance from seniors , staff & management of ISBR to make this place 'GHATIKA STHAANA'(place of knowledge) and 'BHOOLOKA SWARGA'(Heaven on earth).

## PGDM 2016 BATCH

VIHAAN-The new beginning, PGDM (2017-19) Batch Inauguration





“A student learns a quarter from the teacher, a quarter from own intelligence, a quarter from fellow friends, and rest in course of time.”

ISBR – Business school since its establishment has been providing the platform wherein one can learn from teachers, apply his own intelligence, interact with peers and can have sufficient time to feel the experience and enhance the knowledge.

Inauguration of every new batch is a new beginning both for the enthusiastic students, parents, well-wishers as well as for the ISBR family. It has been 27 years since ISBR held the realms of providing quality education with real life and real learning but still, it never let its hold go loose.

ISBR has been accelerating positively every year and has been striving for the betterment of its students, thus contributing valuable gems to the society. Its efforts and glory can be clearly identified by the number of admissions that happened for the batch of 2017-2019 which is almost double the batch size of the year 2016-2018.

15 July 2017 was the auspicious day which brought down all the to-be stars of ISBR to the auditorium where- in they were welcomed with great warmth. They were congratulated and motivated by the dignitaries thus formally incorporating them in the ocean of knowledge named 'ISBR'.

The inaugural program was arranged in a grand manner. It was really an honour to have Sri G Kumar Naik ( Vice-President, Bangalore Management Association, MD, Karnataka Power Corporation Limited) as Chief guest, Prof. N Ravi IFS(Retd) (IIM-B) as Guest of honour along with Mr. Manish Kothari (MD –ISBR), Dr. K. S. Anandram ( Senior Director, ISBR), Dr. C Manohar (Dean-ISBR), Dr Chandra Niranjana ( Dean, Finishing School-ISBR), Dr. T. Karpagam (Director Academics- ISBR) and all the faculty members. Corporate leaders of companies such as Wipro, eBeam, and InRootz also graced the occasion.

Dr. Anandram gave the welcome speech and made the students realize the importance of '3Es' (Employment, Empowerment and Enhancement) in one's successful career.

Followed by Dr. Anandram, Dr. C. Manohar said: "ISBR is the platform which makes you self-sufficient to such extent that you need not follow the jobs instead jobs would follow you." He motivated the students and filled the room with flowers of joy.

Honorable Chief Guest Sri G Kumar Naik enlightened the students by imparting them the knowledge about the origin of management studies, history, and its current position. He also threw light on how Bangalore emerged as the hub of both public and private sector and how lucky one is to be in Bangalore that too at this turning point of life. He recalled Gandhiji's quote " We all are trustees of Nation." And asked the new seedlings of ISBR to take the responsibility and contribute to the nation.

Dr. Chandra Niranjana then addressed the gathering and gave the students the following skills to be inculcated in them to be successful:

“Before you talk- listen, before you speak- think, before you criticize- wait, before you spend- earn”.

Further, Prof N Ravi shared his experiences in life and shared his views about the innovations around the world and advised the students to utilize every opportunity at ISBR and to become pioneers of innovation.

Magic man of ISBR Mr. Manish Kothari assured parents that the students would be engaged in the activities throughout the tenure at ISBR. ISBR being in electronic city industrial exposure becomes the obvious plus point. He also assured that entire course would be beyond class room program and would aim in the overall development of the students as a whole. He then concluded by sharing the story about how the young boy who never knew to take a single bucket of water was able to help out an older guy in the time of need, depicting the power of inner voice which is audible in absence of societal pressures. Through this story, he requested students to develop an intellect and bring out their best throughout the life.

This magnificent gathering was concluded by the vote of thanks by Dr. Karpagam, followed by delicious lunch served for the guests.





ISBR wishes all the new young talents all the best and hopes that they utilize the resources efficiently for their betterment as well as for up-keeping the standards and valor of the rising sun of ISBR. Thus this is just a beginning and there are many yet to come.

## ISBR ACHIVEMENTS



### International Partnership

#### ISBR SIGNS AN MOU WITH University of MASSACHUSETTS BOSTON

“Globalization has changed us into a company that searches the world, not just to sell or to source, but to find intellectual capital - the world’s best talents and greatest ideas.”

Jack Welch

Globalization is poised to be the theme of the 21st century and may well be the greatest reorganisation of our world since the Industrial Revolution. Business leaders can no longer ignore globalization. Every business leader must be prepared and equipped to lead in a global, cross- cultural world. To meet these ever changing diverse demands placed on business leaders, Business Schools like us believe in learning through International, multi cultural and transnational exposure.

ISBR B School in its pursuit to provide best of the opportunities to the students is always on a look out for prospective industrial and academic connect. Recently ISBR has signed an MOU (Memorandum of Understanding) with University of MASSACHUSETTS BOSTON for academic cooperation with an objective of fostering academic exchange and promotion of joint education.

The University of Massachusetts Boston is internationally recognized as a model of excellence for urban public universities. The scenic waterfront campus, with easy access to downtown Boston, and its location in a major U.S. city, next to the John F. Kennedy Library and Presidential Museum, the Commonwealth Museum and



Massachusetts State Archives, and the Edward M. Kennedy Institute for the United States Senate provide connections to employers in industries such as finance, health care, technology, service, and education, offering students opportunities to gain valuable in-school experience via internships, clinical, and other career-related placements.

Students live throughout Greater Boston and in apartment communities' just steps from the campus, and enjoy the rich amenities, cultural attractions, and educational opportunities that make the city the biggest and best college town in US.

Both ISBR and University of Massachusetts Boston has come up with the following activities to pursue in academic and educational field:

- Summer and Winter School Participation
- Promoting Online Education Program
- Joint Research Activities
- Faculty Exchange
- Student Exchange
- Exchange of research results, academic publication and other academic information

Through these Global Management Programs, management graduates accomplish many objectives, but the following three are at the core:

1. Experience and understand the culture of other countries through student exchange programs.
2. To become cultural sensitive and have a broad approach to adaptability.
3. Build a strong network with foreign students /faculty as well as explore international internship and placement opportunities.

We at ISBR believe in imparting practical knowledge and hands on experience to our students with a motto - "Let the learning be real in the real world ...."



#### ISBR Ranked as Platinum Institute by AICTE- CII Survey

ISBR Business School has been ranked as "Platinum Institute" under AICTE - CII Survey 2016. Only 18 percent of the total institutes of the country were able to make it to the Top level i.e. Platinum and ISBR is one of them.

The Confederation of Indian Industry (CII) has been working on improving the output and quality of higher education in India for the past several years. With a firm belief and commitment that industry has to pay back to academia and society, what it gains from it and that it is in its own interest that the academic system becomes closely aligned with its requirements, CII created a multilateral platform of University- Industry Congress (UIC) in 2007. Several projects and activities have since then taken place under the aegis of this platform. One significant and successful project under the University – Industry Congress has been the annual mapping of linkages between industry and academia through a survey which is conducted in partnership with the All India Council for Technical Education (AICTE).

The AICTE- CII IndPact survey is a mature tool to measure the depth and extent of collaborations between technical institutions in the country and the industry.

The objective of this IndPact (Industry Impact) survey is to assess the status of partnership between technical institutions and industry. Institutes were evaluated based on six parameters given below:

1. Governance
2. Curriculum
3. Faculty
4. Infrastructure
5. Services/ Project & Skill Development
6. Placements

These parameters have been designed to give insights into:

- I. The extent to which institutes have been able to meet the dynamic demands of industry- responsive education
- II. Institutes' capability and resources to produce talent in order to meet market requirements



The eminent jury included the renowned academician and Industrialist like Dr. Y S Rajan- Professor ISRO, Prof. R. Natarajan – Former Chairman, AICTE, Dr. Prahalada Ramarao- IISC, Prof. J. K. Mitra- Former Head & Dean, Faculty of Management Studies, Delhi University, Dr. Maqsood Ahmed Khan, Registrar, University of Mumbai, Dr. Sujatha Balakrishnan- Managing Director, Valtech India Systems Pvt. Ltd, Dr. Vinnie Jauhari – Education Evangelism Lead- Microsoft Corporation India and many more.

The esteemed sponsors of the survey were Cadila Pharmaceuticals Limited, Elico Limited and Hindustan Unilever Limited.

AICTE- CII Survey Feedback Report on ISBR performance:

- Basis the statistical model of objective scores and weightage thus earned, the institute's performance has been green and it falls under the 'Platinum Category' which stands for highest level of linkages with industry and where only 18% of the participating institutes in the AICTE- CII Survey figure. Purely from that perspective the institute's performance is commendable.
  - Institute has scored well in Governance, placements and curriculum.
  - Participation from Management institutes has been the highest in the survey in the past two years.
- AICTE- CII survey is a great initiative to bring industry and institutes close by evaluating their performances thus bridging the gap between industry and academics. ISBR B School is privileged to be a part of the 3% institutes out of 900+ institutes who took part in this survey to be recognised as 'Platinum Institute'. This further strengthens our commitment to our core foundation and value system and encourages us to deliver the best to society.





Indo-US Partnership Conclave in Chennai, 19 July 2017





## Dean @SAARC AMDISA Conference on Management Development through International Collaboration in Colombo.

ELCIA-ISBR to collaborate for the Rural Immersion Program



The International School of Business Research (ISBR) is in talks with the Electronic City Industries Association (ELCIA) to be a part of the Rural Immersion program managed by ELCIA. Over 200 MBA and PGDM students of ISBR during the academic year of 2017 will get to be a part of the Rural Immersion program which aims to bring a significant change in the 19 government schools in the vicinity of Electronic City.

Aruna Newton, Chairman, ELCIA Trust & Global Head D&I Infosys Ltd lauded the concerns of ISBR for making a difference in the government schools. Speaking about the areas of focus she said "Infrastructure is one area that has been taken care of. We should go beyond that and focus on what is happening inside the classrooms."

Highlighting the difference the Agasthya Science Centre has made in the lives of the children belonging to the government schools in Electronic City by helping them to open up and speak and how it has made science learning fun, Aruna opined that integrating Maths and English on the lines of the Agasthya Science Centre would play an imperative role in the Rural Immersion program.

The International School of Business Research (ISBR) plans to be a part of the Rural Immersion program for at least 3 years and doesn't wish to make it a one-off experiment.

The meeting which was held on 22nd June 2017 saw the presence of Dr. Rama N.S, CEO, Electronics City Industrial Township Authority. Mr Abbas Ali, Head of Placements and Corporate Relations, Prof. Nanaiah Pattada, Head of Industry Relations and Dr. Karpagam T., Dean Academics represented ISBR.



## REPORTS

### PLACEMENT REPORT

ISBR Business School (Approved by AICTE, Ministry of HRD, Govt. of INDIA)  
 #107, Electronics City – Phase I, Bangalore – 560100. Email: corporaterelations@isbr.in.  
 Contact Person: Mr. Abbas on +91 9379711119  
 Graded Programme: MBA/PGDM

- Recognition: 1) Awarded Exemplary Placement Award by Discovery Education  
 2) Platinum Ranking AICTE-CII National Survey 2016  
 3) Ranked among the Top 3% Emerging B-Schools for Strong Industry Linkages by AICTE-CII National Survey 2016  
 4) Awarded Business Campus Excellence Award  
 5) Ranked 10th Best in Industry Interaction by Silicon INDIA  
 6) Ranked among Top 1% B-School Brands of INDIA by Business Barons

The institute was established under the aegis of Bangalore Education Trust (Estd: 1990) under Government of Karnataka. It offers PhD, MBA, PGDM, Global PGDM program (3 Country Exposure), 1 year PGDM and other certificate and value added programs. ISBR has been approved by the AICTE, Ministry of HRD, Govt. of INDIA. ISBR has been approved as a Research Centre under University of Mysore (NAAC A+ Graded) for India centric research projects. It also has tie-ups with University of Dubai, France Business School & Hof University Germany for student and faculty exchange programs

#### Best Practices Followed

- Consistent focus on Quality Improvement: Committed towards international quality and accreditation standards
- Operate with transparent placement process through Standard Placement Reporting Mechanism
- Emphasis on corporate social responsibility (CSR) activities with support from Industrial bodies

| Areas of Excellence   | Areas of Strong Performance   | Areas of Good Performance  | Areas of Improvement  |
|---|---|--|---|
| <ul style="list-style-type: none"> <li>• Robust management and governance</li> <li>• Strong ties with industry for Sector wise Panel Discussions, Internships, Placements, Guest Lecture Series, Organisation Study, Live Case Studies</li> </ul> | <ul style="list-style-type: none"> <li>• International linkages: Notable academic, research and student exchange tie-ups</li> <li>• Mentorships</li> <li>• Industry Partnerships and collaboration for capacity building and research study.</li> </ul> | <ul style="list-style-type: none"> <li>• Academic and non-academic outcomes of students</li> <li>• Continued emphasis on research with stable output</li> <li>• Robust curriculum development process with feedback from industry</li> </ul> | <ul style="list-style-type: none"> <li>• Need to further intensify alumni engagements</li> </ul>  |
| Graded Program Details  | Students - Key Statistics (Batch of 2015-17)  | Specialization Breakup (Batch of 2015-17)  | Student Outcome (Batch of 2015-17)  |
| Program : MBA (2 years)<br>PGDM (2 years)<br>Global PGDM (2 years)<br>PGDM (1 Year)   | Student strength : 200<br>Average age : 23 years<br>Percentage of female students : 40%<br>Entrance Exam : GMAT, CAT, MAT, XAT, CMAT  | Marketing : 83<br>Retail & Supply Chain Management : 44<br>Finance : 45<br>Human Resource : 42<br>International Business : 21<br>Banking & Insurance : 14  | Placements : 100%<br>Average CTC : Rs.5.8 lakh<br>Highest CTC : Rs.15 lakh<br>No. of student clubs : 12<br>Predominant placement region : Pan India |

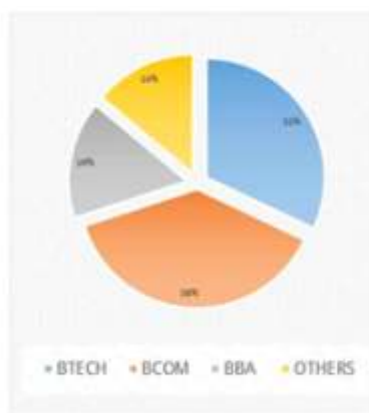


Prominent recruiters : Morgan Stanley, Prestige Group , TUV Rheinland, Deloitte, Ernst and Young, KPMG, HSBC, Hilton hotels, Tech Mahindra, ANZ Bank, Fortis Hospital, Flipkart, Wipro Technologies, Asian Paints, Oracle, Café Coffee Day, Tally Solutions, TCS, Robert Bosch, Yodlee Infotech, Oberoi Hotel, Accenture, JP Morgan, Audi, Zoomcar, GE Healthcare.

**Specialization diversity  
(Batch of 2015-17)**



**Academic diversity  
(Batch of 2015-17)**



**Placement diversity  
(Batch of 2015-17)**



#### Curriculum

The curriculum is updated annually using inputs from the industry experts. The institute contacts alumni as well as other corporate professionals across domain seeking their views on the course structure.

Global exchange agreements are in place with over 10 foreign institutes like France Business School, University of Dubai, Hof University - Germany, Sprott Shaw College – Canada, ESC Troyes – France, Edinburgh University – Scotland, Bradley University-USA, Nottingham & Stratford University – USA ,New Castle University – Australia and others

#### Industry Interaction

Corporate Networking Cell, driven by ISBR students undertakes various industry academia engagements with consultancy projects on Talent Management, Advertising and Promotion Planning. ISBR alumni association is registered with various chapters across India and with an overall alumni base of 1600+ members.

#### Infrastructure

ISBR is self-sufficient AICTE Approved campus with academic blocks, faculty offices, a library, computer centres, amphi- theatre, seminar room and auditorium; in addition to 10 dedicated classrooms.

ISBR has accommodation facilities for its students with excellent sports and recreational facilities. The library has over 10,000 books, 3800 national journals, 260 international journals and Subscription to databases like Proquest, JGate and more. All classrooms have audio/video conference facilities, overhead projectors, computers and wireless hotspots.

Disclaimer: Data based on inputs from reliable sources

## INDUSTRY CONNECT INTERNSHIP FAIR 2017

For the students pursuing MBA / PGDM, an internship is like a net practice before the final match. It's very crucial from the employability point of view for students to be up to the mark to meet employer's expectation. Thus to provide its students with hands on corporate exposure, ISBR Business School organized an Internship Fair on 24th-25th May 2017 for its MBA and PGDM students of current batch.





# INTERNSHIP FAIR 2017

24<sup>th</sup> & 25<sup>th</sup> May 2017  
ISBR Business School,  
Bangalore Campus

TOP RECRUITING COMPANIES  
on 25<sup>th</sup> May

The Placement Cell of ISBR worked with full passion and dedication to rope in the best and most promising companies from the corporate so the students get a great exposure to the industry. The work for the Internship Fair began two months prior to the D-Day and the contribution from the students to the placement cell made it all possible with an immense support and guidance of Mr. Abbas Ali, Head- Placement Cell and Mr. Nanaiah Pattada, Head- Corporate Relations. 35 companies from different sectors were invited for the on-campus interview while there were 15 for the off-campus internship recruitment. The companies invited for the on-campus fair included ICICI Prudential, HyperCity, Go Niyo, Decathlon, 3M, Follow Class, Easy M2M, Wholesale Box, Wings Within, RIGO, Venus Technologies, Narayana Healthcare, Mentees Capital, Lodestar, Doodle Interiors, Lexa India, Svastera Healthcare etc. Also certain companies took a Skype interview which included UrsDay, Birla Sun Life, Startaap, Reliance Retail, etc.

## OUR OFF-CAMPUS RECRUITERS FOR INTERNSHIP - 2017



The students were extremely excited to appear for the interviews as they had the choice of attending the interview of the company of their interest. The students were mapped based on their specializations and given the choice for applying to those companies which were in-line with their interests. The recruiters were pretty impressed by the performance of the students as they were able to crack most of the interviews and matched the requirements of the companies.

Special mention to the Student Internship Organizing Team who contributed and made this fair possible- Kamalesh Keserker, Renu Lakra, Jithu James and Neethu Nambiar, all under the guidance of Ms.Sangeetha, Coordinator- Placement Cell. The whole fair was very well organized and coordinated under the student leadership of Darshit Vegad and Rahul Pandey with their team of coordinators who gave their 100% in spite of having their own interviews.

Few of the student's of Student Organizing Team shared their experience as below:

## 1.Rahul Pandey

"Internship Fair 2017 couldn't have been possible without the great inputs from the placement cell. I was glad that I was selected by them to organize this event for them. It was a great opportunity for me as I got great exposure to the corporate and industry. Although the last few days before the fair were excruciating in terms of both physical and mental toll it took on us but nevertheless we enjoyed the overall process and the end result. Coordinators came forward voluntarily which was the greatest relief for us as we didn't want to push anybody to work with us. The placement cell supported us in everything we demanded and that was also a bonus for us. All in all, it was a great learning experience."



## 2.Kamalesh Keserker

"As a part of the core committee of the Internship Fair, it was an amazing experience to work with people from the industry and the corporate to organize such a great event. There was a lot of expectation from us both from the students as well as the academics department and I hope we successfully were able to deliver. Negotiating with companies and roping them in was a different experience within itself. We got great support from our team as well as the Placement Cell. I am grateful that I got an opportunity to work with the best people in the industry."



## 3. Jithu James

"We had been working day in and day out for the last 1 month which showed eventually in the grand success of the internship fair 2017. The placement cell supported us in all possible ways and Mr.Abbas Ali was the constant force behind our energy and passion. From all the student coordinators to the staff, and the people who we dealt with from the industry were quite supportive in the whole process. It was because of all of them that we were able to pull off such a grand event without any hassle."





## 4. Renu Lakra

"It's been a wonderful journey being part of Placement cell. The best part of it is to have the opportunity to connect with the industry people and understand how interesting it is to work, when you are at right place with people around being tough, warm and with remarkable zeal."

Some of our Recruiters Experience @ Internship Fair 2017 are as follows:

### 1. Company Name: The Adecco Group



better work, better life

Recruiter Name: Sonakshi Gupta, Assistant Manager- Marcom

"I have a long association with ISBR. As Adecco is one of the leading HR Solution Co. India, we have on and off requirement for internship and this is part of it. Students are raw diamonds that needed to be polished. We expose students to HR, Finance, Digital marketing and so on. If student get internship in good company or a company aligned with his/her career goal, it is a best platform to get exposure of various support function, different verticals and processes. They get direction to understand and thus follow their career goals. They should know about the company they appear with proper industry knowledge, quick adaptability, passion and zeal to work. It is always better to learn from basic level so that their foundation should be strong.

I found the fair very well organized. Candidates are very good and focussed. I am happy to visit here."

2. Company Name: – Mentees Capital

### 2. Recruiter Name: – Mr. Kiran Bindu, Co Founder- Mentees Capital



"We were looking forward to soak in a few good students for the internships and this fair was a perfect opportunity for us to do the same. Internships give the students an opportunity to look at the real working environment inside an organization and get hands on experience of the same. Also to get the real feel, the minimum duration of the internships should be 3 months because anything less than that is nothing but just "TOURISM". The students also must put in efforts to know about the company which he is going forward with and also the profile he has been offered. All in all it was a good experience to come and interview students at ISBR and we are also looking forward to give a placement opportunity based on their performance in the internship."

### 3. Company Name: Decathlon Recruiter name: Piyush Mehra, Talent Recruiter, Logistics- Decathlon



It is always good to have talented, young students around you who can share their fresh outlook. Internship gives good exposure to students about different perspective of company viz a viz academic knowledge or course books are concerned because practical life is much more different. Companies look for how serious and future oriented candidates are. Students should be treated equally and should be included and given clarity about their job so that they can optimize their experience and learn through internship.

Overall the whole event was a huge success and the students were really contended with the efforts of the college and so were the recruiters with the efforts of the students.



## Our Top Recruiters



## MENTORSHIP PROGRAM

Mentorship Program at ISBR is evolving to be of global standard with demonstrated impact on the 36 degree development of the mentees. Mentors from within and from industry have contributed a lot.



## Mentorship Challenge 2: Book Review



MBA or PGDM is not just a degree or diploma but it aims for an overall development of a person in all the aspects. ISBR too believes and works accordingly towards the wholesome development of all the students. Book reading habit enriches each and every person and can do wonders. Lessons learnt from a good book cannot be measured and is a treasure.

Recently on 6th October 2016, ISBR organized a Book Review session for the MBA and PGDM students under the Mentorship Challenge -2. These challenges are thrown at the students every alternate week and it focuses on enhancing a student in all aspects. This particular challenge was similar to their previous Movie Review challenge. The objective of the Book Review challenge was to encourage students to review a book of their choice through management perspective.

Each mentorship group from MBA and PGDM batches went through a selection process and total 8 teams each representing their mentorship group presented the detailed review of the book of their choice in front of the jury on the final day. The books selected for the final round were: Seven Habits of Highly Effective People, Devil Wears Prada, Rich Dad, Poor Dad, Who Moved My Cheese, The Alchemist, The One Minute Manager, You can Win and I bought the Monk Ferrari. The students presented their reviews in the most creative way possible which included short skits, placards besides the power point presentation. They evaluated the books putting on their management spectacles and mentioned the management lessons learnt from the book. The efforts were clearly visible in their work and each team did an exemplary job.

The eminent jury consisted of authors like Mr. Rajesh, Mr. Mukund and Mrs. Ramya evaluated each review on the basis of opening theme, selection criteria of book, presentation style and team work etc. The book "Who Moved My Cheese" reviewed by Phoenix mentor group was declared as winner amongst the 8 teams.

The event was a great success as jury appreciated the efforts of each team. Everyone especially student got enriched by the learning experience. It was an evening to cherish for a long time.



## Mentorship Challenge 1: Movie Review for the PGDM & MBA students at ISBR

Most MBA students have little time to devote to anything other than their course and even less time to watch movies. However, an aspiring soccer player has seen Bend it like Beckham and most of them who belong to the digital marketing must have seen The Social Network. The point being is that there is a core-curriculum of movies that an MBA aspirant must-see, not just for entertainment, but for experience.



### Mentorship Challenge 1: Movie Review

Recently on 17th September 2016, ISBR conducted a MOVIE REVIEW session for the PGDM & MBA students as a part of the Mentorship Challenge to showcase their aptitude in the field of conceptualizing management concepts through entertainment. The mentorship groups from both PGDM and MBA were asked to select movies with the concept of management and give a detailed review of the same. In the pre-selection round, each mentorship group was asked to select the best movie to be presented in the final round.

For an MBA aspirant, some of the movies which were shortlisted hit all the finer points of being a management graduate, including college life, finance, investments, supply chain, entrepreneurship, and ethics. The movies which were shortlisted for the challenge were The Pursuit of Happiness; Fault in our Stars, Ocean's Eleven, The Good Dinosaur, Invictus, YehJawani Hai Deewani, Rocket Singh: Salesman of the year and The Wolf of the Wall Street. Students then came up with the lessons learned; some shared the Entrepreneurship, business ethics, and good managerial outlook, while some spoke about the art of negotiation, teamwork and the attitude to achieve. These movies gave a glimpse of what awaits in the world of business once the MBA degree is in your hand. All in all, the students made a great effort in putting up a good show and their presentations were judged by Industry stalwarts from Cinema and Theatre – Suchintya Lal Roy (Director), Seema Roy (Director & Singer), AnjanBhadra (Director), Bhuban Joshi (Director – HR, Hyatt Group) and Mr Mahesh A (HR Head, Radel Electronics). The judge's final verdict was out and Invictus was judged as the best movie that was been reviewed.

The overall function proved to be fruitful for the students experience as it approached towards their personal or soon to be professional lives that they will live in.



## MENTORSHIP CHALLENGE III – STARTUP SPIRITS



### Mentorship Challenge III- Startup Spirits

It is the age of entrepreneurs and youngsters are not satisfied with a 9 to 5 job. They want to do big, reach the distant stars and not be limited. The earnings have taken a backseat and they focus more on ideas and innovations, money surely follows as a by-product.

ISBR students are no different and keeping this in mind on 6th November 2016, ISBR organized an event "Startup Spirits". This was the third "Mentorship Challenge" which was definitely the most exciting for all the students who attended the event and participated with high anticipation. This event has been a success as in previous challenge (Start Up spirits) students from ISBR were rewarded for their start up ideas and one such idea 'Bake My Wish' ([www.bakemywish.com](http://www.bakemywish.com)) is currently a successful startup with funds from the judges.

There were 21 teams from both PGDM and MBA. Three teams from each mentorship group presented on three categories (viz. Successful Innovative Startup, Failed Startup and The Next Big Idea). The esteemed panel of judges included Mr. MC Abbas (Chairman, Cincinnati International), Mr. Prabakar (Director, Mumbai Stock Exchange), H R Krishna Moorthy (AGM, SEBI), C V Ramanan (Ladder Consultancy-Founder & CEO), Arya Rajesh Kumar (CII-YI – Fomax Co-Chair & Founder), Sanjeev Sukumaran (Sherpify-Founder & CEO), Kaplana Srilalitha (Prabhakaran-DATAkue-Co-Founder), Susmita Dutta (Faircent-National Head- Lending Faircent), Akash Chander (Strengthscape-Principal Coach & Assessment Expert) and Aslam Hirani (Edtech Startup and Agile Coach-Founder & CEO). Our Sponsorship Companies included Abhayahasta Multi-Specialty hospital – Dr. Aparna Baliga, DNI Home Theater- Mr. Alex and Rhodium Power- Mr Salman.

The winners of the event were team Wabi Sabi (Next Big Idea) and team Nebula (Failed Startup) and team Xanthrons (Successful Innovative start up).

The entire event was a grand success as there were healthy discussions between the esteemed judges and the aspiring students. Mr. MC Abbas even guided the students on how to present well by giving insights about TedX talks. Overall it was an event to cherish and a huge success.



## Mentorship Challenge: Campus to Corporate – Gap Analysis



Mentorship Challenges has always been exciting for ISBR students and they really look forward to each challenge as a medium to show case their hidden talent as well as to hone their skills. It has been ISBR's endeavour to nurture learning and consistent development among its students. In adopting this culture, the institute has introduced a SELF DEVELOPMENT PLAN or rather SELF ANALYSIS also known as C2C ( Campus To Corporate- Gap Analysis), which is a series of learning tools and activities that enhances your awareness of various industry practices, reality checks, job profiles, skill- sets required etc. to make its students industry ready.

ISBR had immense pleasure in conducting Mentorship Challenge: Campus to Corporate – Gap Analysis on 15 May 2017. There were 20 contestants from across 7 Mentorship Groups. Mr. Rahul Saha from MBA and Ms. Tanya Sarkar from PGDM hosted the event. The eminent panel of judges included Professor Nanaiah, Director- Corporate Interaction, Dr. C Manohar Dean- ISBR, Mr. G R Nair, Director Admission, Mr. Abbas, Head- Placement and Dr. Karpagam, Director- Academics.

All the mentorship group members were assembled in the auditorium to witness the event and to boost the morale of their team members who were to present on stage. The main objective of this challenge was to prepare each student for corporate world by guiding them to choose their specialization according to their skill set to further zeroing down on their preferred sectors, companies and their job profiles by reinforcing their personal strength and domain knowledge.

In C2C challenge the selected students had to give a brief description about their specialization they are going to take and the sector where they want to work. They had to justify as to why they are opting for a specific sector, what they will gain from it and what job roles they should go for. This led to the clear understanding that how we should plan our career and according to our interests what sector we should choose. The time allotted for each student to present their presentation was 5 minutes. All the twenty contestants performed well and some performed exceedingly well. They even answered questions asked by judges confidently. Out of the twenty contestants, five were declared as the best presentation.





First prize was awarded to Ms. Niyoocha whereas the second prize and third prize were awarded to Mr. Rahul Pandey and Mr. Samir Hassan Ali respectively. The other two consolation prizes were awarded to Ms. Poulami and Ms. Shwetha Chowbey. After the prize distribution ceremony, Dr. C Manohar and Prof. Nanaiah discussed the significance of Campus to Corporate challenge.

Finally, in his vote of thanks Mr. Anni Arnav, Head- HR thanked all the contestants, volunteers, mentors and judges. Some valuable inputs that we gained from this event were:

- Be clear about what specialization you should go for.
- Identify yourself as an individual and know your strengths and USP.
- According to your interests and capabilities choose the sector where u can be an asset to a company.

## C-TALK SERIES

In order to bring the best of creative and management leaders from corporate, we have launched a series of C Talks. CEOs of desi firms and MNCs have come and shared their valuable experience.

### C-Talk by Mr. Shekar C Swaminathan, CEO- Arvind lifestyle brands Ltd, Unlimited Division



“The best part of any story is when it changes.”

Change is the only subject which is constant in every journey, and who else then Mr Shekar C Swaminathan would justify the journey. On 04th of April 2017 this distinctive personality had visited ISBR for the C-Talk. He is a well-known name in the Indian apparel retail industry. Currently writing another success story, leading the unlimited division of Arvind lifestyle brands Ltd as the Chief Executive Officer Mr. Shekar is an electrical engineer, who has mastered the field of retail operations, distributive channels, merchandising, multi-channel, planning, supply-chain, inventory management, apparel design and store design. Accumulating a total of 3 decades of rich



experience in the section of value retail business.

He is the dynamic personality behind the success of MAX – chain of retail apparel stores in India and of splash in the Middle East. His creative vision and renowned knowledge in this sector had revolutionized the structure of apparel and fashion industry. He mainly focused on empowering people and fortifying processes, delivering bench-marking results in the retail industry.

MR shekar C Swaminathan imparted his 30 years of astonishing experience to the students of ISBR. The talk was crisp and clear providing justification to the sectors of retail and supply chain and the transitions of it in the past 3 decades. He proved the point of being hardworking and constantly being innovative is the only key for the success in the field of retail business. He has created and witnessed the different transitions in the sector of apparel and fashion management industry.

He bestowed this thought process of fabrication in the transitional journey from a sales person to be a CEO of such an esteemed organisation. He provided a distinctive details and knowledge in the fields of retail, supply-chain, to keep the mind young and innovative to remain successful.

This was followed by the interaction round with the students of ISBR. The students had many queries related to the sectors of retail. These queries were responded by smart and productive reasoning. The students got the clear idea about the retail and supply-chain sector and the functioning of the fashion industry and the existing transition providing the detailed vision over the different platforms of the retail distribution.

The session ended with felicitation ceremony of Mr Shekar C Swaminathan by Professor Nanaiah, Director Industry Interaction ISBR. Post session few chosen students interested in the sector of the fashion retail industry were selected to be mentored by Mr Shekar for the enhancement of their industry knowledge.

## C-Talk by Mrs. Pavithra Y S, Founder of Vindhya E-infomedia Private Limited

“The only disability in life is a Bad Attitude”





The above quote is what was conveyed by Mrs. Pavithra YS, another C-Talk guest at ISBR which was held on 19th April, 2017. She is the founder and Managing Director of Vindhya E-infomedia Private Limited which is a BPO in Bangalore but is very unique and mind-blowing in its own way. Vindhya Infomedia was started in the year 2006 with the vision of “bringing Business and Philanthropy together”. What sets them apart is that it has a work force which consists of 60 percent of physically challenged, socially challenged, hearing impaired and border cases of autistic people. As in the words of Mrs. Pavithra herself, she says “We believe in doing business but with a difference”.

She is an amazing personality with a pinch of humor in her speech which can attract any audience she interacts with. Her simplicity reflected in her words and the way she had put her thoughts forward, made her more awe inspiring for the students. She was being extremely honest when she spoke her heart out and said, “When I started, I was just 21 and did not know what exactly was RISK”.

Answering to one of the questions put by a student as to whether struggle is a mandate for any entrepreneur, she chose to define what exactly is struggle and how it is different from challenges that come across when you start something of your own and also how to overcome them. One thing that she had repeatedly asked the students was to keep chasing their dreams and passions in life and never to give up. Answering to another question regarding motivation she said that what keeps her going is her employees and their attitude towards life and work despite their challenges and difficulties and that they have been trying to prove themselves each and every day with the same zeal and vigour.

Vindhya as an organization has been very successful as a BPO and their clients include tech. giants like WIPRO, YAHOO, ACCENTURE, IBM, INDUSIND BANK, YES BANK, I-FLEX, HAPPIEST MINDS and many others. Mrs. Pavithra made it absolutely clear that Vindhya Info.'s specially abled employees are fully trained and productive professionals and deliver services to their clients and she was proud to say that they have not lost any of their clients in the past 10 years.

During the entire session she kept on taking questions from the students and was very happy to answer them. This session of C-Talk Series was a very different experience for all the students and was very fruitful and extremely inspiring. At the end she taught a few sign languages and said ‘Thank You’ in a special way and winded up her presentation which was followed by a group photo session including all the students and herself.





Every blooming day is an indication of new change. Change is inevitable. Positive change is the pathway for accelerating growth and is a bench mark for 'Golden Future'. ISBR has undergone drastic changes in recent times to ensure that the budding managers get correct guidance in choosing their career. "C-Talks" are the means through which students get chance to interact with company CEOs, Directors, CFOs etc. and get inspired by their journey from base to tip. They are generally interactive sessions rather than a one-way communication. Students and Speakers take equal interest in interacting effectively. A 'positive aura' spreads in the whole environment. This 'positive aura', results in 'positive change' which in turn lead to a beautiful land of long-lasting success.

15 April 2017 Saturday, was the third session of this on-going C -Talk series. The students were ready with new energy and zeal. Their eagerness and energy was so high that one can easily identify that this was the reflection of exposure and knowledge they got in previous two talks. Yet another reason to keep the students interested to attend the C-talk in the midst of MILAAP (Sports Meet) was Mr. Sandeep Tyagi- HR Director of SAMSUNG Electronics and the speaker of the day.

Mr. Sandeep is an Alumni of BHARTIYA VIDYA BHAWAN and has worked in VIDEOCON as VP-HR. He is currently the Director-HR of SAMSUNG Electronics.

He easily connected to the students and addressed the audience as "Young Leaders." According to him we are in a "VUCA World" i.e. a dynamic world where technology is impacting our day to day life and discussed about the power of technology. He also touched upon how the element of 'nationalism' is increasing globally.

Just like five senses responsible for functioning of life, there are five qualities which Samsung looks out before hiring "young leaders". These are:

1. Creative Intelligence: To survive in 'VUCA world', it is utmost necessary to sharpen our brain and think out of the box. To match up the speed of the dynamic world, innovative thoughts must sprout frequently. One must work out in this direction and try to improvise the creative intelligence quotient. Samsung being a largest player in Display and LED looks "creative intelligence" as the most important attribute before hiring.
2. Driving for Results: Samsung being a leader always emphasis on results and the qualities which drive them toward the desired results. They look out for the candidates who have the potential to maintain the company in Top 5 position in every field they are indulged in.
3. Building Teams: The quality of a leader is to build a team, keep up the team spirit and then work towards the goal collectively. Successful team work is the pillar for the success of this organisation. That is the reason why Samsung looks out Team Building qualities in an individual as the key factor before hiring the candidates.
4. Inspiring others: Inspiring others is equally important as inspiring self. It is the inspiration taken from their respective role models that this world witnessed unimaginable leaders. Inspiring others is an art in itself. Every person especially the ones who are aspiring to become leaders must inculcate this quality. This quality is utmost necessary for synergic work of any organisation. Thus Samsung focuses, "on what extent the candidate is able to inspire others" before hiring them.
5. Navigating the Organisation: Before starting a journey one must be completely aware of how the vehicle works, what is the condition of the vehicle, road and also the climatic conditions. This helps in a better ride. In the similar way before joining an organisation it is the responsibility of the individual to navigate about the organisation as whole. This attribute of Navigation helps a lot in the future and avoid consequences in the organisation. Samsung being a leader looks at it as a key quality before hiring.

In-order to lead the market Samsung aims in enhancing the above mentioned qualities and also incentive based performance and talent management. Timely encouragement is provided for better results. Samsung is the pioneer of "Innovation", it provides independence to youngsters to set up the start-ups. Irrespective of success or failure of the start-up it encourages new ideas. In-addition, Samsung treats all Samsung product users as a part of 'Samsung family'. This shows the eminent standards of the firm



Mr. Tyagi suggested the youngsters, "Take charge of your life, upgrade yourself and instead of marketing concentrate on 'target marketing'."

He thus concluded and opened the stage for questions and as usual our students had a healthy Q & A round. Students were able to tune themselves and refine their thoughts.

The important take away of this particular talk was that the students got a direction and areas that they have to look upon to undergo the career journey in a convenient manner.

Many such talks are lined up in near future and ISBR is confident enough to bring the desired changes in the thought processes of the young minds and make them strong enough to face the "Vuca World" in a creative way.

## C- Talk by Mr. Anand Ganapathy, Founder Director of FikkA.jobs



Those who know they can do it,  
Are the ones who never really show it!!!!"

These words are aptly fitting for the C-Talk guest at ISBR, held on 16th March 2017, Mr. Anand Ganapathy. He is the Founder Director of [www.FikkA.jobs](http://www.FikkA.jobs), a website that is very similar to Tinder in design but as the name suggests it takes care of one of the very important reason, a relationship built on Tinder can survive- JOBS !!!! FikkA is the Swedish word for 'conversations over coffee', and the company does the same thing- connects good people to great jobs, matching them not just for skills and experience but also preferred location, values and overall aspirations.

The aura and personality of this young CEO of an extremely eccentric organization struck all the students at the college. His simplicity bespoke of him more than his words did. Having a PGDM in Marketing from IIM-B and a work experience with corporate giants like Asian Paints Ltd., Infosys and Blue Star Infotech only added more awe to his contradictorily simple and non-vulnerable persona.

His energy was contagious and the students could feel an instant connect with him. Without beating around the bush, he came straight to the topic which was "How to become a successful professional?" He shared his own



experiences at both Asian Paints and Infosys and how he learnt what he learnt and how did it help shape his career. What was more astonishing was that he came up with only 15 odd slides in his presentation for 1 hour which is very un-CEO type and of course, very student friendly!!!

His presentation consisted of two main categories- first, how to choose your specialization and second, do's and don'ts of becoming an entrepreneur. His concept of zeroing down on a specialization was very simple- do what you are good at and chase it down till the end. Before commencing the second part he very politely and with all modesty requested only those candidates to stay who were interested to have their own start-up, but none left because he had captured the imagination of all the students present there. For entrepreneurs also he had a simple message- first work and gain experience and then only jump into the ocean of new beginnings.

At the end of the session, which ended rather abruptly, the students asked many intriguing questions and were served with equally apt responses by Mr. Anand. The session proved to be very fruitful and inspiring for all the students and the takeaways for them were countless.

## C-Talk by Mr. Shekar C Swaminathan, CEO- Arvind lifestyle brands Ltd, Unlimited Division



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Change is the only subject which is constant in every journey, and who else then Mr Shekar C Swaminathan would justify the journey. On 04th of April 2017 this distinctive personality had visited ISBR for the C-Talk. He is a well-known name in the Indian apparel retail industry. Currently writing another success story, leading the unlimited division of Arvind lifestyle brands Ltd as the Chief Executive Officer Mr. Shekar is an electrical engineer, who has mastered the field of retail operations, distributive channels, merchandising, multi-channel, planning, supply-chain, inventory management, apparel design and store design. Accumulating a total of 3 decades of rich experience in the section of value retail business.

He is the dynamic personality behind the success of MAX – chain of retail apparel stores in India and of splash in the



Middle East. His creative vision and renowned knowledge in this sector had revolutionized the structure of apparel and fashion industry. He mainly focused on empowering people and fortifying processes, delivering bench-marking results in the retail industry.

MR shekar C Swaminathan imparted his 30 years of astonishing experience to the students of ISBR. The talk was crisp and clear providing justification to the sectors of retail and supply chain and the transitions of it in the past 3 decades. He proved the point of being hardworking and constantly being innovative is the only key for the success in the field of retail business. He has created and witnessed the different transitions in the sector of apparel and fashion management industry.

He bestowed this thought process of fabrication in the transitional journey from a sales person to be a CEO of such an esteemed organisation. He provided a distinctive details and knowledge in the fields of retail, supply-chain, to keep the mind young and innovative to remain successful.

This was followed by the interaction round with the students of ISBR. The students had many queries related to the sectors of retail. These queries were responded by smart and productive reasoning. The students got the clear idea about the retail and supply-chain sector and the functioning of the fashion industry and the existing transition providing the detailed vision over the different platforms of the retail distribution.

The session ended with felicitation ceremony of Mr Shekar C Swaminathan by Professor Nanaiah, Director Industry Interaction ISBR. Post session few chosen students interested in the sector of the fashion retail industry were selected to be mentored by Mr Shekar for the enhancement of their industry knowledge.

## RESEARCH CENTER

International Workshop on “Research and innovation” under Executive Education Center



ISBR Business School had conducted two days’ workshop called “International workshop on Research and Innovation” on 5th & 6th of August 2017 in ISBR Auditorium.

The Workshop was inaugurated by an eminent Scientist, Dr. TK Anuradha, Project Director, ISRO Bangalore. During her address, she has taken all the participants to a space tour showing the achievement through research and innovation. It was the moment of truth which inspired all of us to take the proud journey of research and experience every moment as the pride of achievement.



Session 1 was an introduction to Research by Dr. Ananth Rao, Dean, UoD ( University of Dubai) where he dealt with the importance and the process orientation to follow the path. He went through the complete journey right from the selection of a topic to writing the research paper and report.

He distributed the cases that were inclined towards improving the research and analytics skills of the participants. He also gave the participants the various tools to check the quality of the research papers and the publication of the research work.

In post lunch session Dr. KS Gupta in his session on Research Mind started with the quote; "Afternoon sessions are not good they have to be made good".

Research process is the path for managing the total change. The change management remains difficult because either people do not change or follow change blindly. This is because of the certain negatively dominant human mind programs. However, a conscious and planned path for managing permanent change is the path of research.

Stressing on the mind programming, he said if it is programmed then it can be reprogrammed also. Research process will help us to do so. He introduced the concept and definition of Empowerment which can help in reprogramming and overcoming the hurdles in research.

### Serve your passion then serve the community.

"Passion comes if you have selected right topic". This was quoted by Dr. Anandram (Sr. Director, ISBR) in the beginning of the second day of the workshop i.e. on 6th August. He said, 'selection of research topic is very important and it shows the capability of the researchers. It also depends on different aspects like environment, candidate, time availability, library, financial status etc.

The dignitaries on the Dias were Dr. Ananth Rao (Dean, Dubai business school), Dr. Padma Srinivasan (Research Head, Acharya College Bengaluru Business school), Dr. Avneet Saxena (Functional Consultant, Analyst, TCS Bangalore) and Dr. K.S.Gupta ( Director, Centre for Executive Education, ISBR).

Padma Srinivasan quoted "Reach is the weapon in your hands", and talked about the important aspects of processing data which were: Research notes, Collaboration, Graphic Details, data management, outreach. In order to get best research data one should use open source data and read researches done by others, as much as possible because from now on it will be inter disciplinary. Dr. Avneet talked about Industrial research and gave suggestions on selection of the topic, filling gaps, path of the research. He stated that patience always helps researchers and also spoke about the Grey area ( a subject or a problem that people do not know how to deal with because there are





no clear rules). Both Dr. Padma and Dr. Avneet shared their professional experiences.



Second Session was started by Dr. Ananth Rao. The research aspirants presented few research papers in groups, as assigned by him on the first day of the workshop. He gave suggestions on the presentation done by them and mentioned a brief do's and don'ts of the research. He also explained about the synopsis and its importance.

Dr. PavanSoni said, "Research is a profession of trading knowledge". He explained Management as a circle with three interconnected aspects which are Economics, Sociology and Psychology. He also clarified the nature of research into 3 aspects i.e. Theoretically sound, Methodological rigorous and practically relevant. 'While collecting samples approach human beings rather than Google'. He ended his speech by adding "Ph.D. can give legitimacy but not capability and capability is intrinsic".

The organizers collected feedback on workshop from the aspirants and certificates were distributed to participants.

"It was an excellent workshop. Industry and Finance coverage was good. Collaboration and Data management skills were enhanced. More such workshops on research should be conducted." - Kajal Raj, Insight Academy

"Excellent clarity on the entire research process on how to progress, what is the outcome of the research and how it will benefit society. Identifying and defining problems, publishing articles in peer reviewed journal and insights on practical research was emphasized. Be practical, be in the field. Collect data by physically meeting people." - Anil Patro, Meritor CVS India PVT. LTD.

Got fundamentally connected to research. The workshop gave clarity and provided a professional and systematic approach to research. Sessions broke the myth based pattern of conducting research and real passion research along with real time results was focused upon." - Anaghappan L.P.L, Space Art Group

"Be confident and never underestimate the potential of self. The workshop stressed on the fact to remain a student throughout the learning course and to design a self-evaluating approach one's own research." - Ms. Megha N Galagali, KLE Society RL Science Institute, Belagavi

"The research needs to be more Field Oriented rather than mere process one. A completely novel approach towards conducting research was highlighted." - AmitKanchanbaraj, Apar People World

"The workshop provided us motivation and passion towards conducting research. The importance of innovation and field study was stated very important. Research should follow a planned methodology for conducting research." -



Vinay Kumar C, Akshaya Patra Foundation  
Dr. K.S.Gupta ended the workshop by giving vote of thanks.

## International Internship workshop by Prof. Ananth Rao, Dean University Of Dubai



'Internships in B-schools is of paramount importance': Prof. Ananth Rao

An international internship workshop was organized at the International School of Business Research (ISBR) at its Electronic city campus on Wednesday, 21st June 2017. Prof. Ananth Rao, Dean, Dubai Business School, University of Dubai was the chief guest of the workshop. Prof. Rao highlighted the importance of internships for B-school students and how mere classroom teaching won't be sufficient for the new-gen B-school students.

"Classroom learning is not everything. Classroom learning needs to be applied in the real world," said Prof. Rao. Speaking on the importance of Industry-Academia linkages, Prof. Rao said, "Harnessing Industry-Academia linkages will go a long way; students need a more hands on approach at problem solving. A student needs to understand the functioning of a company closely and come out with solutions for the various problems a company might be facing."

"Rote learning, copying, reading and writing have to be replaced by critical thinking; logical reasoning and analytical thinking," opined Prof. Rao.

"Internships could be career placements for the right candidates and Indian students are the brightest students, they are hard working and they stand a good chance to get placed during the international internship" said Prof. Rao. Mr. Abbas Ali, Head of Placements and Corporate Relations addressed the students and mentioned, "Internships are opportunities that need to be exploited for ones career growth. It gives a perspective into what sort of skills are required at the global level. An internship is the first and most important step in one's career."

Internships are considered as an academic phenomenon in most universities which is a wrong concept opined Mr.



Ali. "Making students employable and catering to the industry needs is important. Academics is one of the ingredients of one's career. It is not 'the' ingredient." said Mr.Ali.

Prof. Nanaiah Pattada, Head of Industry Relations said, "India will have a different kind of economic system, the overhaul is happening already. The biggest sectors for jobs in India would be the agriculture sector, retail, and health care."

Speaking about how different organizations and jobs require different resume formats, Prof Nanaiah said "Resumes need to be different and in accordance with the organization or job one applies to. A resume for an internship has to be different from a resume one uses to apply for a job. The format has to differ depending upon the needs."

## International Conference on 24th March @ ISBR



International School of Business and Research (ISBR) Business School and Research Centre took immense pride in organising the first-ever International Conference on 'Contemporary Challenges in Business Management' in association with University of Mysore, The Associated Chambers of Commerce of India (ASSOCHAM), Association of Management Development Institutions in South Asia (AMDISA) – A SAARC Recognised Body; and Association of Indian Management Schools (AIMS) on 24th March 2017, at its premises.

The main aim behind organizing such an event was to make the practicing managers aware regarding the various contemporary challenges in managing the business.

## INAUGURAL SESSION

The conference began with the Inaugural session. Several eminent dignitaries – Guest of Honor, Dr. S. Shivanna, Chairman & Professor, Department of Economics and Research in Economics and Management, KSOU, Mysore; Guest of Honor, Mr. Vinay N, Director, Silver Peak Global Private Limited and Convener, Education and Training Committee, ASSOCHAM; Mr. C. Ramakrishna, Executive Director, Association of Management Development



Institutions in South Asia (AMDISA); Speaker Dr. Rajesh Panda, Director, Symbiosis Institute of Business Management, Bengaluru, graced the occasion. The conference got enlightened in the gracious presence of –Mr. Manish Kothari, Managing Director, ISBR; Dr. C. Manohar, Chairman, AIMS Karnataka and Kerala and Dean, ISBR; Dr. K. S. Anandaram, Senior Director, ISBR and Dr. T. Karpagam, Director – Academics, ISBR.

The inaugural session started off with the ceremony of Lighting the Lamp. It represents an ode to knowledge, for it dispels the darkness of ignorance and brings with it, the dawn of a new revolution. The revolution of ideas, which holds the key to freedom, from the bondage of incomprehension. This was followed by the felicitation of the eminent guests by ISBR team.

The Welcome Address was propagated by Dr. K. S. Anandaram, Senior Director, ISBR. He introduced the topic of discussion – ‘Contemporary Challenges in Business Management’ to the audience and graciously welcomed the audience.

The Welcome Address was followed by the address of Dr. C. Manohar, Chairman, AIMS Karnataka and Kerala and Dean, ISBR. He spoke about the idea of contemporary challenges in the context of disruption in innovation and technology. He focused on the creation of a pipeline for talent which is required in today’s VUCA ( Volatile, Uncertain, Complex, Ambiguous ) world. He gave prominence to ‘demographic dividend’ as an intellectual asset for the country.

In his inaugural Address, Mr. C. Ramakrishna, Executive Director, Association of Management Development Institutions in South Asia (AMDISA) focused on three major contemporary challenges – Digitization, Innovation and Disruption. He insisted on being more alert and aggressive to take up the challenges to withstand the era of change. Dr. S. Shivanna, Chairman and Professor, Department of Economics and Research in Economics and Management, KSOU, Mysore made the students to take the below pledge:

“We dedicate ourselves everything for the growth, development, prosperity, peace, technological development for the country’s pride and prejudice. Let us put India on global map”.

He stated that the challenges and competition should be viewed as opportunity. He analyzed contemporary challenges on the grounds of Economic Pressure, Globalization, Change, Innovation, Customer Service and Employer Satisfaction. According to him, A good businessman is the one who possesses three main qualities in order to be successful – Pleasing Nature, Good Command over the Language and Well-Groomed.

Further Mr. Vinay N, Director, Silver Peak Global Private Limited and Convener, Education and Training Committee, ASSOCHAM spoke about the challenges faced by start-ups. He laid stress on working in a Start-up Company to gain some work experience, before becoming an entrepreneur. He highlighted the key concerns over the businesses between Japan and India. He said that Japan converts Soil to Gold, while India converts Gold to Soil. According to him, the available resource must be put to best use.

Dr. Rajesh Panda, Director, Symbiosis Institute of Business Management, Bengaluru, highlighted three main aspects: the way the consumers change; the global economic environment; and the structural issues faced by the country. He also discussed the challenges for Advertisers; Automation vs Job Creation; Evolution and Challenges of Start-ups; Spending on Innovation, to name a few.

Representatives from Genpact and White Horse were felicitated by Mr. Manish Kothari, Managing Director, ISBR. Star Invitee from Easy M to M was felicitated by Mr. C. Ramakrishna, Executive Director, Association of Management Development Institutions in South Asia (AMDISA).

In his Presidential address, Mr. Manish Kothari, Managing Director, ISBR, highlighted ‘Change’ which is evident and unstoppable. He insisted on considering ‘Change’ as an opportunity.

The Inaugural Session concluded with the Vote of Thanks by Dr. T. Karpagam, Director – Academics, ISBR.



## PANEL DISCUSSION

The Inaugural Session was followed by a Panel Discussion with Panel Moderator Dr. Anil Rao Paila, Senior Dean and Director, Prin L. N. Welingkar Institute of Management Development and Research, Bengaluru. The Panel Members include Dr. Sergio Sgambato, Managing Director, Artimpianti India Private Limited; Professor Ajit Mani, Managing Director, Intervention (India) Private Limited; Mr. V. K. Ramaswamy, Advisor to International Projects and Professor Preeja Sreedhar, Adjunct Faculty, ISBR. The Panel Session was coordinated and observed by Professor NanaiahPattada, Director – Industry Interactions, ISBR.

The Panel Discussion began with the Introduction of the Dignitaries by Professor NanaiahPattida, Director – Industry Relations, ISBR.

Panel Moderator Dr. Anil Rao Paila spoke about disruptions in contemporary world. He emphasized that Real Estate has emerged as one of the major challenges in business and supports the governance model of Narendra Modi, Prime Minister of India.

Professor Preeja Sreedhar spoke about the skill gap as a big challenge for today's workforce to cope up with the changing world. She also highlighted the need of bringing a positive revolution in classrooms like inculcating practical aspects of the teaching methodology and pedagogy, which would help prepare the practicing managers to be industry-ready.

Mr. V. K. Ramaswamy, Advisor to International Projects, spoke about ERP which integrates the backbone of the organisation. He also gave inputs on the Goods and Service Tax Bill and mentioned to strengthen the basics. Dr. Sergio Sgambato, Managing Director, Artimpianti India Private Limited, pointed out the major disruption sources – Emotion and Passion. He mentioned that GST is not a disruption rather, it is an opportunity to enter into the world of change. He also asked to be sensitized towards other cultures.

Professor Ajit Mani, Managing Director, Intervention (India) Private Limited, said that Management is both, an Art and Science and must produce positive results. He mentioned two types of arrogance – Engineering Arrogance and Bureaucracy Arrogance and talked about the challenges of Producing Result and Participation.

The Panel Discussion concluded with the felicitation of the guests with a memento and Vote of Thanks by Professor Nanaiah Pattada, Director – Industry Interactions, ISBR.

Lunch was arranged for the distinguished guests, delegates, participants, paper presenters and research scholars.

## PAPER PRESENTATION

65 authors have presented the papers related to various domains of business management such as Marketing, Human Resource, Supply Chain Management, Finance etc.

## VALEDICTORY CEREMONY

Students from PGDM and MBA performed on various songs with the use of musical instruments. The Welcome Address was conveyed by Dr. Karpagam T, Director – Academics, ISBR. The Guest of Honor, Mr. R. Alexander, Director – Human Resources, Oracle India Private Limited was felicitated by Mr. Manish Kothari, Managing Director, ISBR.

In his address, Mr. R. Alexander, Director – Human Resources, Oracle India Private Limited focused on the 3 P's – Purpose for the work to be done; Passion to go an extra mile; Perseverance to convert the dreams into action. He said, "Passion will always remain in Fashion". He also pointed out the 3 H's – Humility, Honesty and Humor. He urged to value time by saying that everyone has time for Facebook but not for Face-look. He told the students to prepare a gratitude list and practice meditation daily. He concluded his speech by sharing a story from 'Two Falcons' with the message of letting go our ego, accepting challenges and inculcating attributes like patience and perseverance.



The participation certificates were distributed to all the paper presenters of various domains of business management. This was followed by the Best Paper Awards in each domain (track). Best Paper Awards were presented to Mr. Pawan Sriram, Professor Shiva Kumar, Mr. Sekhar Y, Research Scholar, ISBR Research Centre, Dr. Debduitta Das, Academic Intern, Indian Institute of Management – Bengaluru (IIIM-B) and Ms. Kavyashree in their respective domains.

The Best Paper Awardees were invited to share their experience about the conference. The International Conference concluded with the Vote of Thanks.

## PhD 2016 Batch Inauguration at ISBR



ISBR Business School welcomed its first batch of PhD students on 28th August 2016 at Electronic City, Bangalore Campus.

The function was presided over by renowned personalities from the corporate and industrial sectors along with dignitaries from the management and staff. Mr.S.N Rangaprasad, Director-MSME-Development Institute, was the Chief Guest for the day. The stage was graced with the presence of delegates like Mr.Pallab Bandhopadhyay, a leadership architect, Mr.Karthik Ananth, co-founder- Zinnov & Director-Sukino Healthcare Solutions, Dr.Rajaram Kota, Managing Director-Cyient and Dr.Solomon Suresh, Vice-President-Genpact.

The function started by invoking the blessings of Lord Almighty. As there were some of the best brains present from the industry and of course the research scholars, the aura of the auditorium was beaming and radiant already. In his welcome address, Dr. Anandaram gave a brief introduction about the concept of research under PhD program and its importance in the modern times.

The Research faculty were welcomed which included Dr.D Narasimha Murthy, with an experience of over 23 years, Dr.Manasa Nagabhushanam, a researcher for the last 10 years, Dr.Ratna Sinha with 16 years of experience, Dr.Noor Firdoos Jahan, with 16 years of experience, Dr. R Soundararajan, with over 39 years of industrial experience and over 5 years of academic experience, Dr.Karpagam T., experienced in supply chain management,



Dr.Sudhakar GP, with 22 years of experience, Dr.TK Vijaykumar, Dr.VB Padmanabhan, Dr.R Vijaylakshmi and Dr.Sarabjeet.

After the felicitation of the faculty, all the research scholars were asked to introduce themselves. Dr.S.N Rangaprasad inaugurated the PhD batch 2106 and gave the inaugural address. Dr.Pallab Bandhopadhyay and rest of the dignitaries released the Researchers Handbook & Academic Planner and addressed the audience. After that a series of addresses followed from the rest of the guests. Later Mr.Manish Kothari, Managing Director – ISBR, made the presidential address.

At the end, Dr. Venkat Prasad proposed the vote of thanks.

## NHRD Conference 2016



7th Dec 2016 Student & Faculty Conference

NHRD National Student & Faculty Conference 2016 was an exclusive student-faculty event facilitating knowledge-exchange and project-information. Organized as a part of NHRD's endeavour to engage student-faculty nationwide, the conference brings together participants and audience from prestigious management schools in India. They discuss key industry topics, build perspective on contemporary topics, focus on new ideas and their development and identify pathways into a brighter future.

### Featured Events

#### Gurukul

GURUKUL gave an opportunity to students and faculty members to listen to highly impactful interactive sessions from persuasive speakers from the world of academics, consulting and corporate.

#### i-Talk

i-Talk was a platform presenting a diverse range of speakers including students, faculty & thought leaders who have inspirational stories to share, these are people who are making a difference to the lives of others with their extraordinary ideas that changed the world around us.



i-Talk is a world of words. The speakers are people who challenged the world with their ordinary minds to create extraordinary results.

### Big Debate

The Big Debate was a platform for the great speakers and presenters to bring forward and fight out verbally on various current topics like demonetization etc.

It was one of the most enticing and powerful events of the day where the speakers sparked a light on the faces of the jury as well as the audience.

### Eagles Nest

Eagles nest was an initiative of NHRD that would provide you the platform to pitch your idea to Investors! There were investors ready to invest in any good idea which would be huge in the future.

### Student Participation

Sincere thanks to our professor Dr.Venkata Reddy who was a constant source of motivation for the students and a guide too as and when required. He was the person behind getting ISBR students on the list of NHRD. There was an active participation shown by students from the college.

Students like Mihir Rai, Tejasri, Shweta Chowbey, Kanna Kannada, Aditya Kedari, Gauree Bhawe, Chaitali Desale, Mary Aneeta, etc. were selected as a part of the core committee of the organizational process through a rigorous interview course.

Sharon Angel and Rahul Pandey were selected as the Masters of Ceremony for "The Big Debate" held on the 7th December in the Christ University Auditorium.

### Dignitaries

Mr.Sanjeev Mehta, Chairman & CEO, Hindustan Unilever Limited was invited as the Chief Guest and the keynote speaker.

i-Talk involved many prominent speakers like Mrs.Santy Sajan, Mr.Rajdeep Manwani, Mr.Rahul Kapoor, Mr.Santosh Kaveri, etc.

Gurukul Sessions were conducted by renowned speakers like Monica Shah, Girish M, Alok Gupta, Jay Bhuva, TripatPreet Singh, etc.

### 8th & 9th December 2016 HR SHOWCASE

A signature event of NHRD, the NHRD HR Showcase was shaped to bolster the enduring spirit of HR practices. It was a unique trade show style event for HR professionals to present their most impactful HR practices & initiatives; where they could learn about practices in other organizations, network with peers and compete for the coveted Grand HR Showcase awards.

ISBR Business School too had a stall at the HR Showcase where the students and faculty members of the college were the brand ambassadors of the college. Faculty members like Mr.C.Manohar, Mr.Abbas Ali Uppin, Mr.Padmanabhan, Mr.Venkata Reddy were present at the HR Showcase to support the students.

Students like Pamela Chakraborty, Likipa Chakraborty, etc. were representing the college at the stall. Atul Ugale and Abhinav Biswal were volunteers for the Main Conference where there were prominent speakers like HG Gaur, Gopala Das, Mr. Anand Kripalu, Mr.Steve Correa, etc.

Sameeksha Sharma, Samir Shukla, Niyooasha Baradari, Rahul Chatterjee and Rahul Pandey were amongst the volunteers in the HR Showcase. The whole three days of the NHRD event proved to be very useful for the students of ISBR who got great exposure to the corporate and great networking.





## AWARD LIST ANNUAL DAY 2015 AWARD

| Sl.No. | AWARD NAME                            | STUDENT'S NAME                                | BATCH   |
|--------|---------------------------------------|---|---------|
| 1      | BEST ATTENDANCE AWARDS                | SOHAM BANERJEE                                | 2015-17 |
|        |                                       | ANCHAL SHARMA                                 |         |
| 2      | BEST COORDINATOR AWARD                | JAYADEV MOHAPATRA                             | 2015-17 |
| 3      | BEST CLASS PARTICIPATION AWARD        | MIDHUN ABRAHAM                                | 2015-17 |
| 4      | BEST CONTRIBUTOR AWARD                | MANISH P                                      | 2015-17 |
| 5      | MOST HELPFUL STUDENT AWARD            | SHARON ANGEL                                  | 2015-17 |
| 6      | BEST SINGER                           | ARIJIT SINGHA                                 | 2015-17 |
| 7      | BEST INTER COLLEGIATE PRESENTER AWARD | NAGARJUNA KALLURU<br>KANAJAR ANAND MANJUSHREE | 2015-17 |
| 8      | YOUNG ARTIST AWARD                    | PRAKANTI MANISH                               | 2015-17 |
| 9      | BEST TRANSFORMATION AWARD             | RAMAN DUBEY                                   | 2015-17 |
| 10     | BEST DANCER                           | ANKITA SINGH<br>RIJUSHREE NARZARI             | 2015-17 |
| 11     | BEST MANNERS AWARD                    | SINGAVARAPU NAVYA                             | 2015-17 |
| 12     | BEST ORGANISER AWARD                  | SHARON ANGEL                                  | 2015-17 |
| 13     | BEST PRESENTER AWARD                  | PRADEEP C                                     | 2015-17 |
| 14     | BEST SPORTSPERSON AWARD               | VIJAY JIRANGE                                 | 2015-17 |
| 15     | BEST STUDENT OF THE YEAR AWARD        | SHARON ANGEL<br>ARIJIT SINHA                  | 2015-17 |
| 16     | BEST TEAM LEADER AWARD                | SHRUTI RAJAN                                  | 2015-17 |
| 17     | BEST TECHNICAL DESIGNER AWARD         | DAN MATHEW & ISSAC JOY                        | 2015-17 |
| 18     | MBA 2ND SEMESTER TOPPER-1ST PRIZE     |   |         |
| 19     | MBA 2ND SEMESTER TOPPER-2ND PRIZE     |   |         |
| 20     | MBA 2ND SEMESTER TOPPER-3RD PRIZE     |   |         |
| 21     | MBA 3RD SEMESTER TOPPER               | PRIYA BHATT                                   | 2015-17 |
| 22     | MBA 3RD SEMESTER MARKETING TOPPER     | SHARON ANGEL                                  | 2015-17 |
| 23     | MBA 3RD SEMESTER FINANCE TOPPER       | SUMIT SARASWAT                                | 2015-17 |
| 24     | MBA 3RD SEMESTER HR TOPPER            | SHRUTI RAJAN                                  | 2015-17 |
| 25     | MBA 3RD SEMESTER RSCM TOPPER          | NIDHI JAIN                                    | 2015-17 |
| 26     | MOST COMMITTED STUDENT AWARD          | MIDHUN ABRAHAM                                | 2015-17 |
| 27     | MOST CREATIVE STUDENT AWARD           | SUMIT SARASWAT                                | 2015-17 |
| 28     | PGDM 2ND SEMESTER TOPPER - 1ST PRIZE  | MANISHA SINGH                                 | 2015-17 |
| 29     | PGDM 2ND SEMESTER TOPPER - 2ND PRIZE  | SHARAN R                                      | 2015-17 |



|    |                                      |   |  |
|----|--------------------------------------|---|--|
| 30 | PGDM 2ND SEMESTER TOPPER - 3RD PRIZE | BHAGAVATAM KISHORE<br>KR SHARMA                                 |  |
| 31 | PGDM 3RD SEMESTER FINANCE TOPPER     | A MADHURAJ  |  |
| 32 | PGDM 3RD SEMESTER HR TOPPER          | ANCHAL AGARWAL  |  |
| 33 | PGDM 3RD SEMESTER MARKETING TOPPER   | JOSHI AKSHAY SANJAY   |  |
| 34 | PGDM 3RD SEMESTER RSCM TOPPER        | SATTWIK SAHOO   |  |
| 35 | PGDM 3RD SEMESTER TOPPER             | RANANJAR ANAND MANJUSHREE<br>MANISHA SINGH<br>KALLURU NAGARJUNA |  |
| 36 | PGDM 4TH SEMESTER FINANCE TOPPER     | BHAGAVATAM KISHORE<br>KUMAR SHARMA                              |  |
| 37 | PGDM 4TH SEMESTER HR TOPPER          | ANCHAL AGARWAL  |  |
| 38 | PGDM 4TH SEMESTER MARKETING TOPPER   | MANISHA SINGH   |  |
| 39 | PGDM 4TH SEMESTER RSCM TOPPER        | SATTWIK SAHOO   |  |
| 40 | PGDM 4TH SEMESTER TOPPER             | BHIMABATTU MOURYA   |  |
| 41 | PLACEMENT TEAM AWARD                 | PRERNA SINGH  |  |
| 42 | BEST CONTRIBUTOR AWARD               | TITAS MODAK<br>AJAY PATEL                                       |  |
| 43 | BEST CLASS PARTICIPATION AWARD       | MINI JAIN<br>SRIDHAR DARBHA                                     |  |
| 44 | BEST STUDENT OF THE YEAR AWARD       | DARSHIT VEGAD   |  |
| 45 | MOST COMMITTED STUDENT AWARD         | SNEHA GADE  |  |
| 46 | MOST CREATIVE STUDENT AWARD          | PURALASHETTY ANIL KUMAR   |  |
| 47 | YOUNG ARTIST AWARD                   | AGNIDEB MANDAL  |  |
| 48 | BEST SPEAKER AWARD                   | TANIA SARKAR  |  |
| 49 | BEST CLASS CITIZEN AWARD             | AKELLA RAJYALAKSHMI   |  |
| 50 | BEST CSR CONTRIBUTION AWARD          | KANAADA KANNA   |  |
| 51 | BEST DANCER AWARD                    | HIMANSHU DADHEECH<br>SANGEETA DATTA                             |  |
| 52 | BEST ENTERTAINER AWARD               | SUDRITHI PURKAYASTHA<br>P SAI KIRAN                             |  |
| 53 | BEST ORGANISER AWARD                 | KIRAN JHALA   |  |
| 54 | BEST PRESENTER AWARD                 | TANIA SARKAR<br>NEETHU C C                                      |  |
| 55 | BEST HELPFUL STUDENT AWARD           | PUNEETH N.R.<br>PRABHAT KUMAR SHAW                              |  |
| 56 | MOST DILIGENT STUDENT AWARD          | RUTVIJ DHARWEKAR  |  |
| 57 | BEST MANNERS AWARD                   | SOUMITRI GANGULY  |  |
| 58 | BEST SPORTSPERSON AWARD              | DESALI CHAITALI RAKESH RAO<br>B.V.SRINIVVAS                     |  |
| 59 | BEST TRANSFORMATION AWARD            | KAMDI AMEYA SHIVDAYAL<br>NAGARAJU VENKATASWARLU                 |  |
| 60 | BEST CO-ORDINATOR AWARD              | P SAI KIRAN   |  |
| 61 | BEST MEDIA PERSON AWARD              | SRIDHAR DARBHA  |  |



|    |  |   |         |
|----|--|---|---------|
| 62 | BEST ATTENDANCE AWARD                            | SRIDHAR DARBHA<br>UGALE ATUL KADU             | 2016-18 |
| 63 | BEST TEAM LEADER AWARD                           | DARSHIT VEGAD                                 | 2016-18 |
| 64 | PLACEMENT TEAM AWARD                             | RENU LAKRA, AKSHITA TALDAR<br>KETKI CHIMURKAR | 2016-18 |
| 65 | PGDM 1ST SEMESTER TOPPER - 1ST PRIZE             | MONA MANECK                                   | 2016-18 |
| 66 | PGDM 1ST SEMESTER TOPPER - 2ND PRIZE             | ANJALI MAHATO                                 | 2016-18 |
| 67 | PGDM 1ST SEMESTER TOPPER - 3RD PRIZE             | ROHIT SRINATH                                 | 2016-18 |
| 68 | SUBJECT TOPPER IN MANAGEMENT CONCEPTS & THEORIES | SWATI SNEHA                                   | 2016-18 |
| 69 | SUBJECT TOPPER IN ORGANISATIONAL BEHAVIOUR       | MONA MANECK                                   | 2016-18 |
| 70 | SUBJECT TOPPER IN BUSINESS ENVIRONMENT           | MONA MANECK                                   | 2016-18 |
| 71 | SUBJECT TOPPER IN MANAGERIAL COMMUNICATIONS      | DHADIGE SHIVA KUMAR                           | 2016-18 |
| 72 | SUBJECT TOPPER IN MANAGERIAL ACCOUNTING          | ANJALI MAHATO                                 | 2016-18 |
| 73 | SUBJECT TOPPER IN MANAGERIAL ECONOMICS           | SRIDHAR DARBHA                                | 2016-18 |
| 74 | SUBJECT TOPPER IN STATISTICS FOR MANAGEMENT      | MONA MANECK                                   | 2016-18 |
| 75 | MBA 1ST SEMESTER TOPPER - 1ST PRIZE              | MIHIR RAI                                     | 2016-18 |
| 76 | MBA 1ST SEMESTER TOPPER - 2ND PRIZE              | SAYANI MAJUMDAR &<br>SHWETA JAIN              | 2016-18 |
| 77 | MBA 1ST SEMESTER TOPPER - 3RD PRIZE              | VIMAL SINGH                                   | 2016-18 |
| 78 | SUBJECT TOPPER IN MANAGEMENT CONCEPTS & THEORIES | SAYANI MAJUMDAR                               | 2016-18 |
| 79 | SUBJECT TOPPER IN ORGANISATIONAL BEHAVIOUR       | SWETA JAIN                                    | 2016-18 |
| 80 | SUBJECT TOPPER IN BUSINESS ENVIRONMENT           | SWETHA G WARRIAR                              | 2016-18 |
| 81 | SUBJECT TOPPER IN MANAGERIAL COMMUNICATIONS      | MIHIR RAI                                     | 2016-18 |
| 82 | SUBJECT TOPPER IN MANAGERIAL ACCOUNTING          | SUBHOJYOTI RAHA                               | 2016-18 |
| 83 | SUBJECT TOPPER IN MANAGERIAL ECONOMICS           | SAYANI MAJUMDAR                               | 2016-18 |
| 84 | SUBJECT TOPPER IN STATISTICS FOR MANAGEMENT      | DESALI CHAITALI RAKESH RAO                    | 2016-18 |
| 85 | BEST STUDENT OF THE YEAR AWARD                   | NIYOOSHA BARDARI                              | 2016-18 |
| 86 | MOST COMMITTED STUDENT AWARD                     | PINGALI TEJASHRI                              | 2016-18 |
| 87 | BEST CONTRIBUTOR AWARD                           | AVEEK BISWAS                                  | 2016-18 |
| 88 | MOST CREATIVE STUDENT AWARD                      | AVANI PANDEY<br>SUPRIYO SARKAR                | 2016-18 |
| 89 | YOUNG ARTIST AWARD                               | SUBHOJYOTI RAHA                               | 2016-18 |
| 90 | BEST SPEAKER AWARD                               | BHAVE GOURI SHRI KRISHNA                      | 2016-18 |
| 91 | BEST CLASS CITIZEN AWARD                         | VIMAL SINGH                                   | 2016-18 |
| 92 | BEST CSR CONTRIBUTION AWARD                      | SAYANTAN MUKHERJEE                            | 2016-18 |
| 93 | BEST DANCER AWARD                                | PAMELA CHAKRABORTY                            | 2016-18 |



|     |                                      |   |         |
|-----|--------------------------------------|---|---------|
| 94  | BEST ENTERTAINER AWARD               | JOVIAL LAYA RAO   | 2016-18 |
| 95  | BEST ORGANISER AWARD                 | PINGALI TEJASHRI  | 2016-18 |
| 96  | BEST PRESENTER AWARD                 | RAHUL PANDEY<br>NIYOOSHA BARDARI                                      | 2016-18 |
| 97  | MOST HELPFUL STUDENT AWARD           | GAUREE BHAVE  | 2016-18 |
| 98  | BEST CLASS PARTICIPATION AWARD       | BRAHMA SRI HARSHA   | 2016-18 |
| 99  | BEST TECHNICAL DESIGNER              | MIHIR RAI   | 2016-18 |
| 100 | MOST DILIGENT STUDENT AWARD          | VIMAL SINGH   | 2016-18 |
| 101 | BEST MANNERS AWARD                   | CHAITALI DESALI   | 2016-18 |
| 102 | BEST TRANSFORMATION AWARD            | NISCHAY NANGLIA   | 2016-18 |
| 103 | BEST COORDINATOR AWARD               | PAMELA CHAKRABORTY  | 2016-18 |
| 104 | BEST MEDIA PERSON AWARD              | SHWETHA G WARRIER   | 2016-18 |
| 105 | BEST ATTENDANCE AWARD                | AVEEK BISWAS  | 2016-18 |
| 106 | MISS. ISBR AWARD                     | AYUSHI GOYAL  | 2016-18 |
| 107 | MR. ISBR AWARD                       | RUTVIJ DHARWEKAR  | 2016-18 |
| 108 | BEST TEAM LEADER AWARD               | KAMLESH KESARKAR V  | 2016-18 |
| 109 | BEST INTERCOLLEGIATE PRESENTER AWARD | NIYOOSHA BARDARI<br>RAHUL SAHA  | 2016-18 |
| 110 | PLACEMENT TEAM AWARD                 | KAMLESH KESARKAR V<br>JITHU JAMES<br>PINGALI TEJASHRI<br>RAHUL PANDEY | 2016-18 |
| 111 | BEST ORGANISATIONAL STUDY REPORT     |   | 2016-18 |
| 112 | BEST ETHNIC WEAR AWARD ON ETHNIC DAY | DESALI CHAITALI RAKESH RAO<br>SUVOJIT CHATERJEE                       | 2016-18 |

## CONVOCATION 2016 AWARD

ISBR Business School

Bangalore 560 100

List of Gold Medal - convocation 2017  
Batch 2014-2016 - PROGRAMME-PGDM

| S.No | ISBR Gold Medalist        | Reg.No  | Students Name                    | Stream |
|------|---------------------------|---------|----------------------------------|--------|
| 1    | Best Student Award        | Pg14055 | Pandya Yagnesh Bhaskar           | PGDM   |
| 2    | Academic Excellence Award | PG14055 | Pandya Yagnesh Bhaskar           | PGDM   |
| 3    | Project Topper Award      | PG14055 | Pandya Yagnesh Bhaskar - FINANCE | PGDM   |
| 4    | Project Topper Award      | PG14097 | Janga Veena - -MARKETING         | PGDM   |
| 5    | Project Topper Award      | Pg14022 | Debjani Bhattacharjee -HRM       | PGDM   |



|    |                                |         |                           |      |
|----|--------------------------------|---------|---------------------------|------|
| 6  | Shri Prakash Kothari Award     | Pg14022 | Debjani Bhattacharjee     | PGDM |
| 7  | Marketing Excellence Award I   | PG14094 | A Vineela                 | PGDM |
| 8  | Marketing Excellence Award II  | PG14004 | Akshay Ku Jaiswal         |      |
| 9  | HR Excellence Award I          | PG14028 | Jenil V Vora              | PGDM |
| 10 | HR Excellence Award II         | PG14074 | Somnath Tiwary            |      |
| 11 | Finance Excellence Award I     | PG14055 | Pandya Yagnesh Bhaskar    | PGDM |
| 12 | Finance Excellence Award II    | PG14036 | Keesara Nikhila           |      |
| 13 | Banking & Insurance Excellence | PG14010 | Arunava Mukherjee         | PGDM |
| 14 | Most Committed Student Award   | PG14067 | (1) ROHIT BHATT A         | PGDM |
| 15 |                                | PG14071 | (2) SHEENA MATHEW         | PGDM |
| 16 | Best Team Player Award         | PG14088 | (1) WASEEM RAJA A         | PGDM |
| 17 |                                | PG14024 | (2) DEEPTI VIJAY CHAUHAN  | PGDM |
| 18 | Best Talent Award              | PG14039 | (1) KONATHAM LEELA MAHESH | PGDM |
| 19 | Placement Excellence Award     | PG14093 | ANANYA ARYA               | PGDM |
| 20 | Placement Excellence Award     | Pg14083 | TUSHAR TRIPATHI           | PGDM |

**ISBR Business School**  
Bangalore 560 100  
List of Gold Medal - convocation 2017  
Batch 2014-2016 -PROGRAMME-MBA

| S.No | ISBR Gold Medalist           | Reg.No   | Students Name                       | Stream |
|------|------------------------------|----------|-------------------------------------|--------|
| 1    | Best Student Award           | 14MB1315 | Archana Kumari                      | MBA    |
| 2    | Academic Excellence Award    | 14MB1379 | Remya R Pillai                      | MBA    |
| 3    | Project Topper Award         | 14MB1318 | Arka Ghosh - IB                     | MBA    |
| 4    |                              | 14MB1348 | Kothapalli Yugandhar - R & SCM      | MBA    |
| 5    |                              | 14MB1352 | Makwana Pankaj Kishorbhai - FINANCE | MBA    |
| 6    |                              | 14MB1340 | Joyul Naresh Modi -FINANCE          | MBA    |
| 7    |                              | 14MB1356 | MARIA FERNANDEZ - HRM               | MBA    |
| 8    |                              | 14MB1400 | Varadaraj V - MARKETING             | MBA    |
| 9    | Smt. Rasilla Kothari Award   | 14MB1333 | Gongiti Bhavya Madhuri              | MBA    |
| 10   | Best All Rounder Award       | 14MB1379 | Remya R Pillai                      | MBA    |
| 11   | Marketing Excellence Award I | 14MB1386 | Sayani Basu                         | MBA    |





PROGRAM SCHEDULE



**BANGALORE EDUCATIONAL TRUST**



**International School of Business & Research**

- Registration :  
For Graduating Students : 8.00 am to 9.00 am
- For Guests : 9.00 am to 10.00 am
- Graduation Procession enters  
(Audience rise & remain standing until guests are seated)
- Invocation & Lighting of the lamp
- Welcome Address
- Presentation of Annual Report
- Declaring the Convocation Ceremony open
- Administering the Oath
- Award of Gold Medals
- Convocation Address
- ISBR Outstanding Achievement Award Ceremony
- Address by Guests of Honour
- Release of *ISBR GEMS*
- Confering the Certificates
- Vote of thanks
- National Anthem
- Graduation procession leaves
- Lunch

**INVITATION**



**CONVOCATION 2017**

Saturday, 1st July 2017





**ISBR Business School**  
101, Electronics City - Phase One, Behind ISRO, Telephone Exchange,  
Bangalore - 560100

For any guidance, contact: 08417 80001, 99797 11119  
E-mail: convocation@isbr.in

*No person was ever honored for what he received,  
honor has been the reward for what he gave.*

[www.isbr.in](http://www.isbr.in)





**Bangalore Educational Trust**  
"27 Years in service of society"

**International School of Business & Research**  
In Association with AIMS

Cordially invite you to grace the occasion of  
Inauguration of International workshop  
On  
**Research & innovation**  
On  
Saturday, 5th August 2017 at 10:00 am

Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore 560100

**INAUGURATION**  
Dr. T. K. Amaradha  
Sr. Scientist & Program Director  
ISRO

**RESOURCE PERSONS**

|   |  |
|---|--|
| <p>Dr. Ananth Rao<br/>Prof. &amp; dean<br/>Dubai Business School</p> <p>Dr. Pavan Soni<br/>Founder<br/>Inflection Point</p> | <p>Dr. K. B. Akhilesh<br/>Senior Professor<br/>Indian Institute of Science</p> <p>Dr. K. S. Gupta<br/>Director, Executive Education<br/>ISBR Business School</p> |
|---|--|

**PANELISTS**  
Dr. Navneet Saxena  
Dr. Padma Shrinivas

|                                     |                        |  |
|-------------------------------------|------------------------|--|
| Dr. K. S. Anandaram<br>Sr. Director | Dr. C. Manohar<br>Dean | Dr. Chandra Niranjan<br>Dean Academics |
|-------------------------------------|------------------------|--|



International School of Business & Research



# BANGALORE EDUCATION TRUST ISBR FOUNDERS DAY & TEACHERS AWARDS 2016

Dr. A P J Abdul Kalam Memorial Awards

[www.isbr.in](http://www.isbr.in)

INVITE

## BEST TEACHERS AWARDEES

- DR. T RAMU PETERAN**  
Principal, Uthara Mysuru Degree College
- DR. S. MANJUNATH**  
Principal, Uthara Mysuru Degree College
- PROF. N. ANANDARAMAN**  
Dean, Bangalore SC College
- PROF. V. SURESHKALA**  
Principal, Sri Siddaganga Institute of Management Studies
- MR. CDR. RANVI KUMAR MAMBA**  
SCA School, Bangalore
- PROF. SIVANARAYAN GOLDFINGER**  
Professor, Bangalore College of Arts
- SRI. K. RAJINA GEDDAMANI**  
Principal, Gopur
- PROF. DR. P. KUMAR MENON**  
Assistant, SC Degree College
- PROF. SHARADA MALLESU CHANDRAN**  
Principal, Sri Siddaganga Institute of Management Studies
- SRI. P. SURESH**  
Head of Studies, Sri Siddaganga Institute of Management Studies
- SRI. MANU BALASUBRAMANIAM**  
Principal, Sri Siddaganga Institute of Management Studies
- DR. S. SURESH**  
Principal, Sri Siddaganga Institute of Management Studies



International School of Business & Research  
107, Electronic City - Phase 1, Bellary Road, Bangalore - 560100

For any guidance, contact: 94417 32268, 94497 11119  
Email: [info@isbr.in](mailto:info@isbr.in)

## PROGRAM SCHEDULE

- 11:30 - Board Room briefing
- 11:30 - Group Photo
- 11:30 - Inauguration & Lighting the Lamp
- 11:35 - Welcome Speech - Dr. B. Anandaram
- 11:40 - MBA Perspective - Dr. C. Manohar
- 11:45 - Inaugural Address - Sri Anupam Agrawal, IIM
- 11:50 - Pre-MBA Program: Getting Started - Dr. Claudia Miranjan
- 11:55 - Address on Opportunities & Challenges for New-Gen Managers - Sri K. Raghav
- 12:00 - Release of Academic Calendar - Sri Manalithar Halappa
- 12:05 - Video on UMRED RUN CSR Project & Address by Sri Manish Kohari
- 12:10 - Distribution of Uniforms to School Children by Chief Guest  
Narration - Sri Ranjeet Solanki
- 12:15 - Release of Academic Diary
- 12:20 - Journey of an Entrepreneur - Sri Sohan Chandra Reddy
- 12:25 - "Service with Smile" a Management Perspective - Dr. PM Bhassali
- 12:30 - Glimpse of Corporate Success - Star Invites
- ISIRM  
Springwell  
Aaraha Homes  
Robsoft Technologies
- 12:40 - Passing the Baton - Sri. Aravinda Salopal
- 12:45 - Vote of Thanks - Dr. T. Karpagam
- 12:50 - National Anthem
- 1:00 - Lunch



ISBR Business School  
107, Electronic City - Phase One, Bellary Road, Bangalore - 560100

For any guidance, contact: 94417 32268, 94497 11119  
Email: [info@isbr.in](mailto:info@isbr.in)



INVITATION

## LAUNCH OF MBA 2017

Saturday, 29th July 2017



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**Bangalore Educational Trust**  
\*27 Years in service of society\*

**International School of Business & Research**  
Cordially invite you to grace the occasion of  
Inauguration of PGDM 2017  
On  
**Saturday, 15th July 2017 at 10:30am**  
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore560100

**INAUGURATION**  
**Sri G Kumar Naik, IAS**  
Vice President  
Bangalore Management Association  
MD, Karnataka Power Corporation Limited

**ADDRESS ON LEADERSHIP & MANAGEMENT**  
**Prof. N Ravi, IIS (retd)**  
Indian Institute of Management  
Bengaluru

**PRESIDING**  
**Sri Manish Kothari**  
Founder, ISBR Group of Institutions

**ALUMNI INVITEE**  
**Sri Nihar Satpathy**  
Accenture

**STAR INVITEE**  
\* Wipro \* InRootz \* eBeam \*

|   |  |  |
|---|--|--|
| <b>Dr. K S Anandaram</b><br>Sr. Director      | <b>Dr. C Manohar</b><br>Dean                                     | <b>Dr. Chandra Niranjan</b><br>Dean Academics            |
| <b>Bharat Jain</b><br>CEO                     | <b>Dr. KS Gupta</b><br>Director – Centre for Executive Education | <b>Dr.TKerpagam</b><br>Director – Academics              |
| <b>Prof. G R Nair</b><br>Director – Admission | <b>Prof. P N Nanaiah</b><br>Director – Industry Interactions     | <b>Abbas Ali Uppin</b><br>Director – Corporate Relations |

## COURSES OFFERED

GLOBAL PGDM  
PGDM WITH SEMESTER ABROAD  
PGDM  
MBA  
ONE YEAR PGDM  
INTEGRATED LAW COURSE  
BBA



No. 107, Electronic City - Phase I, Near Infosys,  
Behind BSNL Telephone Exchange, Bangalore - 560 100  
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