



CONGRATULATIONS

**Dr. Manish
Kothari**

Awarded
Ph. D.

चिह्नोद्देशान
INTERNATIONAL CONFERENCE 2021
Post Covid Practices 1.0



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Global Perspectives On
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For Sustainability in The New Normal

AWARDS & ACHIEVEMENTS

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AICTE-CII



ISBR Business School

An institute of international education standards, ISBR Business School was set up under the aegis of Bangalore Education Trust, which was established in the year 1990. The incubators of ISBR had a dream- the dream of a gateway that provides a global outlook, an infrastructure that beckons to explore and learn, a cradle that nurtures high ethical and human values.

Education at ISBR prepares its students to think boldly and act confidently in any business environment. ISBR takes pride for creating an atmosphere wherein both students and faculty can pursue boundless knowledge, a single roof where theory and practice goes in hand to present better understanding about oneself and the world around him. At ISBR the focus goes beyond education. ISBR aims to prepare students for life-making them a Leader.

The success of ISBR as an acknowledged institution for quality learning is an outcome of the various facets that give ISBR its characteristic value- the faculty, enterprising students, infrastructure facilities and industry partnerships. ISBR Business School, located in Electronic City, the hub of IT Silicon City, Bengaluru, has rapidly gained a reputation as a recognized business school. **It has been bestowed upon with Platinum Category status awarded by AICTE-CII (Confederation of Indian Industry) consecutively for Five Years (2016-2020)**, the highly prestigious industry association in India. Only 3% of business schools in India are conferred with this status. Besides, ISBR has received the coveted accreditation from NBA, which makes ISBR belong to an exclusive class of management schools. ISBR offers MBA Program of Bangalore University as well as AICTE approved PGDM program. Five hundred students' study in these stream at the Institute. The B School takes pride in manifesting remarkable placements from multinational companies and Indian corporates as recruiters.

31
YEARS OF EDUCATION
EXCELLENCE

5
ACADEMIC
INSTITUTIONS

22+
STATE REPRESENTATION
ON CAMPUS

10000+
ALUMNI ACROSS THE
GLOBE

180+
COMPANIES FOR
PLACEMENT AND
INTERNSHIP

93%
STUDENT PLACED

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Abhinandana Awards, 2020

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Mr. B. Thej Kumar

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MR. Kiran D.M. - People's Practice and CSR

Chirag Suchak - Employer Branding and Employee Proposition

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Media Club

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2. Scrabbles
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HR Club

1. GOONJ

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Dr. Manish Kothari

**Managing Director,
ISBR Group of Institutions**

Dear Readers,

It's a moment of pride to present the yet another issue of VOICE with the glimpses of year which was full of learning, new initiatives, awards and achievements.

This year again we have made a place in the AICTE-CII survey as a platinum institute for the fifth consecutive time. In addition to that ISBR is recognised as “Best Industry Linked Institute-2020 for Management (Emerging)” in AICTE –CII Survey of industry linked technical Institutes.

ISBR was very well adapted to the new normal which was brought by corona virus pandemic and showcased the best example of resilience by successfully organising the two International conferences for the home and global audiences. First being “Vishleshan” International conference on “POST COVID PRACTICES 1.0” in February and second was International Conference on “Global Perspective on Business, Economy and Society – Sustainability in the New Normal” in month of August. We have received a huge participation from national and international authors in both the conferences.

In addition to our value added programs like certification courses, C-talks, workshops, national and international guest Session we started Learn from Masters Series and Corporate Mentorship in our curriculum to bridge the gap between academics and Industry and make students industry ready.

Along with educational excellence we also focus on health and wellbeing of our ISBR Family and “ISBR CYCLOTHON” was one such event which was organised as a part of fit India Movement.

I congratulate the students and faculty who represented ISBR in other institutes and stood best among all, be it best paper award, case study competition, patents publications or any other event.

I appreciate the relentless effort of the teaching and non-teaching staff, the students and the alumni whose dedication has added value to the quality of education.

Let us remember that achievement do not stop with reaching our present goal but in expanding our horizon to achieve more milestones of success.



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AICTE-CII

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Director - Executive Academic

Editorial message



NAVITA VIJAY

Assistant Professor
Editor-in-Chief

“If life were predictable it would cease to be life, and be without flavor” - Eleanor Roosevelt

Few days back I learned once again the blissfulness of ignorance. So here we are ignoring all odds and continuing our journey with another exciting edition of VOICE 2021.

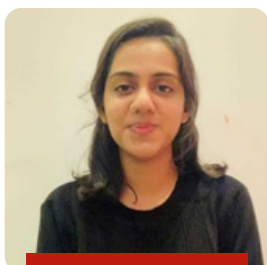
The ISBR batch 2020-22 was already a winner when they took the decision to continue to move on and take up the course in the time of uncertainties. Though we started on virtual mode but there is no event which is missed out from the contents of the voice, On the contrary the Voice 2021 edition brings some new and exciting highlights which marked our presence at global level. International Conference on Post Covid Practices, International Conference on Global Perspective, Launch of PGDM program for Senior Executives,

Several International Guest lectures to name a few. There is exemplary contribution through work of art and creative write-ups by students in the student's corner.

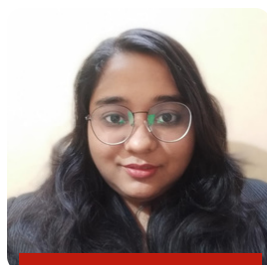
I am Glad to announce that we have started this year with our editions of quarterly magazine named “VOYAGE”, ISBR Newsletter, and ISBR Blog.

The editorial team beautifully reflected the one year journey of batch 20-22 in Voice 2021 edition. I would like to thank each member of team to bring this issue of Voice. I express my heartfelt Gratitude to the ISBR Family and our Dear Director Dr. YLK for embarking the trust upon the team. Special Thanks to Ms. Nikita, Design Lead, ISBR who has creatively and passionately designed the Magazine.

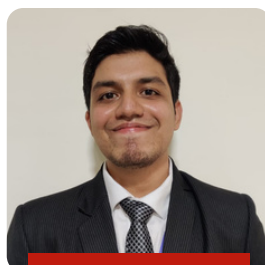
EDITORIAL TEAM



KAVYA VARRIER



NEHA GHRUTAKAUSHIK



PRAJWAL PRADEEP



VISHAL ANUJ NM

Developmental Dialogues

by Mr. Sudheesh Venkatesh

CPO, Azim Premji Foundation

Developmental Dialogues on 6 February, 2021



Mr. Sudheesh Venkatesh is the Chief People Officer of Azim Premji Foundation, & serves on the board of Management of Azim Premji University. He is also the regional president south of the National HRD network & serves on its national board. The session was named – ‘Developmental Dialogues’ because unlike other sessions this was more of an interview of the guest & through his answers, he addressed the gathering & very clearly stated his point about his career, corporate expectations from freshers & many other things.

The session was hosted by Jovita Devaraj & Prajwal Markandey in an interview manner and China Rathi was the Master of Ceremony & formal vote of thanks was delivered by Shivani Bhatt. The whole session was conducted under the guidance of Mr. Suresh Raju, Head of Training & Transformation, ISBR, who was also the Moderator for the session. The questions raised were mostly in lines to his career, the connection of HR & CSR, the cultural diversity observed, analytical skills possessed & other qualifications or skills a fresher should possess to ensure employability & what the corporate expectations are in this new normal. He addressed the gathering & answered each question on the basis of his experience & technical knowledge. He also mentioned psychological safety of business leaders, people in society & students as well in these days of pandemic & how to cope up with this new normal. Overall, it was an insightful & learning session for all of us. It was really an honour to have had a conversation with such an inspiring person.

An Initiative to Facilitate the Feeders

An Interview with Mr. Raman Dubey

22 March, 2021

An interview was scheduled with Mr. Raman Dubey, Agrifeeder Agricultural Services on March, 22, 2021; an agricultural start up focused on the welfare of the farmers. ISBR Business School took immense pleasure in interviewing Mr. Raman Dubey, an alumnus of the business school. (2015-2017)

The interview started with talking about where his inspiration for such an initiative stem from where he mentioned how the environment in ISBR nurtured an idea and how his determination and consideration towards farmers led to where the business stands today. Days and months of research and how he would take appointments with the prominent personalities mentioned by the faculty in ISBR and all of this complemented with his determination to start such a start-up led to a successful step in the right direction. He did odd jobs to gain experience, networked with people and constant perseverance led to the success of the business.

Agrifeeder was a business that was not affected due to the pandemic instead they reached out all over India in this pandemic due to its focus on medicinal tea made out of lemon grass, the USP for them is that they sell it in 2 different flavours i.e., cardamom and ginger. The business focused on contributing its profits for the welfare of the farmers, that is that they provided them an additional income by making sure they get paid right. It provided a regular income for the farmers.



The interview revealed the confidence that Mr. Raman holds on the business because the next 5 years, as told by him, saw steady growth and in talks with expansions internationally. He mentioned how he was planning to branch out to different products in the near future.

A quite inspiring interview with the alumnus led us to look forward to more such interactions with other alumnus, where he talked about. Although Mr. Raman mentioned that his contributions are towards the farmers, he mentioned that they ensure proper compensation and support to all.

The interaction raised the spirits for us in the sense that budding entrepreneurs from ISBR can look forward to tailored management support and look forward to a brighter future.

Interview:

Question: How did you and your brother chart out the plan to execute this initiative?

“I will just add one point regarding how we chart out the plan; yeah, so when I registered the company, I asked my brother he was working for Hitachi. So, I asked him to quit the job and started meeting people and farmers and we started to work out this plan. So, he came to Bangalore, and he quit his job the next month and came to the village, and that time I was in ISBR but I had started working with one of the talented people from Infosys. I was working for Ajmera apartments, I was delivering organic vegetables and milk and we were getting it directly from the farmers. Every morning at 5, when my roommates were asleep, I was at the apartment delivering milk and other grocery items. I think I continued there for 4-5 months. By then, Campus placements had started. Also, I would like to mention, I am not the only entrepreneur from ISBR. Right now, I am sitting in a restaurant run by one of my seniors from ISBR. The culture that was provided to us, as the logo also mentions real-world real learning; previously we were a bit skeptical about where we were, but stepping into the real world, the learnings have come very handy.”

Question: Just a curiosity - Why herbal tea? Why spice-mixed herbal tea?

“In India, farmers are producers but they don't have the right to fix. The government also fixes an MSP, the MSP is not for farmers, if you go in-depth you will see, the manufacturers are purchasing the grains on MSP, the middlemen, are purchasing it at a lower price than MSP and selling it to the manufacturers on saturation, the farmers aren't connected directly to the farmers, there is someone who is connecting them. So, the price gap is there and they are getting lower prices. So, what we thought of was that along with the traditional farming, if the farmers are doing additional farming such as herbals out of which they can get regular income, which is very important for their livelihood. So, we worked out on that and started with herbal plants and medicinal plants. We started with lemongrass, so at that time only 8-10 farmers were working with us, they started in small plots. Everyone is now getting good income i.e. 4000 - 5000 monthly.” He further added, “If we go in the background, if we go for traditional farming like wheat rice, you will see that the investment is for 3 months and getting very little rent and then they have to pay the creditors as they take a loan and have to pay it back. So, they don't get the right price because they have to sell it in hurry to pay back the creditors. So, for 3 months they

"I am not the only entrepreneur from ISBR. Right now, I am sitting in a restaurant run by one of my seniors from ISBR. The culture that was provided to us, as the logo also mentions real-world real learning."

don't get to pay minimal expenses such as school fees. If they are planning to do three-four things to do in a month, they have to choose one, either pay the fees or buy food. This is common for most farmers, not the ones that have 200-300 acres of land, I am talking about farmers who own 2-3 acres of land for farming.”

“Okay if you will see seeds fertilizers, the prices are high, even the workers on the land charge 500/day, but the farmers never count their hard work and put up a price because then it will increase the price of the products, we consume today i.e., the rice, wheat, etc. So, we plan for herbal/medicinal plants which will add to their income. In a lockdown, as lemongrass is a medicinal plant, so people were using the leaves, they were putting it in tea and consuming it. So, we brought flavor to it. If you will search in the market, we are the only manufacturers that bring in flavored lemongrass tea – ginger and cardamom. We are working on more than 8 items to come up in the next few months. We are also planning to bring in-room perfumes, room fresheners from lemongrass oil. There is a market for lemongrass oil, but people aren't aware of it. The feedback we are getting from our customers. If you look into our google page, you will find that people are giving tremendous feedback. Okay, so it is also helping them.”

Question: As we know that the pandemic has affected the business, how has it personally affected the workings of your business?

“Yes, I agree it has affected so many businesses, many businesses have shut down, like the companies have stopped working as we know from Bangalore, but for entrepreneurs, it was an opportunity, you will see many businesses have come up during that time period.”

“A startup called Hanuman, which was delivering medicines to customers had grown. Still, they are running the business with external extra funding.”

“We were selling the need of that time, the pandemic helped us, but the process was slow, we couldn't go out, there were no proper distribution channels. We used the Indian post, as they were the only ones working, and plus their reach is great, as it can reach even the remote areas. So, we used them as the logistics partner, and still, we are using them. But now we are creating a new distribution channel to be available in every mart and departmental store.”

Question: I read an article that your business spends the profits for the welfare of the farmers. How do you go about choosing these farmers? More specifically, what is your process of choosing?

“See, it is a hot topic as their protests going on. In India, it is difficult to find farmers. My father is also into farming, we give our land to farmers and they do the farming. In that case, we aren’t farmers, we are landowners. But when it comes to the benefits that are given by the government, whatever subsidy is given, it is given to the landowners. So, we are considered as farmers. People working on the field are not considered farmers, they are considered laborers. They don’t get any direct benefit from the government. So, what we did was we selected a few youths who are passed out of 10 and 12 grades, and asked them to join us, as unemployment is a big issue in Bihar, so they can get good income from farming. If they are into unique product farming, we share the income.

And in aromatic or herbal medicinal farming, the product range is too high, which we can develop and make a product out of it. In the upcoming months, we have planned to come up with a few products and share the contribution with the farmers.

So, basically, the model is where we have to make the farmers agree to produce what is required by the market and we help with the technology, soil test will be done by Agrifeeder, then our research team will come up with ideas as how can we make it better.”

Question: So, sir, how does the future for this business look for you?

“We are delivering tea from Kashmir to Kanyakumari, everybody is loving the product and if you look at the retaining percentage, it’s high. It’s about 70%. There is a high demand in the family. Now we are planning to trade internationally. We are also planning to make distribution channels out of India.”

Question: Final question, you mentioned how ISBR created an environment for such an initiative to stem, are there any key takeaways for us?

“My story is very different, I hope you know, Iyer sir, he was the Director for Corporate Relations. During his session, whatever names he took, I was noting those names, these are the people who have nurtured under his guidance. The next day, during his session, I would book an appointment with these people, and then I would tell him, ‘today I will not attend your session, I’m going for a meeting.’ Most of the time, many times on Facebook he has commented that I was never in the classroom. So, this was a thing. Second thing, Abbas Sir

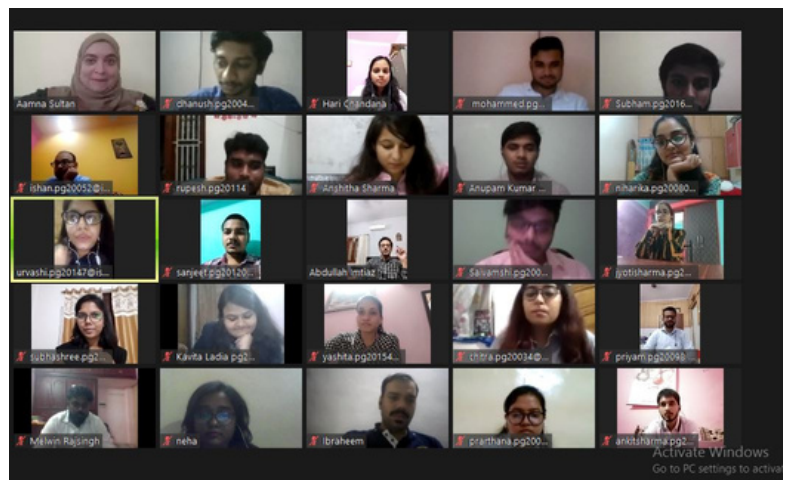
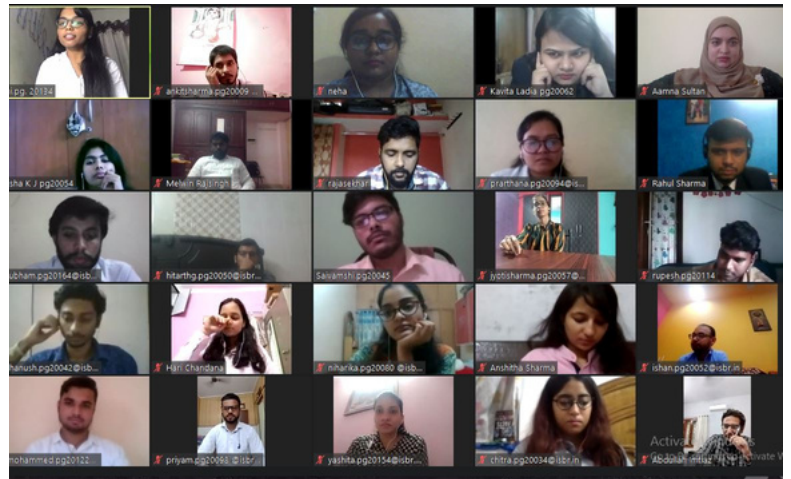
“We are delivering tea from Kashmir to Kanyakumari, everybody is loving the product and if you look at the retaining percentage, it’s high. It’s about 70%. There is a high demand in the family. Now we are planning to trade internationally. We are also planning to make distribution channels out of India.”

was very much interested in all those students who were taking the initiative, like those who were planning to do something. During our session only they brought EDII institute but the tie-ups didn’t work in our college. People were not showing interest but those efforts were kept by the management for the students who were interested to do something different or were planning a startup. In our batch, two-three people have tried. Mentorship sessions were there where we were spending time telling our stories and our future plans and I guess I was lucky because I got Abbas sir, as my mentor, and so most of the times he went swearing at me in the college guest lectures were coming so we got to get an idea. The best part is my English was too poor when I joined ISBR and I was one of the poor students. So what happened during my second month, I got an opportunity to work as an intern for marketing research and I was amongst the three students that were selected, 2 from PGDM, 1 from MBA that was me and I joined here, so after 2 clocks daily my job was to go to the market they were selling and sending me anywhere in Bangalore. So, I have worked with them, I was coming late at night in the hostel, so I got the permission from college, so I worked there for 2 months then again got an opportunity in one of the startups in India for Logistics department. Again, I worked for NGO that was our college seniors were there, so I worked with them, now they are coming on a regular basis to ISBR for hiring. All in all, ISBR has played a role in nurturing such an environment and we all are thankful for it.”

With this, the interview ended.

PGDM Batch 2020-22 Inauguration

01 August, 2020



Welcome to the International School of Business and Research (ISBR) one of the top business schools in India that takes pride in creating an atmosphere where both students and the faculty can pursue boundless knowledge. “Welcome to the real world and real learning, welcome to ISBR” A single roof where theory and practice go hand in hand to have better understanding about oneself and the world around them. ISBR aims to prepare students for life, making them a leader. The world is recovering from a pandemic and all of us are in it together, as Allen Cohen rightly said, “Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect.” With this, ISBR inaugurated its PGDM 2020-2022 batch on a Saturday morning in a celebration that was thoughtful, reflective and cheerful and brought the ISBR community together. On this day, the family of ISBR extended their family by welcoming new minds with the new batch and started another voyage to explore the ocean of knowledge. In this virtual ceremony we were joined by Dr. M.P. Pooniya, Vice -

chairman AICTE as the Chief Guest, Mr. Kamal Bali, President and Managing Director, Volvo India Limited as the Guest of Honour, Mr. Manish Kothari, Managing Director, ISBR, Business School, Dr. Manasa Nagbhusanam, Director - Academics and Research, ISBR, Business school, Mr. Kanagaraj K, Register ISBR, Business school and Mr. Abbas Uppin Ali, Director – Corporate Relations, ISBR, Business School. The one-day inauguration ceremony began with a Welcome speech by Dr. Manasa Nagbhusanam. An insight of the college was given by Mr. Manish Kothari. Further, Dr. M.P. Pooniya and Mr. Kamal Bali also addressed the crowd. The brief to 360 orientation was given by Mr. Suresh Raju and the vote of thanks was proposed by Mr. Kanagaraj K. And then began our journey towards a mark of excellence in the form of PGDM.

Ureka Induction

Real world, Real Learning

Real world, real learning: this line perfectly brands ISBR. Here, in the orientation program they not only focused on the sessions, but also a real-life project to give us an insight on how a business is conceived, the hurdles that come in establishment, and how to expand it; all of this was done in collaboration with Ureka Education Group. Ureka Education is a multinational education group established in London, it is one of the largest experiential learning providers in the IMEA region in terms of content and coverage. The Ureka Group comprises six companies having offices in Oxford, Dubai and Lyon, a Social Entrepreneurship Centre in India and Research Institute in France. A strong global network of professionals and academics enabled through its senior leadership team and advisors who come from some of the best institutions in the world, defines the institution. This induction program was aimed to bring out the best potential out of students & to provide a sneak peak of the real world with a practical induction in the field of management. This was also designed to deliver a world-class learning experience led by International mentors and Global Business leaders. This was a 4-week program, as each week focused on different specialized domains of business i.e. Marketing, Finance, HR and Data Analytics.

In this weekly task, the students were asked to come up with an idea to solve the problem, which was further shaped by the mentors, this idea was converted into solutions, and with constructive feedback they were further encouraged. In the first week of the program, the students were to come up with a marketing strategy which was also supported by financial and creative concepts. This task was mentored by Ms. Amna Sultan, the Academic Affairs Director at Ureka Education and one of its co-founders with more than 16 years of experience. She holds a Master of Science Degree in Business Information Systems from Royal Holloway, University of London.

She also holds the Future of Learning Certificate from HarvardX and Certificate in Career Guidance from University of California, Los Angeles (UCLA). She has worked with professionals and students hailing from various parts of the world and has the expertise of diverse professional and personal backgrounds. In the first week, a micro case was given to all the teams, they were given a case to open a new chain of Italian Pizza. The first step to build a business started from this moment. With the team members being unfamiliar with each other, the brainstorming sessions consisted of many disagreements which provided 4 distinct alluring possible strategies,



Ureka Education is a tertiary education provider established in London in 2014 by a group of Sloan Fellows from London Business School. It has offices in Oxford, Lyon and Dubai, a Social Entrepreneurship Centre in India and has recently setup a Research Institute in France. Ureka is the largest provider of experiential learning programs in the IMEA region in terms of content & coverage.

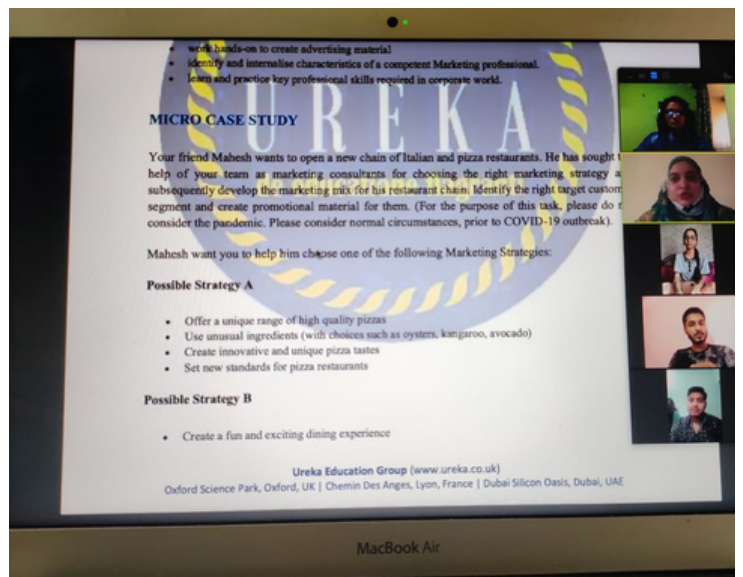
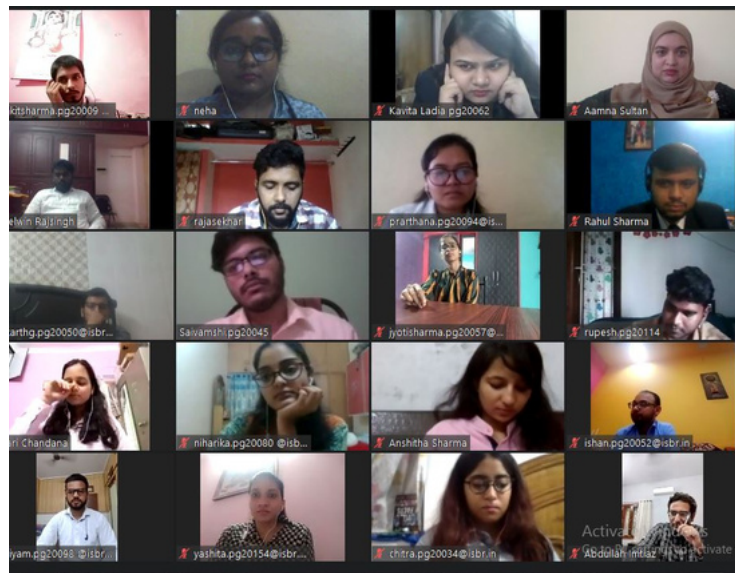
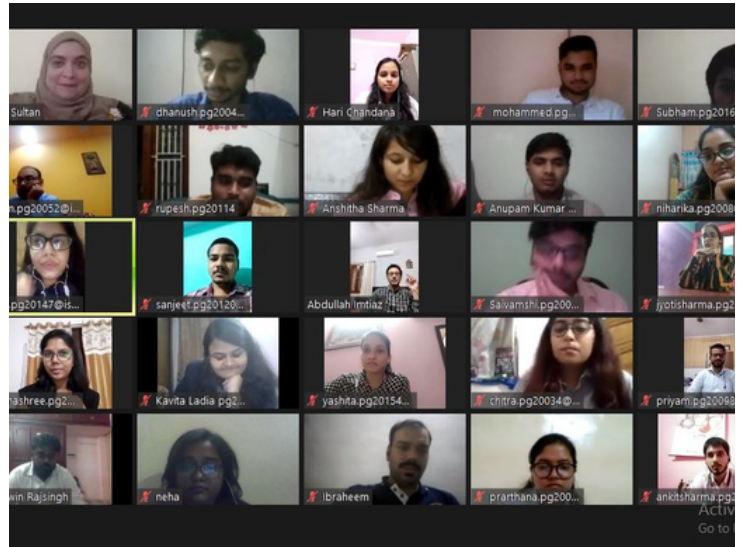
this made the task more challenging and exciting. At the end of the week, the participants got an idea about the marketing mix and were hands-on to create an advertising and marketing campaign. After commencing the business, it's very important to know whether the investment on the business is productive or not. This task was designed to understand the basics of finance, which is needed in a business and how one uses and interprets them. This task was mentored by Mr. Sarfraz Hasan, Head of Treasury of a USD 6 Billion petrochemical corporation, the largest greenfield project in the world at that time. He led the department that handled financial transactions and investment worth USD 400 million on a monthly basis and had won the 'Deal of the Year' award for the project Financing deal of USD 3.5 billion. Currently, he is also part of the Ureka Education Group, which he co-founded. The primary reason for him to be part of this program is his passion for youth development and keen interest in working with students. The second week was mainly focused on understanding the basic terms of finance and its application, the major expenses and income of the business.

INAUGURAL PROGRAMS: UREKA INDUCTION

In this, a sample P&L statement was provided and they were asked to contact any restaurant owner to get an idea about the different costs and major expenses that occur. This gave an idea about the proper use of resources and challenges in an ongoing business. The third week started with new energy and vibes; the week was focused on Human Resource. This week was also mentored by Ms. Amna Sultan. The teams were given a task to set up a recruitment process for the hypothetical new branch of the restaurant.

Human resources, which makes a business unique and authentic, is the most important element involved in the growth and expansion of the business internally. The most challenging part was to be in the shoes of an interviewer and construct an assessment process tailored to the needs of the business. Last week was much more interesting than the others. This week was focused on the use of Data analytics and analyzing the data to expand the business and to overcome other problems as well. This task was mentored by Mr. Yavar Husain. In this task, the answer was to be found after identifying the question.

The real-world exam is not about answering the questions asked, it's more about knowing to ask the right question, in order to get the right answer. In this task the students learnt how the changing dynamics of the market, the constant involvement of digitally equipped results used for better analysis, and how to interpret the data found to the best use for the growth of the business. This 4-week course not only gave an insight to real world problems but also shaped and encouraged us to get on the path to convert an idea into practice. The final assessment was done on 6th September, 2020 and all the teams presented their work. This task was won by Kavita Ladia, Shubham Mukherjee, Ishan Mishra, Melwin Paul Rajsingh J, Dhanush Suryaa S, Prarthana Rajat Garg and Nikhil Das. This task also taught us about team bonding, collaboration, coordination and gave us hands-on ideas of different domains as well. The final presentation and assessment just gave an idea how close the competition was, how in spite of being in different locations, people speaking different languages, team building and coordination is possible, no matter what the situation is and most likely how everybody actually adapted the new normal in this pandemic situation..

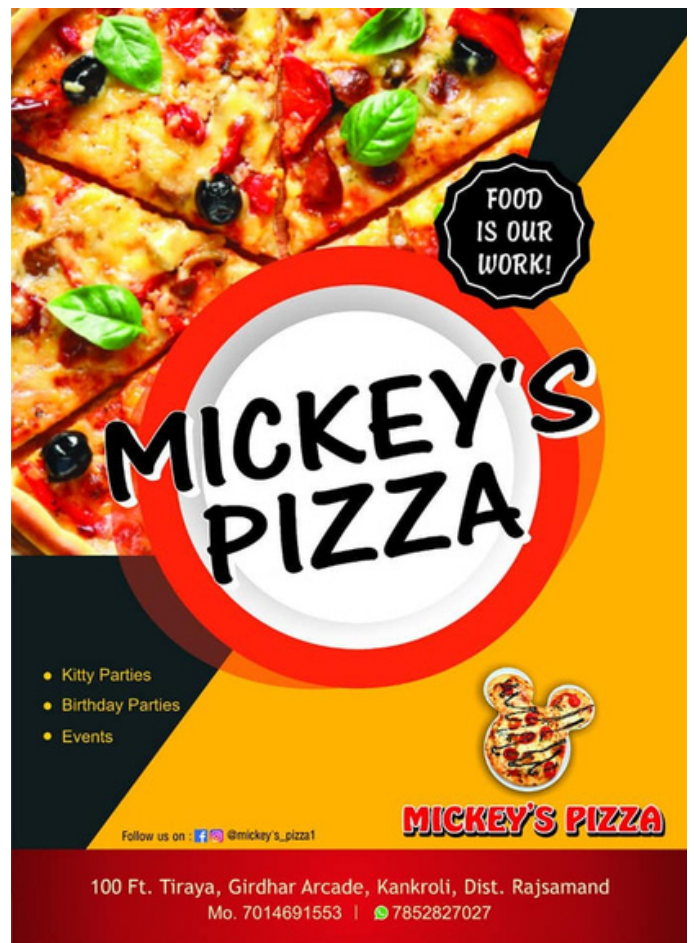


Induction Experience: Mickey Pizza

Ureka conducted a competition and the aim of the competition was to get 360-degree view of the organization and we were divided into 10 teams and I was in a team of pandas at work, the first challenge was to getting familiar with the team member and tackling the challenge of starting a communication as we were sitting in the different parts of the country, connecting through internet and calls. The second step was to select a group leader, and even though I had no experience of leading a team, I took the responsibility of being a leader and realized that being a leader is easy but being a good leader is difficult. After that we started with the weekly tasks assigned.

First week was related to marketing as a concept and how that is used in a business. We had to work on restaurant marketing strategies. Although I was aware about the marketing mix, market segments, through those tasks, I learnt how to use this theoretical knowledge in real business. We named our café as Mickey pizza and came up with its logo and tagline along with an interesting menu. Second week was related to finance, in which we gained the basic knowledge of finance and how it works in the organization. We also contacted some of restaurant owners to know about their business and how they do the accounts. Third Week was related to HR. Human resources, a critical part of the business which includes selecting the right staff needed to develop the business. We experienced the whole process that is taken by companies to select their staff for their organization and how one has to retain them by keeping them engaged. We prepared a selection process for our restaurant. This was the first experience being the interviewer instead of the candidate, and we realized the difficulty of the job of an interviewer that day.

Fourth Week was related to Business Analytics. Data Analytics is very important for the success of business. And it was totally a new thing for us but with the guidance provided by the mentors, we learnt what Business Analytics exactly is and how one can implement it in a business, for better and smooth operations of the



business. We learned a lot of new things during the whole one-month induction. It was an amazing and insightful experience working with the team and leading the team and the interaction with the mentors based in an entirely different country, which would not have been possible if not for this opportunity; we learned a lot from the experiences that they shared.

Even if we didn't win the competition, the knowledge gained from this competition, the importance of various aspects that comes into a planning of the business and the bond we shared remains permanent.

FPM Inauguration

November 07, 2020

ISBR Business school launched its first batch of Fellow Program in Management (FPM) on 07th November, 2020 on a virtual platform between 4:00 PM to 5:30 PM. The FPM course, or the Fellow Program in Management, is a 3-year long doctoral course in the various specializations of management. An ideal doctoral degree for scholars who wish to pursue managerial roles or pursue an academic career in the future.

With the rapid expansion of management education in India, it has become inevitable that top business schools cater to the need of the faculty by producing excellent researchers, academicians and practitioners.

And amongst the top Institutes of management in the country that provide this course, our esteemed institute, ISBR Business School, has the opportunity to launch this FPM program this year 2020 with a glorious path laid ahead for all the scholars. Glad to disclose that, ISBR launched the total team of all 20 scholars out of 20 successfully. This is an indication of ISBR's incredible performance as highly ranked institute.

The utmost value of the course would be understanding the need and significance of various pedagogical tools used in management education, to master the relevant methodology and tools of management research. It would also pave a path to think critically, reflect originally and contribute to the body of management thought.

The goal is to develop academicians with ability to communicate effectively and develop researchers with high ethical standards in research work. The program was launched by esteemed dignitaries. The program started with welcome address by Dr. K anandaram, Sr. Director, ISBR Business School. Dr. Y Lakshman Kumar, Director - Academics and Research created a profound awareness about FPM program to all the scholars attended on the inaugural program.

Following to the Dr YLK's address, Prof. B. Raja Shekhar, Chief Guest & Pro Vice-Chancellor, University of Hyderabad delivered his valuable speech on ethical aspects of research and he also narrated a clearly defined ways to pursue and complete the doctoral degree successfully. Following to that, an eloquent speech delivered on research practices by Dr. Geetha, Guest of Honor & HOD of Management studies, Dayananda Sagar Academy of Technology and Management.

Next to that, Mr. Manish Kothari, Managing Director, ISBR Group of Institutions delivered his presidential address highlighting the significance of inquisitiveness and its role in pursuing doctoral degree. And the session got concluded with vote of thanks by Dr. M R Jhansi Rani, Dy. Director, ISBR Business school.



Bangalore Education Trust

30 YEARS IN EXCELLENCE 1990-2020

ISBR International School of Business & Research Bangalore

ISBR Research Centre

Cordially Invites You to the online launch of
Fellow Program in Management (FPM) 2020
Saturday, 07th November 2020, at 4 PM online

Chief Guest


Prof. B. Raja Shekhar
Pro Vice-Chancellor
University of Hyderabad

Guest of Honour


Dr. Geetha
HOD of Management Studies
Dayananda Sagar Academy of
Technology and Management Bangalore

Presided by

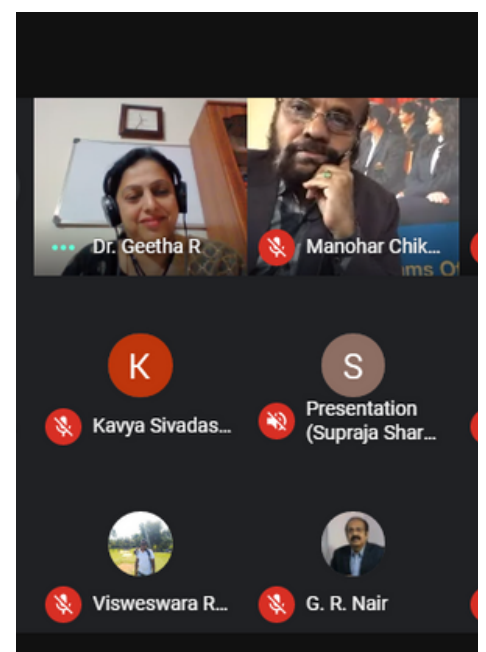

Shri. Manish Kothari
Founder and Managing Director
ISBR Group Institutions


Dr. K.S. Anandaram
Senior Director


Dr. C. Manohar
Dean & Director
Strategic Networking


Dr. Y. Lakshman Kumar
Director
Academics & Research

Online link for the Inauguration will be shared personally



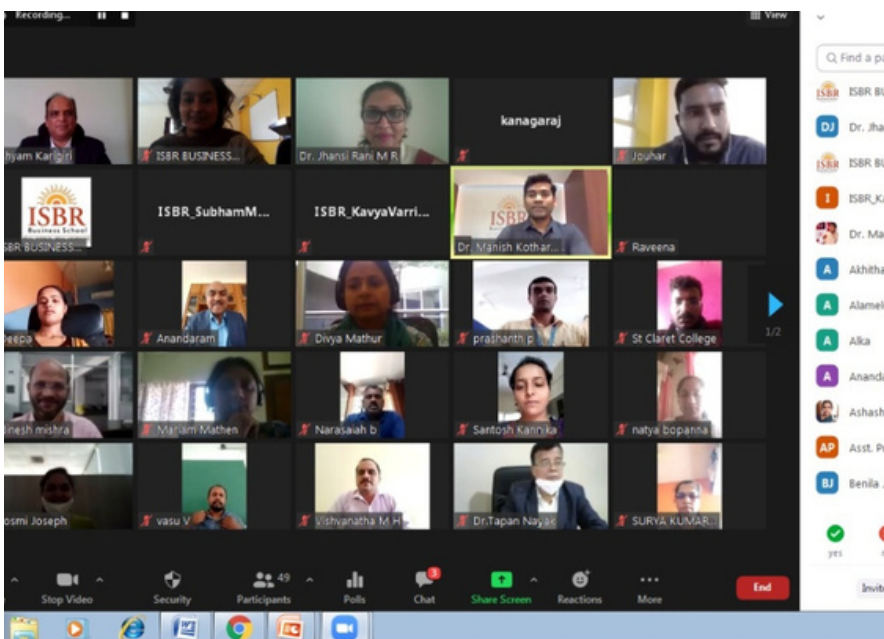
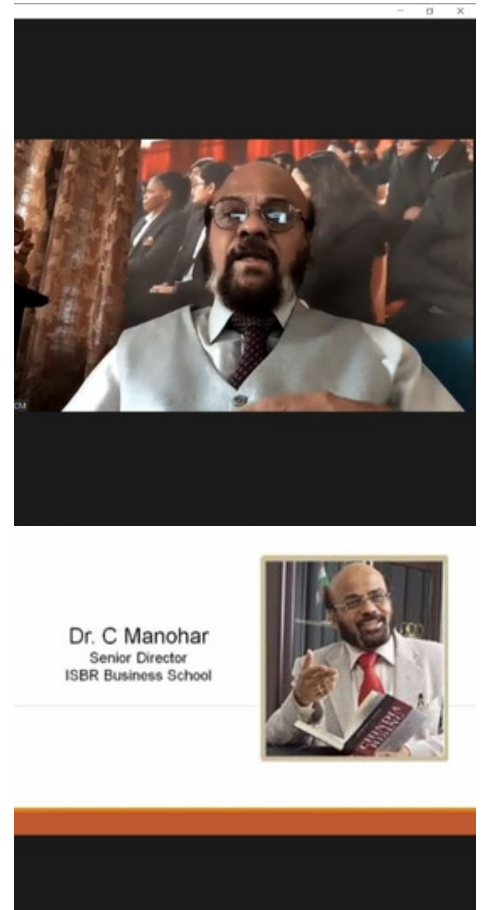
PhD Inauguration

April 21, 2021

ISBR Business School inaugurated the PHD program on 21st April, 2021 from the end of ISBR Research Centre. This witnessed a great launch with Prof. Hemantha Kumar, Hon'ble Vice-Chancellor, University of Mysore as the chief Guest and Mr. Karigiri Shyam, MD, MOOG India and Chairperson, Indo-American Chamber of Commerce, along with the managing director, Dr. Manish Kothari; Senior Directors, Dr. K. S. Anandram and Dr. C. Manohar.

The inauguration was well addressed, with the chief guest sharing his experience with research being extensively involved and evolving to greater extent to invent new things to make human lives the most sophisticated. Several inputs were put forth by the guest to ensure and enhance the quality of outcome through research. Mr. Karigiri Shyam, addressed in collaboration with ISBR representing as MD, MOOG India and Chairperson, Indo-American Chamber of Commerce. He proposed MOU with ISBR Research Centre to get mutual benefit out of research works of ISBR research scholars.

All in all, the inauguration threw light on the importance and relevance of research, which immensely inspired the PHD scholars and all those who were present.



Post Graduate Diploma in Management for Executives

May 22, 2021

The session began with Prof. B S Patil welcoming all the scholars within the ISBR Family. He further briefed the gathering about the infrastructure, management, the amazing and qualified staff. The invocation song was sung by Dr. K S Lakshmi followed by a small video of what 'Life at ISBR' looks like including the points on how the curriculum works, management lessons, placement and convocation. Dr. YLK, Director at ISBR, addressed the crowd with the mention of how the curriculum is framed in a manner that includes application based learning, assuring the scholars of the quality of the institution, encouraging the scholars to have a holistic approach to learning.

The chief guest for the day, Mr. Jay Doshi put tremendous effort into making an insightful presentation to put forth his thoughts. He emphasized the importance of communication to move further in the journey of life. He believed that learning is important, no matter the time spent.

He encouraged scholars to be innovative and re-invent the time spent on the journey of Executive PGDM, mentioning how above it all, being themselves is what matters the most.

Mr. Amit Ingua, also with the aid of a presentation, talked about Careers; urging the students to start learning self-management. He also pointed out that learning the language isn't vital, but apt communication is, being updated on the culture evolved around them is.

The presidential address was given by Mr. Manish Kothari, Managing Director of ISBR Business school, who initially welcomed all the scholars of the batch personally.

He mentioned the point of how ISBR is the first Business School to have launched an all sponsored course, confined to 60% females and 40% male. His formula of triple R, a risk-reward ratio, was a replacement concept. He mentioned the different exposure such as Ctalks, Workshops, E-library and Alma Connect.

The inauguration ended with Prof. Nila giving the Vote of Thanks, thanking the Chief guests, Director, Managing Director, Scholars and staff present. It concluded with the National Anthem.

DISTINGUISHED PANEL OF GUESTS



Dr .T.G. Sitharam

Director Indian Institute of Technology,
Guwahati



Sri Narayanan Ramaswamy

Partner KPMG Chennai



Dr Augustus GS Azariah

HR Leader IBM Bangalore

Embarking Upon A New Journey

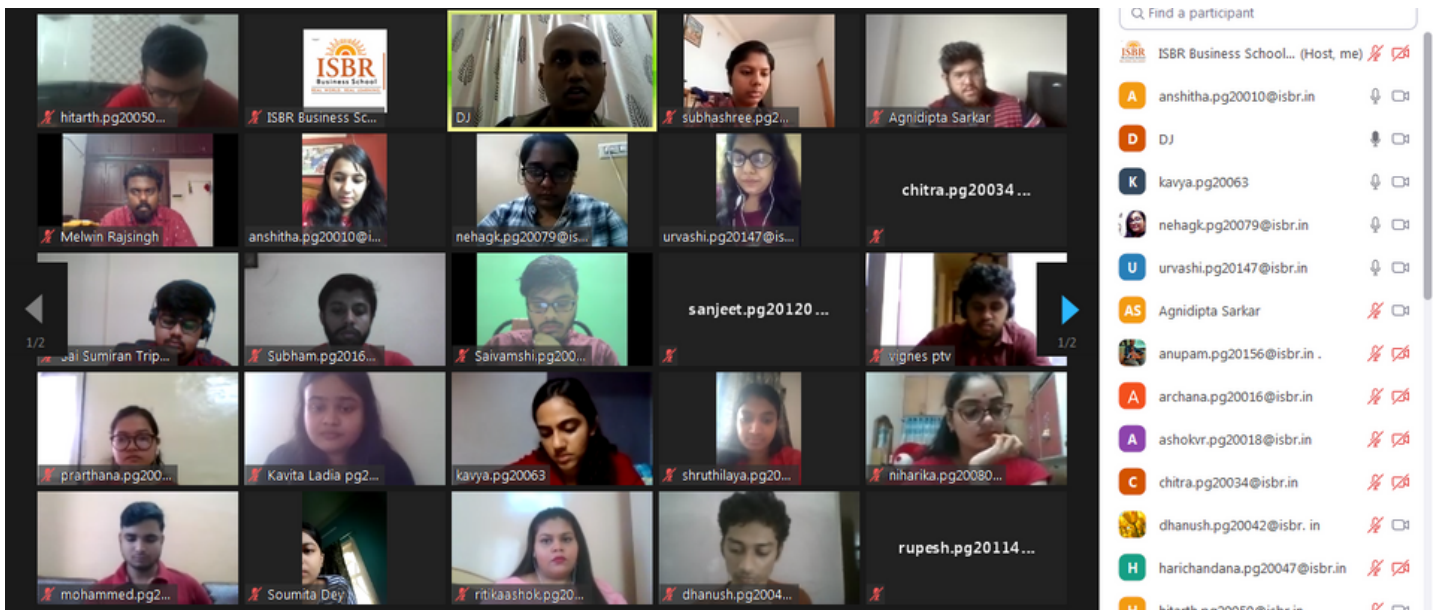
It is the spur of ignorance, the consciousness of not understanding and the curiosity which lies beyond is essential to our progress. And the very first step towards this progress started when we were introduced to our Orientation - The best opening journey we could have ever asked for at ISBR. The entire 21 days Orientation was a power package which facilitated us to bring out the zeal and enthusiasm which was lethargically hidden inside us. It began with wonderful sessions to 'Roots to Fruits', with amazing lifetime experience that beautifully comprehended the actual meaning of it. DJ (Deepak Justin) was one awesome person whose sessions were exquisite. There were aspects like Legacy, Mentality, the need for Leadership, the ABCs of Communication, Creativity and the hindrances towards being Creative which touched the bases and were neatly explained. And every subject had its own way of bringing out the best talent in us. This session ended with a Valedictory function which gave opportunities to all the students to be active and get involved in the event and to showcase their Creativity, Leadership and Managerial Skills. The journey further focused on enhancing one's understanding of Self-awareness, Self-development, Self-management. Acknowledging and perceiving one's worth, ideas, thoughts and views were promptly manifested with the help of many videos and examples, by Prof. Preeja during the 'Lead Yourself' session. Then there was Mr. Livin Varghese who probed deep, meaningful questions that made us sit back and think which really enabled us to understand one's actual purpose in life. Now, these were the set of questions, which individuals would usually procrastinate asking themselves. The session motivated one to think about and build personal branding which would be essential for an individual to be assertive, become irreplaceable and most importantly traverse the path from being a student to a professional. Next, there were concepts like the value of Opportunity Cost, Experiential Learning and the fact that knowledge and the application of knowledge go hand in hand. And also the Negotiation concept was subtly explained through an activity which boggled our minds.

The in-depth understanding of HR, Marketing and Finance was greatly portrayed yet again via many activities by Mr. Ramani Venkat in his 'The Power of Gamification' session. Next was the most interesting and important discussion, 'People Dynamics' by Mrs. Padma, which included facets of Interpersonal Skills, Team Dynamics and Group discussions that helped us to reflect and understand where we stood and also the various ways to prune ourselves in these terms was neatly elaborated. 'Design Thinking' by Mr. Gaurav Nigam got us to think creatively yet in line with innovation. The prominent area of focus was mainly on the understanding of the important stages of Design Thinking and the concept of 7 Thinking Hats. This enabled each one of us to really understand the scrutiny which is so essential in addressing the problems, where a desirable, feasible and viable solution is required. The quote that was mentioned by him and most of us still remember is, 'Fall in love with the problem, not the solution'. Indeed, a creative and informative session. Moving ahead, underestimating one's strengths and competencies is never upright. This was exactly what was taught by Prof. Suresh Raju in 'Unlock Yourself' session, provoking each one of us to unlock ourselves, come out of our comfort zones and fly high. Recognizing and eradicating the blocks that hinder one from reaching success was portrayed in a creative manner. And also aiming to work on the things that are actually in our control and changing ourselves for the better was the life changing lesson during that session.

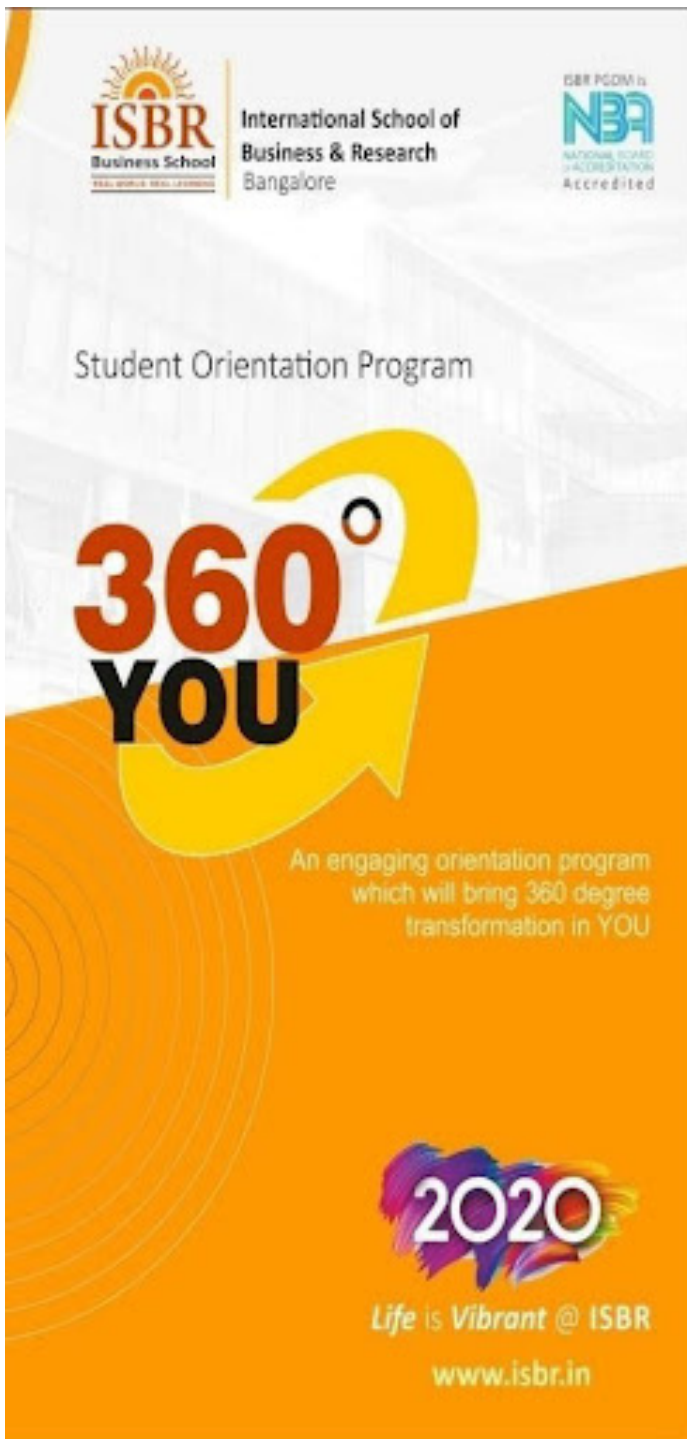
Now, how important is it to rewire our minds and to train our brains to be positive in order to start thinking differently? The answer is 'Imaginative Thinking for Success' by Ms. Elizabeth. It incorporated the important aspects of Critical Thinking and how it builds up on Careful/Intentional thinking and Reasonable/Logical thinking.

It motivated and enabled each one of us which made us realize that Creativity or being Creative is not something that comes to an individual innately but these skills can be practised and acquired too. Lastly, there was ‘Know the Magic of Innovation’ by Dr. Pavan Soni which emphasized on how Intelligence is making a pattern, whereas, Creativity is breaking that pattern. How, in order to be in the race of being creative, one has to try and mould himself to influence the conventional pattern that the mind prefers and the five skills that could help a person to connect the dots and be different were Questioning, Observing, Networking, Experimenting Skills and Professionalism. Overall the session was an elevated experience which comprehended the working of human minds in perceiving and understanding the collected data in order to structure it and reach a better outcome. This was not it but the college also made sure that we were exposed to a discussion with the corporates who in all sense explained about the prominence of Sustainable Development, Business and also spoke about how making a change in someone’s life would be so beautiful. We also had a Virtual Industry Tour by Prof. Uday who walked us on the lanes of Bosch helping us to understand its entire story since its inception and also emphasized on the Quality Circle Concept. And also we were led by Mr. Rajesh Rao towards the importance of Social responsibility by every individual. And also how good it was for everyone and being the change was so essential. The overall Orientation program was a power packed booster which every single one of us could cherish for a lifetime. Because, not only did ISBR give us this enriching and memorable experience but it also helped us make amazing friends during this entire journey. .

“AS YOU EMBARK UPON A NEW JOURNEY, KEEP AN OPEN MIND. YOU NEVER KNOW WHAT COULD BE UNTIL YOU TRY”

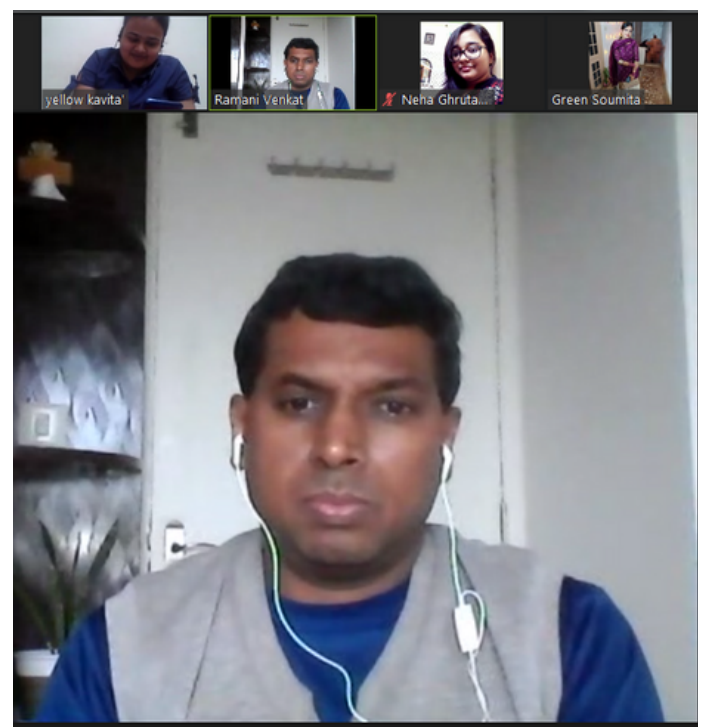


Creative Experience



The overall 21 days experience was very enriching. The orientation started with getting to know each other. We were given insights such as how to work in a group and how an act of kindness can bring a smile to the face of others. Under panel discussion we came to know more about the social responsibilities of an individual. I came to know about parichay (self-awareness) and Parivartan (change), how important it is to adapt to changes & how to remain positive in every situation. Don't let others decide your destiny, we as individuals are unique and rare like a diamond in the 7 billion population of the world. "Why fit in when we are born to stand out?" Today is tough, tomorrow is tougher but the day after tomorrow will be beautiful. Then we came to know about the importance of knowledge.

In today's world, even with emerging technology, people still face problems such as lack of education, poverty, climate changes, etc. We should not wait for others to bring the change as social action is not a choice, it is a responsibility. We learnt about how we could solve problems through innovative ideas. Also, we need to love the problems to get a solution. Further, we got an opportunity to draw the river of our life and discover our passion and fear. The life's lesson that I learned is that it's important to forgive people so that we can move on to progress in our life. We can even develop our skills and become more creative. We came across new terminologies such as design thinking, critical thinking and imaginative thinking for success. Overall, the orientation was very fruitful and I, as an individual, learnt how we can develop ourselves for the betterment of our future.



Cocoon To Butterfly

Yes, this “360 degree You” Orientation program transformed me to a butterfly. Let me share how this orientation took me to a different level. The first session “Student to professional by Mr. Livin Varghese” concentrated mainly on our inner strengths and what is our identity. We had many breakout room discussions and one activity which was emotionally deep, involved us to write what people would say when we were dead? Each one of us wrote stuff that was important and made us very emotional. Overall, it motivated us to be open and strong. The second session “Social learning with YFS” was more about the ‘Youth for Seva’ and how they helped people with a variety of NGO works from blood donation to helping children educate. The third session “Imaginative thinking for success with ms. Elizabeth” focused on improving our creative thinking and critical thinking abilities. We also had many activities to keep the session more engaging. Glimpses of design thinking were also taught. The fourth session “Unlock yourself by Mr. Suresh Raju”, as the name suggests, unlocked us from our inhibitions and helped us to fly. We had so much knowledge about emotional intelligence and self-awareness. We even had an activity named “River Of Life” where we reflected our entire past that shaped who we are now and helped us to connect with our peers. “Passion to Paycheck” concept was the one where we thought about our passion and how to convert it to paycheck. The fifth session “Virtual industry tour” was all about the Bosch company and how they operated. Even though we were connected virtually we were able to get the functions and various operations of the company.

The sixth session “C-talk by mr. Rakesh godhwani” was a motivating session where he pointed out three important points like “Ultimate goals of mba- there is value for everything”, “Power of Knowing People” and “Think of how to build a career”.

The seventh session “People dynamics by ms. Padma” instilled knowledge on how to interact and connect with people. It helped us to understand that people are different and complicated and we need to empathize with them to connect.

"I Got Out Of The Cocoon. And I Flew, I Became A Butterfly"

The eighth session “Roots to fruits by Mr. Deepak justin” was a five-day atom bomb package, ready to burst when opened. We had interesting activities each day from our introductory speech, Enacted movie (We did “Chhapaak”) to analyze the leadership abilities that was shown in the movie, a CSR activity where we had to do one good deed to the society, our own business plan and finally our valedictory function (The OUTLIERS- name that was decided after a lot of brainstorming) which combined all the above and much more. It was general, yet hectic & an enlightening session which made us strong and confident. The ninth session “Power of innovation by dr. Pavan soni” kindled our innovative side where we were taught design thinking approach to solve a particular problem. We used “MINDMUP” online platform to solve problems based on problem discovery, problem definition, ideation and validation. The tenth session “Lead yourself with mrs.Preeja” was all about two main topics ‘Parichaya - Knowing Oneself’ and ‘Parivartan- Change in Yourself’. The eleventh session “Power of gamification by Mr. Ramani venkat” was a combination of education and games. We played games to understand the human mind, marketing, negotiation & online finance monopoly. The twelfth session “Design thinking by Mr. Gaurav nigam” explained clearly about the concepts of design thinking. Also, we got to learn about the “Six Thinking Hats + One”. Further we were asked to create a story based on our problem. This is called as storyboarding where we picture our story to have a clear understanding of our problem to solve. We also worked on solving our problem using design thinking approach. The thirteenth and final session “Panel discussion with corporates” was a discussion with three different corporates Mr.Ganesraman K (Head CSR -VP Information Systems), Ms.Shakthi Cajla (Co- founder Anuprayas) and Ms.Chetana Koulagi (FounderLet’s Tag On) where we learned more from their expertise. To conclude, I am incredibly grateful to be a part of ISBR and to have imbibed so much knowledge. Waiting for much more to explore and gain from it. Thank You ISBR for such a wonderful orientation program.

Journey to Self

The ISBR orientation started on August 3, 2020 through an online platform. What would have happened if I wasn't a part of the PGDM course in ISBR? What were my primary reasons to choose the PGDM course? Well, these were the two questions that I was finding hard to answer.

The first session of orientation "Student to Professional" started with self-introspection. We learnt that everyone is unique in their own way and it takes time for skills to be earned. We understood the importance of having a mentor who could guide us. The first session ended by triggering an eagerness in me about the learnings from this session and I decided to be ready for upcoming challenges. The second session "Social Learning" cultivated the seeds of volunteering and the joy of happiness through it. "Society is ours and we all share equal responsibility over it and it is Indian citizens' duty to extend the support for sustainable development". The third session was aimed at a walkthrough for the development of soft skills among the students and undoubtedly it had hit the mark by sowing the seeds as to why it is important to have critical thinking skills, followed by communication skills and the impact these skills have on our lives. The second part of the session was followed by nurturing the students about the concept of teamwork and creativity plus the compounded effect that it serves. . These three sessions marked the end of the first week in the amazing journey of 21 days.

The second week of the orientation started with an intention to unlock our traditional mind-sets and develop the mind-sets to best fit today's world by making us realize the essence of self-awareness and passion towards our goals. The second session of the orientation was targeted to provide the insights of industries with an example of Bosch India Limited. The last session was to focus on developing interpersonal skills which is critical in today's world. The third week of orientation was organized with the aim to provide various skill sets and insights on personality development with an added focus on the right thought-process and the types of leaders one should look up to and subsequently try to be. Second session of the third week was ran through students on Mind-mapping, a powerful tool for decision making.



The fourth and final week of orientation was aimed on many factors, primarily on self development with realization of the fact "exploring our inner self makes us strong", how the involvement of gamification can create an impact on our learning process. The final session was focused on design thinking and the ultimate session was panel discussion with the corporates on the need for CSR activity and how it can give rise to new opportunities and betterment of the society. The learning was not just focused on the theoretical aspects of learning, but also the practical applications that were included through a lot of discussions and shared experiences.

The orientation program was brought to the students by distinct personalities from various parts of the country and to have been in the presence of such amazing and driven individuals influenced us and created a positive energy and also showed a way to have fun while learning. The orientation program took us on 21 different journeys, amidst the pandemic situation and yet has impacted the thought-process, attitude and more over taught us to be the best version of ourselves.

Abhinandana Awards - 2020

March 06, 2021

ISBR Business School directed an occasion for Abhinandana Awards 2020. The vision being to encourage recognized Women Achievers with the Abhinandana Award, where distinguished men perceive and honour the women who have had an effect. This year we regarded more than 20 ladies who came from different backgrounds, including Doctors, Academic Leaders, Entrepreneurs, Corporate Executives, Social Workers, and Young and sprouting achievers. The event was hosted live online on Saturday, 6 th March 2021, at 5 PM.

The occasion was graced with the presence of Honourable Deputy Chief Minister, Government of Karnataka – Shri Laxman Sangappa Savadi as the Chief Guest.. The special Guest for the occasion Honourable Minister for Women and Child Development, Govt. of Karnataka – Smt. Shashikala A Jolle. The Guest of Honour being Honourable Chairperson, Karnataka Skills Commission and Former Chief Secretary Govt. of Karnataka – Smt. Ratna Prabha IAS, and Secretary-General, All India Universities, Govt. of India – Dr Pankaj Mittal and Shri. Perikal Sundar, Chairman, FKCCI. The occasion was presided by Dr Manish Kothari, Managing Director, ISBR Group of Institutions and was hosted by Dr C. Manohar, Senior Director, ISBR Business School. ISBR family felt proud to honour Women Achievers.

ABHINANDANA AWARDS 2020

Bangalore Education Trust, ISBR Business School, ELCIA takes pleasure in inviting you to join us for Abhinandana Awards 2020 online

Chief Guest
Shri Laxman Sangappa Savadi
 Honorable Deputy Chief Minister
 Govt. of Karnataka, India

Special Guest
Smt. Shashikala A Jolle
 Honorable minister for Women and Child Development
 Govt. of Karnataka, India

Guests of Honor

Smt. K. Rathna Prabha IAS(Rtd)
 Former Chief Secretary and
 Chairperson, KSDA
 Govt. of Karnataka, India

Mr. Perikal M Sundar
 President
 FKCCI
 Bangalore

Dr. Pankaj Mittal
 Secretary General
 Association of Indian Universities
 Govt. of India

Presided by

Dr. Manish Kothari
 Managing Director
 ISBR Group, Bangalore

Dr. Y. Lakshman Kumar
 Director, ISBR

Dr. C. Manohar
 Chairman - Abhinandana Awards Committee
 Senior Director, ISBR

Dr. K. S. Anandram
 Senior Director, ISBR



Movie Review Challenge

October 27, 2020

Audio visual form of entertainment came in the form of movies a long time back. The first movie ever made was released in the year 1895 and since then an uncountable number of movies have been released worldwide. Movies are considered one of the best forms of entertainment, no wonder how successfully the film industry has managed to grow every year, from establishing new movie theatres to the increase in the frequency of movies being released every year. Movies are not only a form of entertainment but they are also a very significant source of seeking motivation.

We can learn a lot from movies. In fact, with the advent of the new trend of –‘motivational movies’ in the film industry, schools and colleges have started to teach history lessons with the help of movies. With the thought of amalgamating entertainment with education, the first inter group competition to be held by the mentoring groups was the – ‘Movie review challenge’ where different mentoring groups were required to watch a management related movie and then review the same. The 6 mentoring groups chose their respective movies for the challenge and then presented the same before the panel of judges which consisted of Sri Unni Vijayan, an award-winning director and Dr C Manohar, senior director, ISBR. The movies ranged from action genre to drama genre, each movie bringing with them different lessons and motivating elements. From the pursuit of happiness to Hitchki, we got to witness newer insights about each of the different movies that were presented. The competition not only made the students think deeper about the different dynamics of the movies, but it also gave the students an opportunity to showcase their creativity. The movie review challenge turned out to be a superhit.

Panel of Judges

| | | | |
|--|---|---|--|
|  | Sri. Unni Vijayan Popular, Award Winning Director | Dr. C. Manohar Senior Director ISBR |  |
|--|---|---|--|

Trail Blazers



Mentored by:
Prof. Amit

Mieraktians



Mentored by:
Prof. Veena

Transformers



Mentored by:
Prof. Sunish

Infinix



Mentored by:
Prof. Sheetal

Mietanoia



Mentored by:
Prof. Savitri

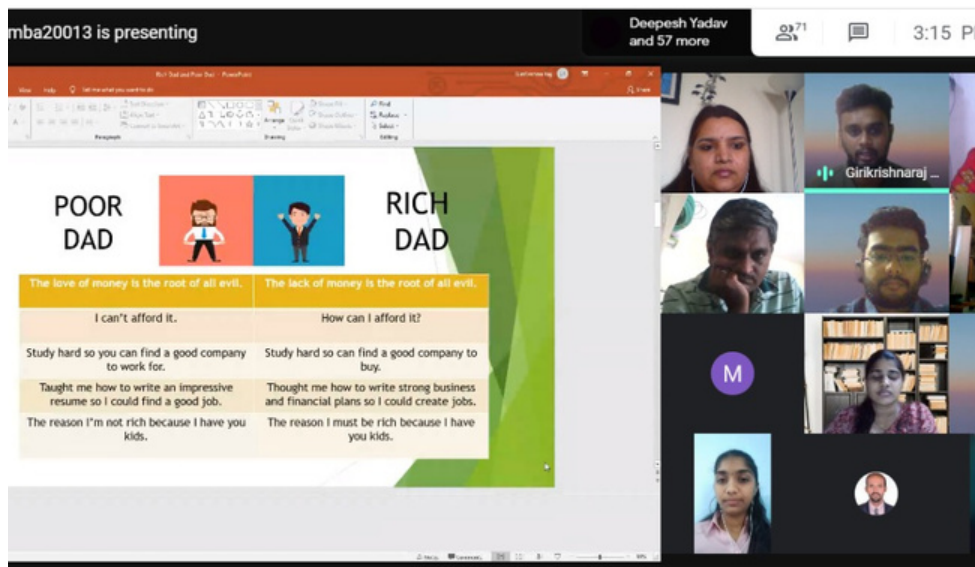
PUMG



Mentored by:
Prof. Uzay

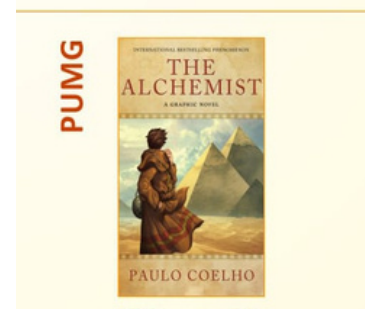
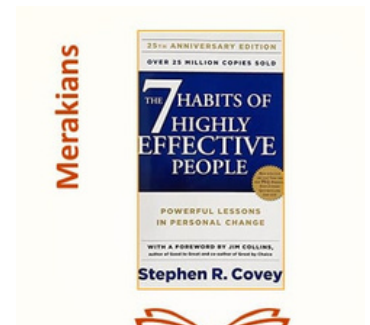
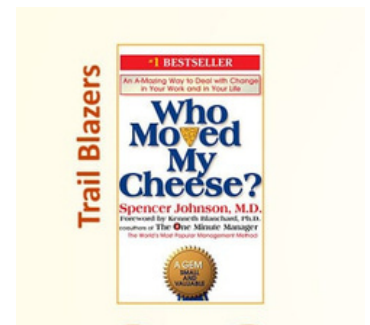
Book Review Challenge

January 12, 2021



The session started with a formal welcome note by the student coordinators. The chief Guest was Ms. Vidya Mani, a renowned Editor and a children writer, she is the founder of Funky Rainbow- The only travelling book store. Along with Ms. Vidya, the Dean and Registrar of ISBR Business School, Dr. Kanagaraj was also there in the panel discussion. The event was graced by the presence of Dr. Y. Lakshman, Director of ISBR Business School. There were 6 Finalist for the book Review Challenge, “Who moved my cheese” from team Trail Blazers mentored under Prof. Amit , “7 habits of highly effective People" from team Merakians mentored by Prof. Veena , “Wings of Fire" from the team Transformers under the mentorship of Prof. Suresh , “Mindset” from the team Infinix under the mentorship of Dr. Sheetal, Wings of Fire from team Metanoia under the mentorship of Dr. Savitri and lastly The Alchemist from the team PUMG under the mentorship of Dr. Uday. Team PUMG won the book review challenge.

It started as an inter-team competition, where team ‘Alchemist’ won from PUMG. Poster and Video presentation was given by the team to explain the beautiful book - Alchemist written by Paulo Coelho. Team members were Kavita Ladia, Nishlin, Niharika, Krishanu, Sampada and ChinnaRathi. The book was about spirituality and how it helps in leadership. Alchemist is about someone who transforms things for better. Spiritual Alchemy is connected with freeing the spiritual self from our fears, limiting beliefs systems, and lack of self – acceptance. It was a great event. The session was insightful and engaging. Ms. Vidya gave her personalized comments to each team for improvement. It was all in all a good event.



MENTORSHIP Start-up Challenge

April 17, 2021

We all have heard of the story of Lord Hanuman, when He was given a task to cross the sea, He was quite doubtful of Himself as He had forgotten His powers and potential, because of a curse given to him by rishis. Jambabant reminded Him, His powers and He was able to cross the sea in a single jump. Sometimes we too behave the same, we forget the capabilities in us and become doubtful, then gradually our skills are wasted. But, this story is not only told in ISBR, but rather practiced. With the experienced professors at ISBR, each student is reminded of his potential, let go of his fear and doubts and finally we witness the journey of metamorphosis of cocoon to beautiful butterfly. Through the mentoring sessions each student is assigned to professors, where fun begins, different activities like movie challenge, book challenge and many more teach us how to earn brownie points in corporate. These activities make the student confident, improve their communication, promote team dynamics and at the end makes the learning more exciting. These activities also highlight the hidden potential and, in a team, we learn various leadership lessons. It also shapes one's personality through feedback and appreciation. The color code of each session takes us back to the house days of school, where we used to wear a colored uniform, and when learning was our only priority. During the first trimester, Under mentorship, we went through a movie review challenge which gave us an insight on team building, connecting the dots & how to deliver an efficient presentation. Many more activities like this are coming, about which we all at ISBR are excited & motivated to do better.



The poster for the ISBR Start-up Challenge Shark Tank 2021 features the ISBR logo (International School of Business & Research, Bangalore) and the NR PLATINUM logo. The central graphic shows a shark swimming towards a bar chart with three bars of increasing height, and three gold coins with the Indian Rupee symbol (₹) on them. The text on the poster reads: "ISBR START UP CHALLENGE SHARK TANK 2021", "Saturday, 17th April 2021, 11 AM, on Campus, ISBR Business School", "Witness as our young entrepreneurial minds battle to pitch their ideas and business plans", and "The teams will be judged whether their idea can be a viable business by: Mr. Aditya Nataraja, Principal Investor - Selco India Funds". The website "www.isbr.in" is listed at the bottom right.

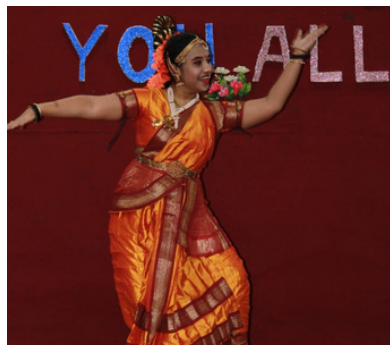
ISBR Business School organized a major event, Shark Tank Challenge, for aspiring entrepreneurs and emerging leaders. The event gave students an opportunity to pitch their idea and strategies and avail the necessary guidance to move forward and make it into a reality. Groups were divided and were given weeks to prepare and come up with a presentation and business plan for the challenge. Mentors from the college guided each group to join the dots wherever needed. One such group came up with the idea to introduce the concept of sustainability into the picture which is the need of the hour in the world of business. The pitch with sustainability related business won the challenge. The college sowed the seed for this challenge by conducting a full day workshop for all students on developing a business plan facilitated by Mr. Praveen H J, founder and CEO of Arcis Business Solutions. The session was conducted on the lines as to how identifying an existing problem in the market is a business opportunity and coming up with a solution to that is how a business can chart a way to success and sustaining. And that is how ISBR Business School worked towards encouraging the aspirants to present their business ideas and get realistic feedback and steps to moving forward with the plan.

Ethnic Day

February 03, 2021

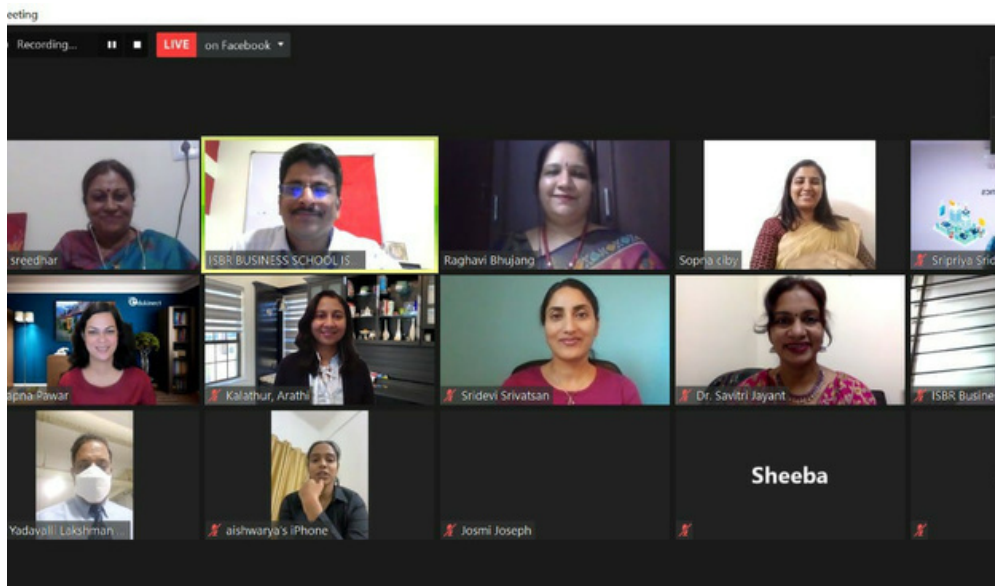
Our club conducted the Ethnic day on 3 February 2021, with the help of our club coordinator Prof Usha mam and all the cultural club members this event was memorable and successfully executed. In this event we had competitions like individual dance, group dance, singing, ramp walk of faculty and ramp walk of students. The event started with a classical performance by Asritha, which was tremendously amazing and MC was beautifully performed by Shivani and Vaishnavi. The ramp walk of the faculty was set on fire. It was so mesmerizing to watch each and every faculty representing their state culture.

Different traditions came together on the stage of ISBR Business school which was showing unity in diversity. Students who participated and coordinated in this event really showed keen interest with full dedication and energy to make this event successful. The winner for faculty ramp walk was Suresh Raju sir and Savitri mam. The winner for the student ramp walk was Raj Asthana and Kavya. At last I would like to thank Usha mam who managed the event behind the scenes and successfully completed the event. Also I thank my team and the efforts they have put for this event, which brought a smile to everyone's face at the end of the event.



Women's Day Celebration

March 08, 2021



International women's day is an occasion in which the world recalls the saga of being a woman. A day to commemorate womanhood and embrace all the adulation given to us. Woman, thy strength is beyond description. So, I take this opportunity to welcome you to this panel where you can talk about your struggles, saga of success. I, the WOMAN of the contemporary era, had to face the trial and tribulation however, the locus of control was internal. I leveraged on it and used my strength to manoeuvre myself and face the situation. The 2020, is a remarkable year for the world as the pandemic stepped in and changed the dynamics of life.

Health and wellness became a priority, virtual offices became a reality. During this dark phase we also had our own share of agonies. Being a mother, wife, daughter and a professional. The roles were manifold and the pressure was immense. How did I go about doing it?? What is that secret sauce? The woman in me rose up to consider all the stones heaped around me. I took the turn of harnessing my inner strength, voice and soul search. Of course, the journey was not a bed of roses but the destination is indeed great. I take this opportunity to voice out my feelings and emotions so that it becomes someone else's voice. Mark your calendar to hear out the lioness roar.....



**“Here’s to strong women:
May we know them.
May we be them.
May we raise them.”**

“Feel The Heat: We Can Definitely Do It”

April 05, 2021

Official Launch Of Placement Committee for 2020-2022

On 5th April, 2021 the placement committee was formally introduced to the ISBR family under the name “PlaceCom StartX” for the batch 2020-2022. The committee was formed by the students, for the students and of the students. Mr. Shantanu Paul, heading the placement cell with the 6 Vice-presidents – Anshita Sharma, Raj Asthana, Sonia, Jovita, Zaima, Khazi with various roles.

The vision of the committee is to provide placement from the very first student entering into the league to last mile student along with building competencies and upgrading skills of students. As discussed, 20th December, 2021 to be the last placement drive of the season when all the students are expected to be placed achieving 100 percent placement as the target. A road-map to reach the goal was designed. The VPs with their areas of expertise are focused to meet the deadlines as mentioned in the strategy. The mantra for the committee is to be a Value proposer rather than just a placement. Dr. Y. Lakshman Kuman, Director addressed the gathering and evocated the students with the words – “Feel the heat: We can definitely do it.” to meet this vision. Ms. Kala asked the students to focus on Corporate Mentoring and gain as much as possible. Mr. Abbas, Head of Placement committee gave the mantra to be part of the magic that is expected to happen through the journey.



World Environment Day

June 07, 2021

World Environment is celebrated annually on 5th June to raise awareness on environmental issues. Cultural Club, ISBR Business School celebrated World Environment Day on 7th June, 2021. The participants made the event a success by making other students aware about the current environmental issues and also relating it with COVID-19. At start a video was shown which included the importance of celebrating Environment Day. A very informative speech was given by Cultural Club Coordinator- Mr. Priyam Nankani.

The best part of the event was a quiz. Quiz included a few pictures and the audience guessed the type of pollution by observing the picture.

The members of the club performed a skit with characters- Mother Earth, Ocean, Wind, Forest, Human and also CoronaVirus. The skit was about a conversation among all these parts of Environment. It concluded that human activities are destroying Mother Earth and because of which diseases like COVID-19 are destroying humans. At the end a very special and important message was given through a video 'Passing the battle- COVID awareness'. The video included use of masks and ways to wear masks, when and how to apply sanitizer, importance of doing exercises and making healthy changes in the food intake.



ISBR Founder's Day 2020

September 07, 2021

The date of the birth of Shri. Prakash Kothari, Chairman, is celebrated as the Founder's Day of ISBR. This day, every year, is taken into account to honour and to award the outstanding and recognition worthy contribution of the faculty and teachers of ISBR Group of Institutions. Their relentless effort is acknowledged and it is conferred with the Guru Shrestha Awards. Even under the circumstance of the pandemic, this occasion was gloriously celebrated through the virtual platform. The chief guest of the programme was Prof. Kemparaju, Honourable Vice Chancellor, Bangalore North University, Government of Karnataka and the guest of honour was Sri. Joseph Raviraj, Director, Human resources, Volvo Group India Pvt. Ltd.

The programme was presided by Sri. Manish Kothari, Managing Director, ISBR Group of Institutions along with the college dignitaries, Director Manasa Nagabhusanam, Senior Directors Dr. K S AnanthaRam and Dr. Manohar and other dignitaries.

The welcome address was given by Ms. Veena Shenoy, Assistant Professor - Human Resource. The Guru Vandana was continued by Dr. K S Lakshmi, Head of Department – Marketing. Following that, Director Manasa Nagabhusanam conveyed through words how ISBR takes immense pleasure to honour the Guru Shrestha award and the awardees book. ISBR honoured the best teachers with Guru Shrestha awards who have made their mark in the field of teaching. The awardees shared their experiences, thoughts, ideas and they also thanked ISBR for recognising them.



How do we define a teacher? A person who guides us to excellence, someone who understands and nurtures the student from the ground up? India, a country, who values teaching, has contributed to the field of education in such a varied manner. Vedas, Bhagavad Gita and other transcripts that are being studied and implemented by a vast majority of the world that don't even understand the language to begin with. And this has gone on to create powerful and strong institutions of knowledge across the country, with all-rounded personalities graduating from these institutions but it never is limited to the four walls of the school, One such individual, Shri. Prakash Kothari, born on the 7th of September, had a dream to build a temple of knowledge and that idea and determination is the base where ISBR Business school stands today.



गुरु श्रेष्ठता award 2020

The Guru Shreshta Award were:

Prof. Raghu Venkatachalaiah
Principal, Silicon City College of
Management and Commerce,
Bangalore

Smt. Padmavathi R Science
Teacher, YAS National High School
Subramanyapura, Bangalore

Sri. Srinivasa Prasad M
Social Science Teacher, St.
Josephs Indian High School,
Bangalore North

Sri. Ananda Kumar Y M
Mathematics and Science Teacher,
Karnataka Public School, Agara HSR
layout, Bangalore

Sri. Narayana Anantha Bhat
Sanskrit Teacher - Govt. P U
College, High School Division,
Peenya, Bangalore

Smt. Malathy Krishnan Special
Educator and Co-Coordinator,
Brindavan Education Trust,
Bangalore

Dr. Sudeshna Mukherjee
Associate Professor Centre for
Women Studies, Bangalore
University

Acharya Jahnvi S Bhargava
Acharya – Om Shanthi Dhama Ved
Gurukula Maha-Vidyalyaya,
Sangama, Kanakapura Taluk

Dr. N Dasharath
Bangalore University Law
College, Bangalore

Smt. Savitha Ravi
Co-Founder and Director, Pramithi
School and CTO – Ekayana Learners
Huddle

After the awards programme, Dr. Manohar shared his thoughts and he went onto explain the importance of knowledge and how the reach of knowledge and learning should be included as an everyday part of life. Prakash Kothari, Chairman of ISBR, gave some important pieces of advice educating the crowd by mentioning how Inspiring others, Spreading Knowledge, being a visionary and also respecting everyone.

He also thanked the ISBR team who worked hard to conduct online sessions for students in this COVID-19 pandemic. After that, the annual book, ISBR VOICE, was released by Manish Kothari, Managing Director of ISBR. He then took on to the stage and said that “The Best architects of the nations are Teachers. They make individuals and these individuals build the nation.” He then thanked teachers and Team ISBR. He also stated that ISBR has been ranked as Platinum institute by AICTE Survey for the 4th time in a row. Finally, Dr. Kanakraj, Register and Dean Incharge, concluded the event with the vote of thanks. He thanked everyone for making the event successful.

Innovations in Digital Marketing

July 09, 2021

Vineet Gupta is an entrepreneur, management consultant, and accomplished author. He has over 25 years of experience in the corporate world in India and abroad, spanning across hospitality, banking & finance, and real-estate sectors. For the last 12 years, he has been actively engaged in consulting and management education assignments. He has mentored many startups and co-founded Pearl Quest Associates Private Limited – An Intermediation Venture in Real-Estate.

Currently, he's working on an online venture called Brainmail Diaries.

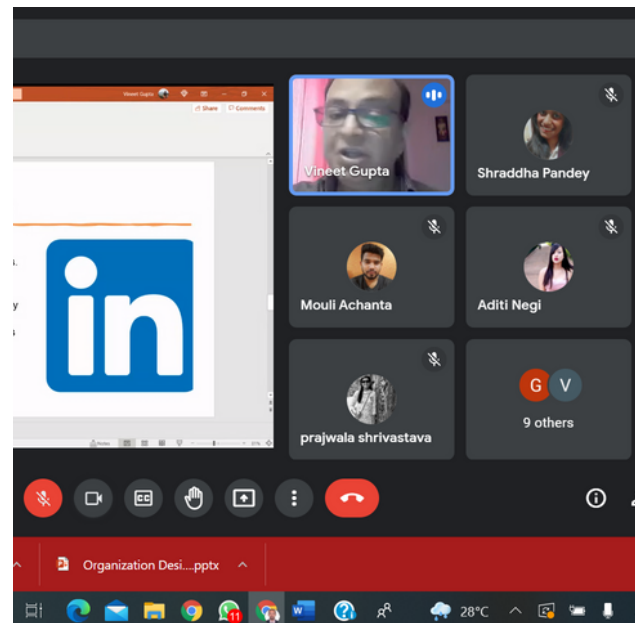
Starting from the basics of what digital marketing is, Mr. Vineet touched a lot of aspects related to Digital Marketing and did a deep dive in digital marketing. It was a two-way communication session where students kept asking questions as Mr. Vineet opened the question forum for the entire two days session.

Introduction to Digital Marketing-

It was the foremost part of this session where Mr. Vineet Gupta came up with the most understandable definition of it. He explained digital marketing in a very simple language i.e; digital marketing is nothing but selling the products digitally with some of the great examples to make everyone understand.

- SEO- He discussed that SEO stands for search engine optimization that is an organic way to bring the audience to your product or content. It is also known as pull strategy where the audience comes by themselves to the content and no one is forcing them.
- SEM- While SEM is just opposite to SEO and is thus known as push strategy.

Inbox marketing- Inbox marketing is also known as email marketing where marketers prepare a message template in the form of mail and that they use to share with their relevant audience.



- Content feeding: It is a conveniently structured self-updating file with fresh targeted information from a particular content provider. Content feeds are used to distribute content across the Internet. Besides, he also discussed how to search keywords on Google, and what are some of the tools that we can use for free. What is Google Search Console and how can we utilize it in content? He also talked about market share for search engines where we found that Google has the highest market share i.e; 85%+ Students learned about meta tags, alt tags, description, plagiarism, and sources to get good images for free (Unsplash).

And finally, we wrapped up this two days session on 9th July at 1:15 Pm with a special vote of thanks.

Feedback from students: It was such a wonderful workshop with a lot of learning. We are looking forward to having more sessions with him.

HR Skills for Effective Business Leadership

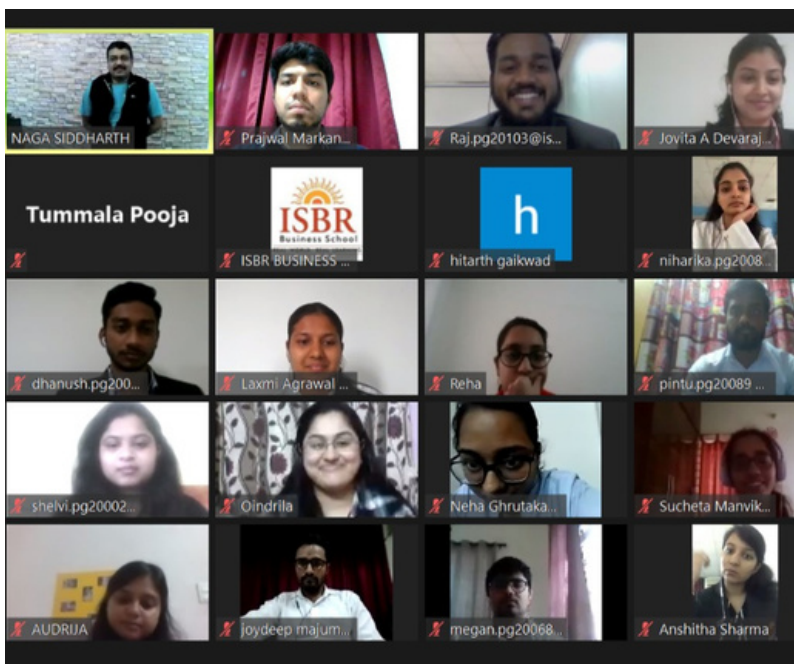
by Mr. Naga Siddharth
CHRO, Psychometrician Coach



January 07, 2021

Mr. Sudheesh Venkatesh is the Chief People Officer of Azim Premji Foundation, & serves on the board of Management of Azim Premji University. He is also the regional president south of the National HRD network & serves on its national board. The session was named – ‘Developmental Dialogues’ because unlike other sessions this was more of an interview of the guest & through his answers, he addressed the gathering & very clearly stated his point about his career, corporate expectations from freshers & many other things.

The session was hosted by Jovita Devaraj & Prajwal Markandey in an interview manner and China Rathi was the Master of Ceremony & formal vote of thanks was delivered by Shivani Bhatt. The whole session was conducted under the guidance of Mr. Suresh Raju, Head of Training & Transformation, ISBR, who was also the Moderator for the session. The questions raised were mostly in lines to his career, the connection of HR & CSR, the cultural diversity observed, analytical skills possessed & other qualifications or skills a fresher should possess to ensure employability & what the corporate expectations are in this new normal. He addressed the gathering & answered each question on the basis of his experience & technical knowledge. He also mentioned psychological safety of business leaders, people in society & students as well in these days of pandemic & how to cope up with this new normal. Overall, it was an insightful & learning session for all of us. It was really an honour to have had a conversation with such an inspiring person.



Career in Sports

by G Srinivasan

Chief Executive Officer - Sporjo -
(Ex BCCI and Nike)



March 12, 2021

Mr. G Srinivasan, CEO Sporjo, delivered a C-talk at ISBR Business School, Bangalore about Career in sports, i.e., how you can make a career in sports even if you are not a sports person. The session was attended by faculties and students of PGDM batch 2020-22. Mr. Srinivasan spoke and gave insights on how a potential candidate can make an attractive career in sports by applying academic knowledge and some of the sports knowledge. It's not necessary to be a sports person by profession, but if you have the right skills and knowledge of industry and you are a sports person by heart, you can make a career in sports. Whether it be Marketing, Analytics or Finance, one can have a career in sports as their work will be in the back end and they eventually will be handling that one domain of sports which will give them lucrative choices in future. One can make a career in Cricket, just by having knowledge of Cricket and the required domain knowledge. Sports Analytics, or Sports Marketing is one of the most high-end industries in today's world and the speaker repeated these many times. The whole session gave a detailed analysis of how a career in sports after PGDM will look like and what one can achieve by pursuing that.

It was an interactive session as sports is a thing that joins hearts together and what can be better than a career in sports.

Agile Leadership

by Surya Mohapatra
Global Head - Talent and
Transformation and L&D - Wipro

March 27, 2021

Mr. Surya Prakash Mohapatra, Global Head – Talent, Transformation and L&D, delivered a C-Talk on Saturday 27th March 2021 about Agile Leadership at ISBR Business School, Bangalore. The session was attended by faculties and the students of PGDM Batch 2020-22.

The session was focused on Agile Leadership as it is the craft of creating the right context for self-organization. An environment where agile teams collaborate, learn from each other, get quick feedback from users and are focused on quality and continuous learning. He or she doesn't micro-manage the people nor creates total freedom. Balancing between anarchy and strict structure is crucial in today's markets. Developing and maintaining this right environment is often hard work. With focus on culture, ownership, mindset, feedback and long-term goals. The speaker spoke about 3C's of agile leadership – Communication, Commitment and Collaboration which are essential parts of the said topic. The session then went on about how 9 basic principles can make a person an agile leader. Those 9 principles are:

- Action speaks louder than words, i.e., instead of just hollow promises and spoken words, a leader should have the ability to deliver and prove his worth by actions
- Highly Thoughtful, i.e., an agile leader looks at a problem from various aspects and selects the most feasible solution and always has a drive to solve problems and thinks of new ways to do so.
- Feedback plays an important role
- It is the duty of the leaders to make work meaningful and fulfilling for others so high productivity is reached and co-ordination is more among employees.
- Leaders should inspire and motivate others so that they can bring their A-game and show their best work
- Anyone can be a leader, if you have the right attitude and have proper skills, know how to bring together a group of people, you are a leader
- Leaders know where to use their power and authority and
- Can communicate not just with individuals but can communicate effectively with bigger groups too
- Accepts ideas from peers and juniors and gives them the recognition they deserve if they prove it.

This is the overall gist of the session and thus, someone who is not only a good speaker but has listening skills too can become an agile leader. The session was insightful and thus, students were interactive for the whole hour.



Awareness of Safety in Vehicle

CSR Initiative by M/S Toyoda Gosei South India Pvt Ltd

by Mr. B. Thej Kumar

Associate Vice President- Operations, Quality and Product Development - Toyoda Gosei South India

March 29, 2021

As per the slogan “Your good health is your greatest wealth.”, Mr. B. Thej Kumar is an Associate Vice President- Operations, Quality and Product Development of Toyoda Gosei South India (P) Ltd, Bangalore, spoke about various safety measures that should be followed while driving a car on 29-03- 2021. He started by giving a brief about the Toyoda Gosei South India (P) Ltd and their activities. The company is basically involved in making the machine parts of each and every automobile company of the world. The company also received the Nobel Prize in the field of Physics for inventing Blue LED. He also stated that the company is 100% fool proof when it comes to the safety of their workforce all over the world. The company is very much innovative in the field of safety equipment such as Airbags, Side Door Airbags etc. He showed us a small video of how the passenger without using the seat belts was not only in the front seats, but also fatal for the rear seated passengers. Then the next segment was on the topic of how much people are unaware of the safety measures and protocols in various modes of transportation such as Metro Rail, Cruise Ships, Airplane etc. He also stated that how Toyoda is now working on the 360* Air Bag safety system in their automobiles. Basically, the session was very much informative regarding the awareness of safety in the vehicles on the auspicious occasion 50th National Safety Day. Students found it informative and interactive. As a token of kind gesture they provided masks and bags for all the students who attended the session and proved that they always care for people around them.

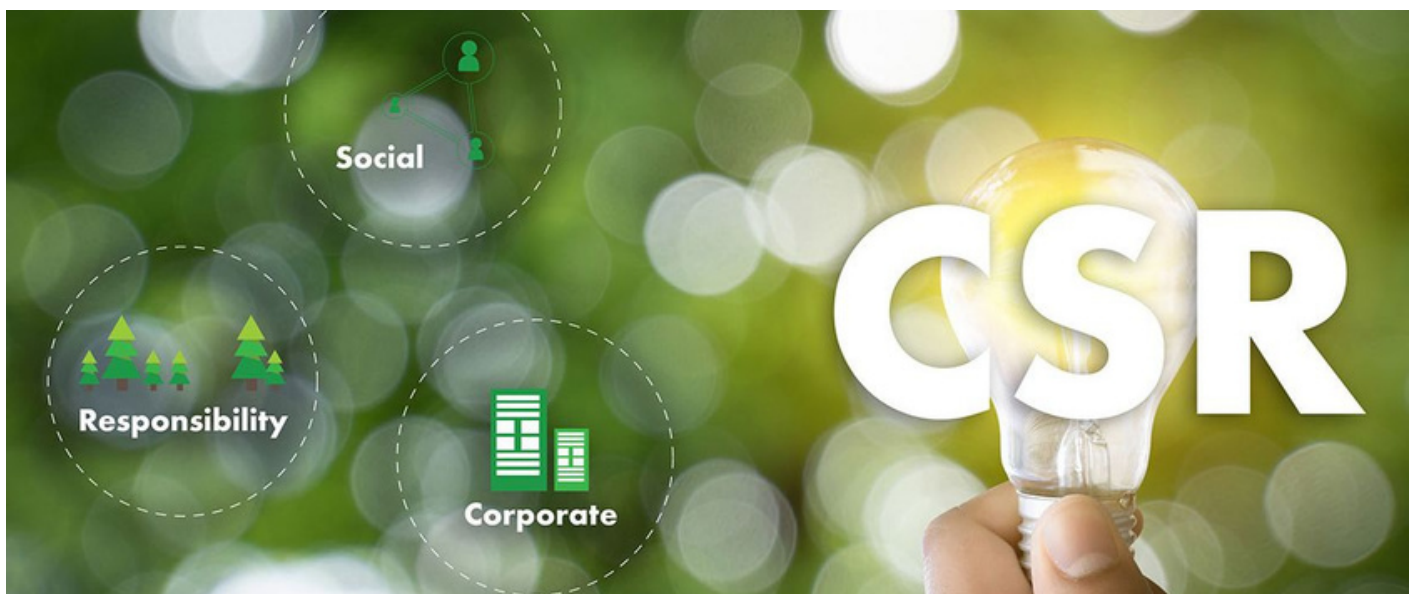


People's Practice and CSR

by Mr. Kiran D. M.
Chief Executive Officer - ONGC Foundation

April 03, 2021

In the session of C-talk, our guest speaker Mr. Kiran D M, CEO of ONGC Foundation shared his experiences about corporate social responsibility, people practices and the recent trends in the industry. Corporate social responsibility (CSR) is a business model that helps a company to be socially accountable—to itself, its stakeholders, and the public. By practicing corporate social responsibility, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. By engaging in CSR activities, a company is operating in ways that enhance society and the environment, instead of contributing negatively to them. As important as CSR is for the community, it is equally valuable for a company. CSR activities can help forge a stronger bond between employees and corporations, boost morale and help both employees and employers feel more connected with the world around them.



Employer Branding and Employee Proposition

by Chirag Suchak

People Business Partner - Anheuser-Busch InBev

April 17, 2021

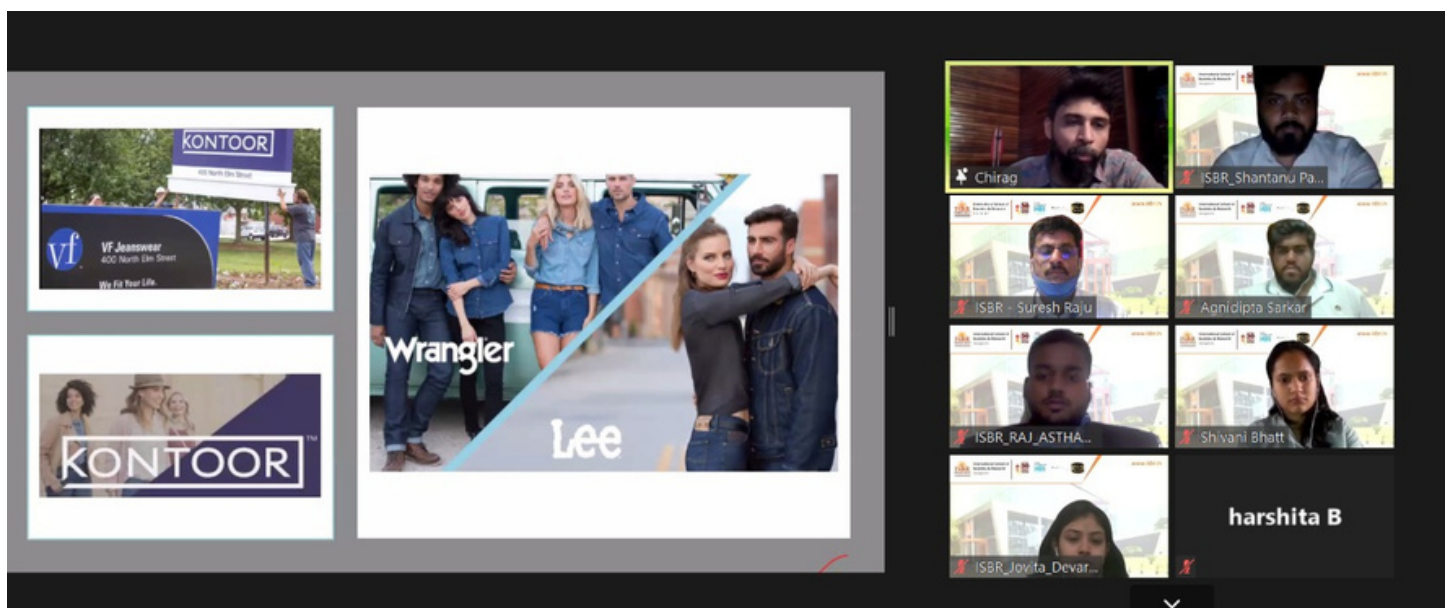
Mr. Chirag Suchak, from AB-InBev, world's largest brewery company, engaged in a dialogue with the students of ISBR about employer branding and employee propositions.

With over 10 years of experience in spearheading the HR departments of companies such as PUMA and VF corporations, he has contributed to their productivity and influenced the culture, and focused on cost-effectiveness, change management, business excellence and overall organizational development.

The conversation was quite lively from a variety of perspectives, beginning with employer branding and how it is a factor that also describes the reputation of an organization, from an employer perspective, and the value proposition it adds to its employees, all of which is still in contrast to the whole corporate reputation the company holds as a brand and the value proposition to

the customers. The employer brand, however, should align strongly with the customer brand positioning and the values attached. He further added how an employee proposition should be thoughtfully designed as it includes tangible and intangible elements of psychological contracts between employer and employee. It should begin before an employee is onboard, before they are a prospective candidate for employment, the value proposition should appeal irrespective of the fact that the individual intends to work at the company or not. EVP is evaluated on the value that the employees are offered. It is a promise made by the employer to the employee in return for the commitment, which is why it is the core of an employer's brand and characterizes the organization and what stands out.

The session was quite engaging and it led to a pool of information that was brought to the table by Mr. Suchak. A session where the information was brewed well.



When ISBR says - 'Netflix and Chill'

by Ms. Bhargavi Reddy Dokuru

April 24, 2021

"Connection's drive human growth" and what can be better than building new connections with OTT giants like Netflix. To make us all aware of the importance of analytics Miss Bhargavi Reddy Dokuru from Netflix, which is the world's leading streaming entertainment service in San Jose, California, USA, was invited. The event started at 9 PM IST on Saturday, 24th April 2021 on the Zoom platform. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. It was moderated by MR. Khazi Owais and Mr. Shantanu Paul. The event was embraced by Mrs. Kala Sridhar, Head – Corporate Relations, ISBR, Mr. Amit Kanchanbaras, HOD Finance, Mr. Suresh Raju, HOD – Training and Transformation, Mrs. Veena Shenoy, Program Manager (MBA), and a total of 134 students of both MBA and PGDM Batch 2020-2022. The speaker started the session by introducing herself and her journey to Netflix. She started right from her graduation till today, which was very inspiring in terms of her experience and her subject knowledge.

She started by explaining how she built an interest in data and gave her own life story. She went on to explain what her work is and how data affects companies and their strategies. She explained the importance of logistics and analytics. She emphasized on the fact that companies have huge data, but before that data is processed by using analytical tools and information is interpreted, the data equals a huge chunk of useless names and other details.

She gave a simple mantra to success in the field of data is to "Master the Art of Reading Numbers". She said the success of a person in this field depends directly on how he/she is able to interpret sense out of that given data. The speaker also gave insights on different job roles and where the future of big data lies. She rightly explained how these job roles are different from each other and what are the different skill sets required for the same. Also, she explained what kind of work each role demands.

The speaker then introduced us to a very different and interesting concept called "The Four V's of Big Data". IBM data scientists break big data into 4 main dimensions i.e., Volume, Velocity, Variety, and Veracity. She explained that depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, sensors, and mobile devices. She explained how companies leverage this data to adapt their products and services to better meet the needs and demands of the customers. And also to find new sources of revenue generation.

At last, the speaker shared her valuable thoughts about what she thinks is the future of big data and what are the untapped areas where more jobs need to be created. She emphasized on the security of the data and she expressed

her concern about the current prevailing issues of data theft. She explained how Netflix takes utmost care of the data of its valuable customers and how it protects the same. She also explained that this is one very important domain where more job creation is required and more skilled minds are needed.

With instilling lots of positivity she opened the ground for questions. Many students asked their questions in the domain of data science, analytics, the work she is doing, how is Netflix different from others in the market, the impact of covid, how are they much more efficient than any other brand in the market in terms of data governance and data protection and many others. The session came to an end with Dr. Sheetal's address to thank her for giving her valuable time for this session. She applauded the speaker, Ms. Bhargavi for such an insightful session, followed by a thank-giving message from Mr. Suresh and Mrs. Kala. They both were grateful to the speaker for this interactive session and appreciated her for all her time and efforts. The session formally ended with a vote of thanks by Mr. Shantanu Paul.

Know your customer and Strategy to engage them

by Sajo Eapen

Senior Talent Advisor - Google

May 22, 2021

On 22nd May 2021, Sajo Eapen, Senior Talent Advisor at Google, delivered a talk in International Business School of Research on Knowing one's customer and the strategies to engage them. He is responsible for hiring tech talent to build a cloud team in Google. As a talent advisor, for about 8 years, he has built strong technology teams across various domains such as e-commerce, cloud operations, ERP, retail, digital and operations. He is a talent acquisition professional with an understanding of varied technologies, diversity inclusion programs, employer branding and candidate engagement, including project management, vendor management and process setting.

He included conversations where he pointed out the importance of engaging the right customers for successful business, while mentioning how it is important to retain them as well. A sustaining and on-going effort has to be put forth to continuously engage and build lasting relationships with them. Customer engagement is not a one-time process, it is a continuous, aptly planned, different for every business and their respective customer target. All in all, it was a truly engaging experience and one that provided a wider perspective on how to know one's customer to better engage with them.

The image shows a screenshot of a presentation slide. The slide has a blue background with a large white circle on the right side. Inside the white circle is a rectangular image of a starry night sky. The text on the slide reads "Know Your Customer & Strategy to Engage". The slide is part of a presentation, as indicated by the navigation pane on the left and the status bar at the bottom. The status bar shows "Slide 1 of 7" and "English (United States)".

Future of Workforce

by Rakesh Ranjan
Managing Partner - Zyoin

June 05, 2021

Mr. Rakesh Ranjan, Managing Partner at Zyoin, delivered a C-Talk on Saturday, 5th of June 2021 about Future of Workforce at ISBR Business School, Bangalore. The session was attended by faculties and the students of PGDM Batch 2020-22.

After the completion of degree and once the student keeps his feet in the corporate sector, what he/she should expect in terms of culture, ethics, management and about the overall environment of the organization. The session was focused on, as the name suggests, the future of the workforce. Right from academics and technical skills to what a candidate should possess as soft skills to be deemed fit in an organization. Since, there are speculations that most of the organizations will follow the "Work from Home" model, there are some organizations who have started offline work, so how to balance it and make sure the candidate does work so as to get himself recognized in today's competitive world was also discussed by the speaker. Since, the workforce is a mix of people from all parts of the world, how adaptability and having a positive attitude would make a difference in the workforce.

The session was very informative and interactive as the speaker gave opportunity to students to express their thoughts about the future of the workforce and based on the understanding gave his insights for the same.



future Workforce



Reading the Numbers

What do you look for when opting for a certification? It's most definitely how it will help you in real life. The "Reading The Numbers" does exactly that. Search for a company, open up its balance sheet and learn to read. Looking at huge numbers categorized under various years and having complex terminologies is what a fresh student apprehends when he/she looks at the data. As we progressed through the course, we learned to question every number we see, to analyze what has happened, to browse through various sections in the balance sheet and understand the position of the company from its past.

Mr. Aayush, who was the resource person for this certification, made us browse through data of various companies through the company websites. We learned how companies generate revenue and their various streams to generate it, the organic sales and why it is important, the expenses of the company and why different industries have different major expenses, the different types of cash flows and much more!

Beginning from learning to read "The Financial Times", there was maximum participation from the students and the most liked part about the session was the methodology of teaching and the enthusiasm with which Mr. Aayush teaches. Apart from this there were a few requests to increase the duration of the course and to include case studies and live projects too.



Master Class on – Global Recruitment

The session started at 09.00 am with a formal welcome note by prof. Veena Shenoy and then Ms. Audrija gave the formal introduction of the guest speaker who then took over the session. The guest speaker Ms. Padmaja from Patna, a Senior govt official having a degree of MA from the University of Delhi and a master of international law from Australian National University, migrated to Australia in 1991, begins with a brief introduction about herself. 1. The discussion started with a briefing about the interview process in the public services in Australia where there are 3 rounds for qualifying different levels and all the 3 rounds might require interviewing process sometimes depending upon the posts. All the public services are under the Australian Public Service Commission. Then she pointed out one unique criterion for getting promoted and how it is different from Indian work culture. In Australian public services, the individual always has to apply for a promotion and there is no such time-bound promotion concept there. The job vacancies are open for all, which means any individual who belongs to the country and has relevant skills can apply for a job in the public services. Another differing point regarding the work norms is that in Australian public services, there is not a particular age for getting retired. Any individual can work and serve the country as long as they want. No one has the right or authority to force anyone for a retirement. Then she gave a gist idea about the selection criteria including –

- Strategic thinking
- Result oriented
- Communication skills

Additional skills (analytical skills, writing skills, quick reading skills).

She mentioned one very interesting parameter of selection, i.e., use of ‘Star Model’ during the interview or discussion. This Star Model talks about S – Situation, T – Task, A – Action and R –Results. This star model is generally used by candidates in describing any situation for the support of their soft skills. A lot of focus is generally given to the work experience and professional exposure rather than considering the degree of that particular individual.

There are 6 levels of APS and there is a minimum requirement in every work level standard. Dr. Mohan Kumar, Practice Head, Wipro Limited was also present in this session and he requested to have some discussion on training processes involved in the public services in Australia. She mentioned that there is always a separate budget for training processes and some routine training is always going on within the department. Training from the overall public service head is also conducted annually. Certain training processes include – Minute taking of a meeting, content writing training, quick reading or rapid reading, trim training. But there is no concept of classroom training, they mostly conduct online training within Sap- inter and intra-departmental.

Also, for the recruitment, a lot of importance is given to the referee report. It could be from two ways– one from the immediate supervisor and another from the previous working organization. Referencing can be done both verbally and through a written mode. But there is a certain template based on selection criteria that needs to be followed in the public services. She mentioned that their work culture consists of a diverse group of employees. Everyone gets a fair chance based on their ability, i.e., the individual who is able to do the job rightly will be selected. About 25% of the area is reserved there for the students who belong to rural areas. She was also talking about having several public service acts Developed by the Australian public service commission. Each year surveys are done, one by the department, and one from the entire public sector head, regarding collecting information about bullying, hurting, harassment etc. The HR department is always there to handle any such situation. These parameters are given the most priority as health and well-being is very important for their work culture. so, these policies are very important. Lastly, she suggested all the students look for different opportunities outside. It is also important to travel to different regions and to know local cultures because understanding the work culture will help the individual to work more effectively and efficiently.

Business Conclave - Adapting the new norm – Unlearn and Relearn

The year 2020 has brought drastic changes in the way of living not just in individual lives but also for Businesses. The impact of the COVID-19 is experienced by all Businesses around the world. Leaders are navigating a broad range of interrelated issues that span from keeping their employees and customers safe, shoring up cash and liquidity, reorienting operations and navigating complicated government support programs. ISBR conducted the second edition of Business Conclave to understand the impact of COVID -19 in the Business world and how Organizations are adapting to the new norm, the event was conducted on 28th December, 2020 on virtual platform Zoom.

- There were various topics and questions addressed in the panel discussion, the learnings from the event are;
- The emerging roles and skills that are required in IT and related sectors which need to be inculcated for better employability.

- How WFH is a long sustainable strategy to meet Key Business Objectives
- How important is incorporation of 'Change Management' in the Organizational Structure, which helps the businesses deliver better outcomes in times of a crisis.
- How the Strategic Management of Organizations will be changing after inevitably having to accept the 'New Normal'
- How the Organization becomes responsible towards the employee's individual growth.

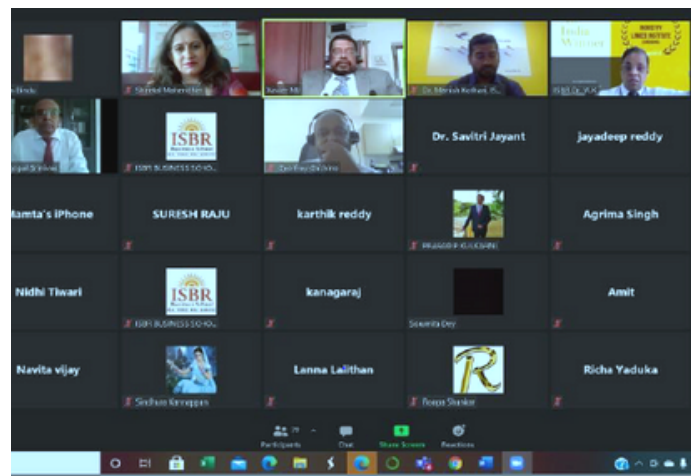
The session concluded with the understanding of the importance of knowing things and projecting oneself is critical in order to adapt and sustain in the 'New Normal' and the students were able to really get an acute understanding and were satisfied with the session and are looking forward to more such ones.

विश्लेशन

International Conference of POST COVID PRACTICES - 1.0

February 26, 2021

Vishleshan International conference titled “POST COVID PRACTICES 1.0” held on 23rd February, 2021 was organized by Dr. Sheetal Mahendher, HOD Business Analytics & Prof. Veena Shenoy, Asst. Professor-Human Resources. Research enhances holistic development. It enhances the critical thinking and growth capacity of the faculty and the students to proclaim, publish and apply the research outputs. This International Conference aimed at providing opportunities to students, research scholars, academicians and corporate delegates to showcase their research, explore ideas and present papers. There were approximately 85 participants, comprising 52 papers presented during the conference. Student Research & Analytics Cell is the research cell of ISBR headed by Dr. Sheetal Mahendher which helped organise this conference. The Research cell aims at improving the research and analytical skills of the students and to upskill their skills required to become industry ready. Its duties include taking the research opportunities to the students to keep them engaged and motivated to publish their own original research articles in the leading journals. The inaugural session consisted of speeches by eminent speakers, national and international, who shed light on the importance of research and congratulated ISBR for arranging a platform providing opportunity to budding managers to present their talent in a way which adds value to their resumes. The Chief Guest of the conference was Dr. M. J. Xavier, Chairperson, LIBA Management Development Center, Chennai. The Keynote Speaker for the conference was Dr. Eesa Mohammed Bastaki, President, University of Dubai. The Presidential Address was given by Dr. Manish Kothari, Founder & Managing Director, ISBR Business School.



Following the inaugural session were technical tracks where the research papers were presented from various streams of management and from different institutions. The international conference was a success with a good amount of people registering for the conference and the diversification of topics they presented their papers with. Many people were involved in making it a success from faculties to students. Everyone who joined the conference left an impact. Chief guests, director, chairperson, guests and most importantly the presenters who presented the paper were impressed by the professionalism with which the conference was held. It was the first of its kind after COVID organised at ISBR at an International level.

CONVENORS OF THE CONFERENCE Dr. Sheetal Mahendher, HOD-Business Analytics
CO- CONVENOR OF THE CONFERENCE Prof. Veena Shenoy, Asst. Professor, Human Resources

International Conference

Global Perspective on Business, Economy and Society – Sustainability in the New Normal

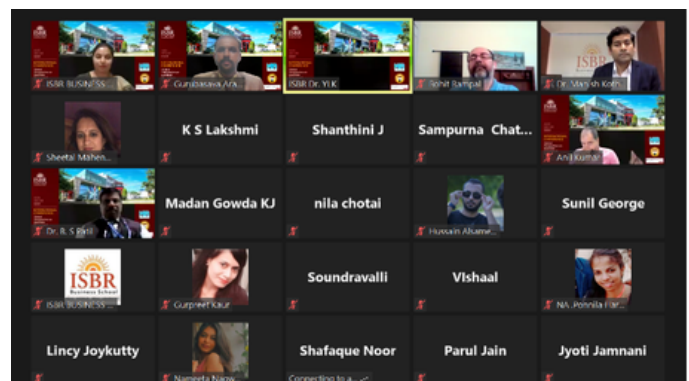
5th and 6th August, 2021

ISBR Business School in association with ISBR College organized the International Conference on Global Perspective on Business, Economy and Society – Sustainability in the New Normal on August 5th and 6th, 2021. With the onset of pandemic and subsequent lockdown the entire ecosystem witnessed radical change, the sustainability of the ecosystem had to be viewed from three different aspects: Business, Economy and Society. Businesses had to rethink their practices, the economy took a paradigm shift and these resulted in the variations in the society and pattern of living as well. The shift from offline to online functioning irrespective of the type of the entity – corporates, educational institutions and other institutions was inevitable and demanding.

The conference envisioned the above perspective as the theme. Hence, the objectives of the conference were: providing a forum for deliberations on the shift in the businesses and their sustainability in the wake of new normal and to reflect on the multidisciplinary aspects of business and economy and its influence on the society at large, during and post pandemic situation.

The online inauguration ceremony was hosted on 5th August, 2021 on Zoom platform. Dr. K.S. Lakshmi, Conference Convenor gave a briefing of the conference. Dr.Y Lakshman Kumar, Director of ISBR Business School, welcomed everyone by introducing the topic and narrated numerous facets of India's sustainability. He highlighted the current global predicament as a result of the Covid-19 pandemic.

The conference was inaugurated by Professor Paul Edmund Green, Dean of faculty of Business and Management Sciences at Cape Peninsula University of Technology in Cape Town South Africa. Prof Green elaborated on the measures taken by the government and other administrative bodies in South Africa to combat the pandemic effect. He also emphasized the importance of Research, Leadership and Entrepreneurship.



INTERNATIONAL CONFERENCE

SPONSORED BY AICTE

Panel Discussion

LGBT Inclusion & Sustainable Development Goal

August
06, 2021

09.30 AM - 11.30 AM IST

<https://us02web.zoom.us/j/89648390689>
 MEETING ID: 89648390689

Moderator

Dr Geetha M Rajaram
Principal & Director
Global Institute of Management Sciences
Bengaluru

Speakers



Mr Adam Pasha
Ambassador of the Royal
Campus 1927
International Super Queen



Dr. Uma Warrior
Professor and Area Chair
(OB & HR)
Chief Counselor,
Jain (Deemed to be University),
Bengaluru



Dr R. Ratchana
Adjunct Faculty, Depart-
ment of Professional
Studies, CHRIST (Deemed
to be University),
Bengaluru Central Campus.



Mr Mohan Kumar
Practice Head, Wipro Limited



Mr Ruthuparna Sharma
Life Coach & Author



Mr Vinod Kumar M
Faculty - Jain (Deemed to-be
University) &
Founder - The Good Quest
Foundation (R)

INTERNATIONAL CONFERENCE

August 05 & August 06, 2021

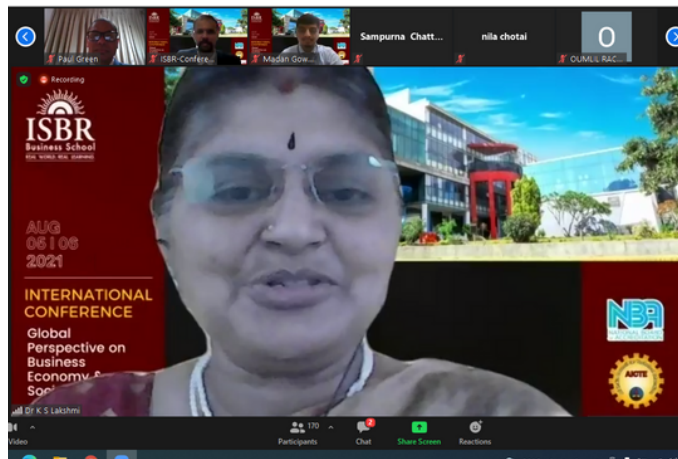
The keynote address was delivered by Prof Rachid OUMLIL, Research Professor, ENCG Agadir, University of Ibn Zohr, Morocco, North Africa. Prof OUMLIL who also happens to be associated with African Research Centre for Innovation and Development, emphasized the need for open innovation and its research opportunities.

Dr. Manish Kothari, presided over the inauguration. Further he elaborated on the reports given by various monitoring agencies on how pandemic made remote working an unavoidable choice, shift from offline to online working. He later delved on the workforce crunch in the emerging economies. He declared the opening of the International Conference. Inaugural session was attended by around 200 members across the globe. Subsequent to which the papers were presented by research presenter scholars both at the national and international level.

The inaugural session concluded with the Registrar and Dean (Academics), Dr. B.S. Patil offered his felicitations and best wishes to the participants.

Around 160 papers are to be presented in the two-day conference by research practitioners, academicians and corporate delegates. The conference was well deliberated with number papers being presented in both the days doing justice to the theme.

As an offshoot, a Panel Discussion was organized on 6th, August, 2021, on the topic: LGBTQ and Sustainable Development Goals. The panel of experts deliberated on the challenges, the discomforts experienced by the LGBTQ and the change of the attitude required from various entities and stakeholders. The corporate initiatives and the acceptance of the LGBTQ in the workplace was well deliberated by the panelists. The notion of treating LGBTQ as a special gender and sympathizing was abhorred. The team of expert panelists were: Adam Pasha, Ambassador of Royal Campus, 1927, Dr. Uma Warriar, Professor, Area Chair – HR and OB, Jain Deemed to be University, Dr. R. Ratchana, Adjunct Faculty, Department of Professional Studies, Christ Deemed to be University, Mr. Mohan Kumar, Practice Head, Wipro, Mr. Rituparna Sharma, Life coach and author, Mr. Vinod Kumar, Founder, Good Quest Foundation. The session was ably moderated by Dr. Geetha Rajaram, Principal & Director, Global Institute of Management Sciences. The session was hosted and well-coordinated by Mr. Madan Gowda. The Panel Discussion session concluded with the Conference Convener, Dr. Guru Aradhya offering his felicitations and best wishes to the participants.



The valedictory ceremony of the International Conference was conducted on 6th August, 2021 on Zoom platform. An initial introductory note about the conference was given by Dr. K.S. Lakshmi, Conference Convener.

The Conference Deliberation Report which consists of details of the number of papers, the various institutes, the paper selection process and the topics in each track was given by conference Convener Dr. Guru Aradhya.

Dr. Y. Lakshman Kumar, Director of ISBR Business School, welcomed everyone by introducing the topic and gave his insightful address on the pandemic and its repercussions.

The valediction was presided by Dr. Manish Kothari, M.D. ISBR group of institutions. He detailed the six-problem solving mind sets for uncertain times.

The book of proceedings of the conference, approved by the Ministry of Education was released by M.D. Dr. Manish Kothari.

The valedictory address was delivered by Prof. Rohit Rampal, Chair of Management Information Systems and Analytics Department at the State University of New York, Plattsburg. He elaborated on the use of analytics in the real time scenario especially during the pandemic.

The valediction concluded with M.D. offering felicitation to those who won the Best Awards and also to the other participants.

The program concluded with thanksgiving by Prof. Veena Shenoy, Conference Convener to all who made the conference a grand success by offering special thanks to Ms. Nivedhitha, Research Associate, and International Office, the technical team, the design team and the student coordinators. The program ended with the rendering of the National Anthem.

Finance Club

Virtual ALPHA FINANCE QUIZ

September 24, 2020

This Glorious Event took place on 24th September to check the Basic Knowledge of Participants of Finance Club, to see how much expertise they possess in the finance field, & to get the insights of their curiosity level. As it all took place virtually because of pandemic, all couldn't meet in person, but still it was no less of enjoyment, we introduced people to a new gaming/quiz app i.e. "Kahoot App"

There were a total of 3 rounds and on the basis of knockouts, in each round 2 people got eliminated and remaining people till the end, went up to 3rd ROUND (Final Round). People took part with full enthusiasm and the activity was all fun and interesting for them and everyone really appreciated the efforts put in by Urvashi and Sai Vamshi.

Almost all people from the club took part but the Winner had to be the one and the 1st position was bagged by Ms. Jyoti Sharma followed by Runner up Rishabh Kumar. The tagline did all the justice for the activity that took place. All in all, we wrapped it with some Happy & Joyful faces and unbiased judgements. Looking forward to organizing more such events.

Face The Case

12 November 2020

"Face the case" is an inter-club event of Finance club taking place on 12th November 2020 to check the critical thinking analysis of aspirants, case studies are of different situations, such as company rise and fall, downfall of a person's business due to COVID- 19. Aspirants are asked to read the case, critically analyze and come up with the best possible solution for the case studies. Nine teams participated in the event, consisting of 3 members in each team. Case studies such as "The 176- point sensor's case, Walmart's case, Walter's case and chemical company case and so on and so forth. The Guest for the event is our Director of ISBR Business School, Dr. Y. Lakshman Kumar sir, prior to the event sir had given his insights to the participants.

The judges' for our event are Amit sir (Head of the Finance department) and Lakshmi ma'am (Head of the marketing department). All the teams had done good job in analysing the case, but the winning team is "Team Hustlers" (Anshita Sharma, Shantanu Paul, Sucheta Manvikar), Runner-up team is "Innovative Geeks (Manisha, Anjali, Khazi).

Bid-Bash League

1 October 2020

On October 1st 2020, Bid Bash League, a virtual bidding was organised by Sinai Alwyn S and B. S. Snehitha , Finance club under the mentorship of Prof. Navitha and Prof. Amit. The main objective of this event is to give a glimpse of real time bidding and auctioning, fund management and portfolio management and also to understand the importance of Decision making, in virtual mode on the Zoom platform.

Each participant was allotted virtual cash of INR 15,000 and participants had to bid on the cities with the amount provided. The Winner must possess 2 or more metropolitan cities, and 3 or more Tier 1 cities and Tier 2 cities. Finally, the participant who can satisfy the above criteria with more money left in their wallet was deemed to be the winner, and followed by them the runner.

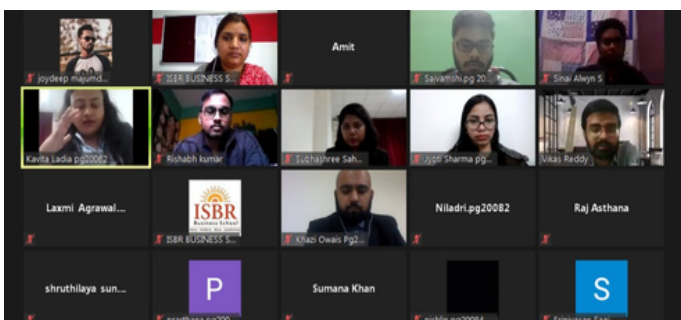
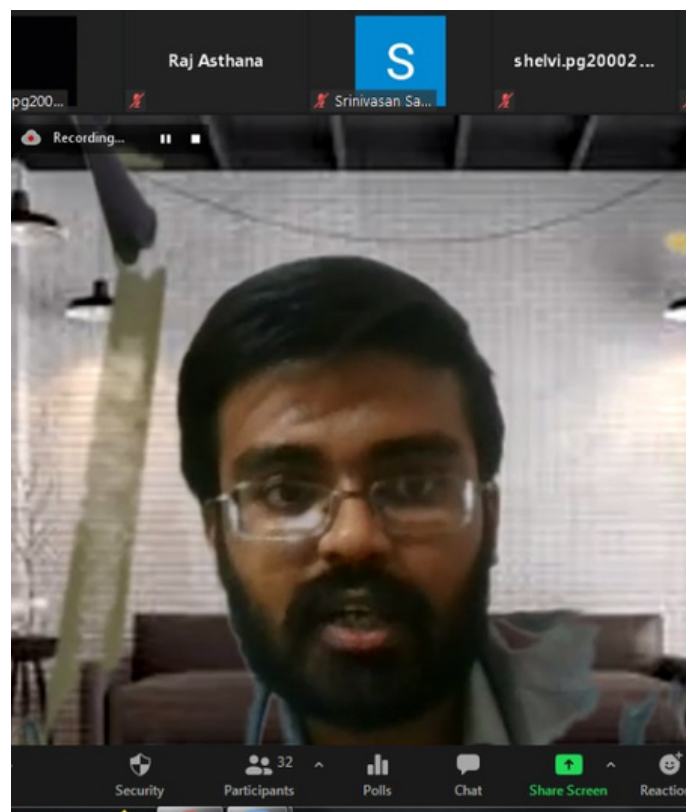
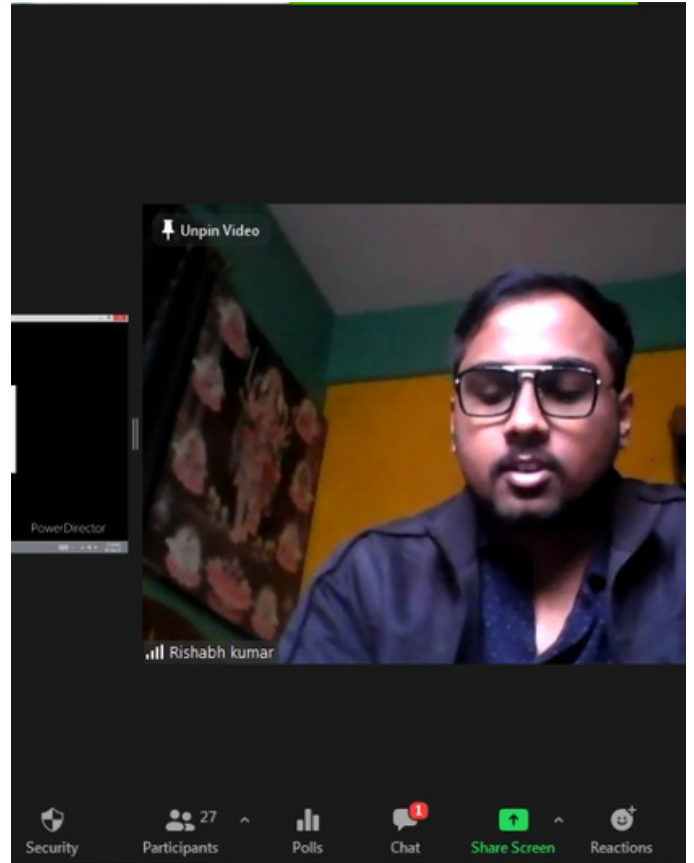
It was one of the fabulous events, not only the bidding process was enjoyed, but the cities in game were too explored virtually. From the response of the event it can be said that our efforts were worth it. All the participants were filled with great joy and enthusiasm. We have to thank our Mentors Prof. Navitha ma'am and Prof. Amit sir for their continuous support, suggestions and encouragement without which the event wouldn't have been successful. And last but not least it was because of our participants who kept up the spirit of the event and made it successful. At last we wrapped it up with a happy note. The winner and runners up for the event was Shruthi Priya and Jyoti Sharma respectively.

Battle of Minds

7 January 2021

Our club conducted the event online debate on 7 January 2021, As it was an online platform so it was a bit difficult to arrange all the essentials for the event. But, with the help of all the finance club members and our club coordinator Mrs. Navita mam this was made possible with a successful completion. Amit sir HOD of Finance and Usha mam were the jury members to judge the participants. This debate session was done on the topic of the Indian and China conflict and how it is going to affect the economy of both the countries. As the topic was in news after the recent conflict happened in the Galwan valley between the two nations, which has caused a serious amount of tension between the two.

We formed two parties one for supporting the growth that India can grow without China and other India cannot grow without China and many intellectual's participation were registered which led to an interesting form of communication and a field to open up ideas for various aspects related to economies, trade and all. BATTLE OF MINDS The event had rules and regulations which played a major role in the successful completion of the debate. The participants showed really keen interest in expressing their topics and coming to the ground for the debate. Judges of the event also played a major role for the success of the event. The winner of the event was Khazi Mohammed Owais and the runner up was Nareddy Vikas. At last I would like to thank Navita ma'am who has really helped us behind the scenes for the successful completion of the event. And also I thank my team members for helping in making this debate competition a good one.



Treasure Hunt

8 April 2021

On April 8 2021, ISBR Business School's Finance Club (FinEx) conducted a Treasure Hunt competition in the campus and it was a filled day for all the participants and the organizing committee. A treasure hunt is a game in which the organizing team will arrange for a list of specific items defining the object and the participants will find those clues and go in search of their treasure. It is an act of searching for treasure and the team which tries to be the first to find the object is hidden will be declared as the winners of the Treasure Hunt competition. The same procedure was followed in the competition which was conducted in the college as well. The Finance Club along with the support of their club mentor Prof Navita organized this event. The organizing team had Kavana A, Vedika N, Giri Krishna Raj, Rajesh N, Satish P and Namratha P who arranged for everything necessary for the event to happen with the help of their mentor Prof Navita. The event happened very smoothly without any interruptions.

There were four teams, each team having five members which took part in the competition and each team were given a different set of clues to find their treasure. Clues were hidden in places like Amphitheatre, Library, Auditorium and puzzles were formed based on that. The event also had a unique way of finding treasure by picture identification (find where the picture is there in the college), observation (questions related to college surroundings), riddles etc. Every team took part actively and enjoyed the competition, it was also fun for the organizers to see the teams enjoy as that was what they worked for. Various posters and videos were made to push students for their participation. The winning team was promised to give a prize of Rs 1500 cash prize or anything equivalent to cash.

After so much tiring searching out of four teams one team reached to their treasure and won their award. They were given an amazon voucher of Rs 300 each by the Principal of ISBR Business School Prof Dr Lakshmi Aravamudan. It was overall a very enriching and a fun filled day to both the organizing team and the participants. It was a break needed for all the students to keep some time aside for refreshing minds and recharging oneself which was fulfilled.



Thursday Treat

October 21, 2020

An event “Thursday Treat” was conducted by the cultural club of ISBR. On 1st of October, the event was held under the guidance of Prof. Usha with coordination of Priyam Nankani and Nancy Upadhyay (PGDM batch 2020-22). As the name suggests, it was a treat on a blue afternoon. The event gave everyone a few moments of happiness amidst all the juggling of online classes. Despite a virtual event, it had utmost excitement and engaged the audience well by keeping them on their toes. It was a refreshing afternoon after a week of hectic schedules. It was the complete display of amazing creativity & acts that filled the screens with the participation of the cultural club members in activities like poetry, singing, dancing, and it ended with a video that was made as an appreciation for the faculty, for all the efforts that are taken by them. The hosts of the evening, Hitarth and Shefali, grabbed the attention of the audience, and maintained the sync until the end of the event. Fusion was the theme of that afternoon, and goodness gracious, the blend of classical and contemporary versions was truly wonderful. The songs sung by the members of the cultural club made it clear that the college has an amazing set of singers, and the vocal range depicted professionalism in their voices.

The second part of the session had an excellent interactive session in the form of games for faculty & staff members present. It was an activity that got everybody across the screens engrossed in the constant guess game over random images that represented movies across various languages. It also included them having to guess dialogues from the movies and ultimate maze was guessing the song, wherein the faculty actually engaged themselves and it was noticeable that for some time at least they were stress free & really enjoyed the event. That afternoon concluded with happiness, content and the cultural club truly gave their best and these efforts were truly appreciated by everyone. The first successful event conducted by the cultural club made a mark in what is to be expected in upcoming events.

Pixel Tales

Every Picture tells a Story

January 21, 2021

Pixel Tales was the very first photography contest of ISBR batch 2020- 22, where participants showcased their photography skills. There were two themes shortlisted for the event which were:

- **Nature photography**
- **Happiness in pandemic**

One by one, we displayed their snapshots, and they spoke a few words regarding the picture clicked by them. The description of their photos was on criteria as they must formulate a story, quotes, poem and anything creative.

And not only this, for making the event more exciting, we collected the childhood pictures of our batchmates prior to the event and made everyone guess the person.

The very first challenge while preparing for the event was exactly, which flow of event should we grab, so by doing several meetings and discussions, Cultural Club came to a conclusion for a photography contest as it was not held in ISBR ever earlier. It was a great decision because the event was a fabulous one in which students as well as facilities enjoyed a lot. Further, to make people a bit more curious and awaiting for the event, we made efforts to prepare posters and videos to get them more indulged.



Christmas Eve



Our Cultural Club conducted an event on 24th of December 2020 called Xmas Xcitement, with the guidance and supervision of our club coordinator Prof Usha Mam and along with her all the cultural club members the event went smoothly and was very memorable. This event wonderfully began with Choir singing which was performed by Vithika Kaul, Nancy Upadhyay and Ekta Negi Then we had a wonderful solo dance by Shefali Chandra followed Rahul Kumar solo dance who awakened the whole crowd with their performance, we then had a wonderful Christmas song sang by blissful Vithika Kaul which was very enlightening and then we saw amazing dance/comedic performance by Ankit Sharma and Priyam Nankani which filled the entire crowd with joy and laughter. Our Cultural Club conducted an event on 24th of December 2020 called Xmas Xcitement, with the guidance and supervision of our club coordinator Prof Usha Mam and along with her all the cultural club members the event went smoothly and was very memorable. This event wonderfully began with Choir singing which was performed by Vithika Kaul, Nancy Upadhyay and Ekta Negi Finally, I would like to thank Usha Mam who managed the event successfully and I would also like to give credit and appreciation to all the cultural team members who put their effort and hard work in making the event a grand success.



Comedy of Terrors

17 October 2020

On 17th October, 2020 the Media club at 5.00 P.M. decided to make a comeback and bring out some fun elements around. On this day the club renamed itself "CAPTUR" and with this new vibe and energy yet old customs, the first event of the club was organized "COMEDY OF TERRORS " was a fun event, based on the series ComicStaan where a person has to cook up a story based on random five pictures. Cooking with unknown ingredients is tough, and cooking up a story with unknown pictures is tougher.

The event amused our participants as well. Though the task was hustler, it was not that tough to perplex our participants. The 14 participants gave an excellent competition to each other. The event was blessed with the presence of Dr.Kanagaraj K, Register ISBR Business school and Dr. Manohar, Director of

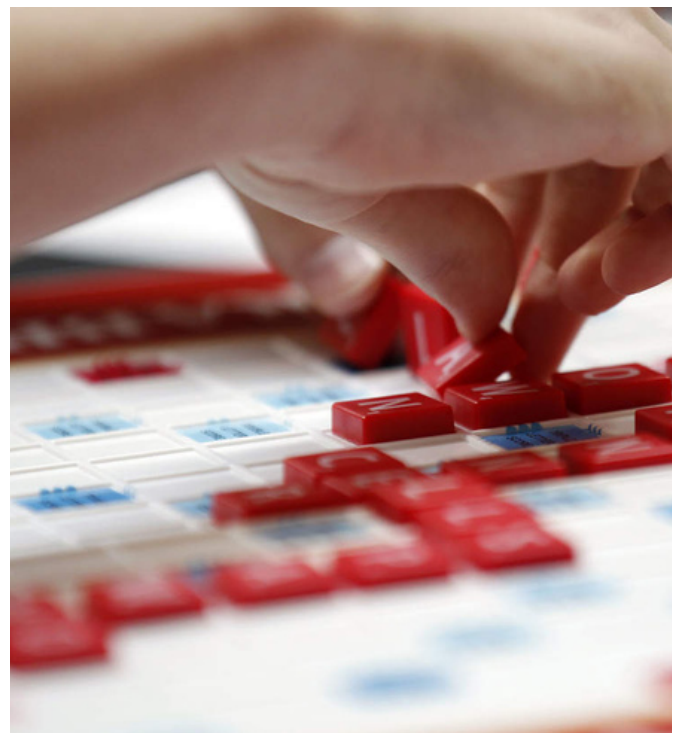
strategic networking. This wonderful event was judged by Dr. Jhansi Rani & Dr. K S Lakshmi. The event brought lots of laughs and made the Saturday evening more delightful. The Master of Ceremonies were Shelvi Agarwal and Akshay Marmat. The winners and runners up of the event were Ms. Pallavi Mahalik and Mr. Hitarth Arun Gaikwad. It was a combined effort of the entire media club, which made the event successful. The constant guidance of Prof. Suresh Raju and Mr. Aalhad Lokare channelised the energy of club members and brought out the best out of them. The event ended with the declaration of winners and vote of thanks by Snigdha Bal. The event was a showcase of fun, laughter and teamwork.

Scrabbles

1 February 2021

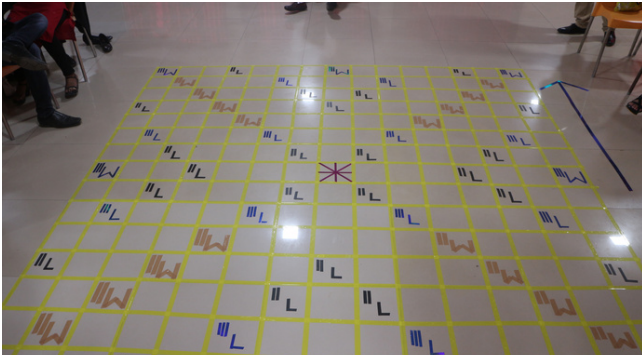
On 11th February, 2021 the Media club at 4.00 P.M. decided to return back and bring out some of the fun elements around. For this event we decided to put our brains into action and improve the vocabulary in a fun way. A Lifesize board game was designed in the auditorium, where the participants had to go through the board and make the words out of given letters.

Within the given time frame they had to construct a meaningful word out of given letters. The teams were made of 2 on the spot, which also made the game more challenging. The event really scratched the heads of the participants and for some it was more of like fun to play against each team. After 2 knock-out rounds, Shubham Mukherjee and Ritika Saha got the first position with maximum points and Jovita Devraj and Prajwal were the runners up of the event. The event was very cheerful along with building competencies in the participants. The organization team also had done a wonderful job in organizing such a wonderful event.



Scrabbles

1 February 2021



Beg, Borrow and Steal

25 March 2021

On 25th of March 2021, Media club and committee conducted an exciting event “Beg, Borrow and Steal”. As we are busy in our life with all the technologies around us, we thought of planning an outdoor event. There were altogether 7 teams, where each team consisted of 5 members. Every team was given a list of 25 items which they had to bring to their respective coordinators. The event went very well and with this we came out with our winning team Pallavi Mahalik, Niladri Das, Harsha Khatri, Srashti Saini and Pratik Sarkar. The 1 st Runner up team was Shubham Mukherjee, Bidisha Saha, Ritika Saha, Binita Saha and Agnidipta Sarkar. The 2 nd Runner up team was Subhashree Saha Talukdar, B Kushala, Snigdha Ranibal and Prarthana Garg.



The Best Marketing Manager

21 January 2021

It was a weeklong event, from 21st January to 28th January, 2021 and it was conducted in 4 different rounds where participants had to qualify for the next round. The four rounds were as follows:

- Positioning - 21st Jan 2021
- Negotiation - 23rd Jan 2021
- Turn-a-boat – 27th Jan 2021
- Stress interview – 28th Jan 2021

33 participants enrolled for the event and for each round participants were filtered based on the funnel process. Starting with 1 st round was headed by Dr. Lakshmi mam (HOD of Marketing and International business), Prof.Nair and Dr. Guru Aradhya sir (Associate Prof of marketing department) which is Positioning which is all about self-branding where each participant has to brand themselves based on their likes, goals and more about them by which they need to create an attention towards them.

2 nd round was about Negotiation in which participants had to negotiate with their opposite person on the topic which was assigned to them. Situations for the negotiations were given with the following dimensions: price, terms of delivery, deadline, customer redressal, return policies, warranty, transport or raw material, extra facilities in flight, long term relationship of a supplier. It was headed by Dr. Lakshmi (HOD of Marketing and International business), Prof. Ramani Venkat (NLP trainer and mentor for startups) and Dr. Guru Aradhya (Associate Prof of Marketing Department). 3 rd round was all about selling a product or service. Selected participants were given some random



product or service where they had to pitch for it before judges. The presentation was to be made for 30 seconds, 90 seconds followed by convincing the judges for two minutes. It was headed by Dr. Lakshmi (HOD of Marketing and International business), Prof. Ramani Venkat (NLP trainer and mentor for startups) and Dr. Guru Aradhya (Associate Prof of Marketing Department). 4 th round was a stress interview round where 5 participants were shortlisted and were suggested to update their resume and they had a long interview with the judges which was conducted by Prof . Amit,K., Prof. Suresh Raju, Dr. K.S. Lakshmi, Dr. Sheetal Mahendhar and Prof. Lanna Lalithan At the end of all rounds Jovita Devaraj stood as the victorious of all and was awarded with a cash prize of Rs. 3000/- and a “Best Marketing Manager” badge. Each round gave good knowledge, how we should be more efficient while delivering the content.

Let's Negotiate!

October 22, 2020

Afternoon of 22nd October, 2020; the marketing club came up with an idea to conduct an event to increase the negotiation skills of the batch of PGDM; a great initiative towards focusing on skill-sets that included patience, listening, right presence of mind and being conscious about time. It was the first Inter-Club event that was conducted by the club, which proved to be an afternoon well-spent. An afternoon, on a virtual platform; and we have to admire the coordination that was displayed by the members of the club starting from the management of the participants, and the negotiations held. The guidance of Dr.Lakshmi was reflective of the professionalism maintained by everyone. Seniors, from the batch, were invited to pass the judgement in the manner of how the negotiation was held by every team throughout the event. A timer of 15 minutes displayed on the screen helped teams be aware of the time constraint that was placed for the competing teams

Team of 10 participants dealt with different situations or scenarios given to them on the spot, and an additional 2 minutes given for internal discussion within the team was done before the face-off between two teams of two, each. One such situation mentioned was - An HR manager of a BPO firm in Bangalore. And night shifts in the firm include Cab services to female employees. And the company makes it a mandatory policy to choose the service providers carefully. Yet three such female technical assistants, who have their residence far away from the office, face disagreements with the cab driver, because the person is not willing to go. The reason was since the residence was too far from the city, coming back to the city was difficult. The driver says that he would drop them at a certain employee's destination and someone from the women's home can come help with the rest of the commute.

**“Teamwork
Divides the Task
and Multiplies
the Success”.**



And since, during the admissions of the female employees, it was clearly mentioned that a cab service would be provided to drop and pick them up. The negotiation was held between the cab driver, the HR Manager and the team leader of their female technical assistants.

GOONJ

A webinar echoing the ongoing transformation in the world of HR

October 30, 2020

A webinar conducted on the evening of 30th October, 2020. The HR club of ISBR – Convergence Namma HR Club – which was coordinated by Prof. Veena Shenoy, the head of the HR Club; with, in program coordinators Doel Bhattacharya, Gargi Desai, Anirban Dasgupta, Prachet Kulkarni, Ritom Das and Riya Ganguly. The director of ISBR Business School - Dr. Y Lakshmana Kumar, Head of the HR Department - Prof. Savitri Jayant; Program Manager of ISBR - Prof. Lanna Lalithan graced as guests for the evening. Students of the PGDM batch 2020-22: Anjali Atipamula, Anshita Sharma, Kalam Harini, Khazi Mohammed Owais, Pooja Tummala & Sucheta Manvikar were the key speakers of the evening. They addressed the vastness about the ongoing transformation in the world of HR. The session started with an introduction and an insightful speech by Dr Lakshman Director, ISBR Business School. The first speaker for the evening was Meghana Kalpala, whose interests lie in art and photography, the creative soul went onto speak about introverts and defined how one tackles the hurdles faced by an introvert and also defined how one overcomes these issues and juggles during this process and how it is vital in an organization & individual development. Next speaker was someone who loves to explore, is adventurous, interested in learning new languages, and an outgoing and independent personality, Anjali Atipamula. She explained how the position of different sets of people at a workplace have changed substantially, how such loop holes still exist in the 21st century and what kind of measures one can take into



consideration by transparent hiring of the HR managers & it should be done on the basis of skills and talent, not on background. It is tough but quite possible by ensuring that everyone knows the concept of glass ceiling, vocal about requirements, conduct often training programs, also ensure that there is diversity in hiring.

A speaker who loves travelling, reading, interested in psychology and has a strong desire to pursue HR - Khazi Mohammed Owais, he gave some insights about the challenges faced by HR professionals and how one can tackle these with the help of technology CHRO. It is responsible for the corporate talent system; it is the keeper of culture and should maintain its health and provide feedback frequently like once in a month to Transform and upskill the HR team as they would know the flaws and could rectify them on time as Vision and planning plays a key role. The following speaker runs a Ngo at such a young age, serves people, loves to connect with people Anshita Sharma. She threw some light on how greatest wealth is health and providing these benefits results in better performance and increased productivity in the workplace, to quote “productive work leads us to the way of benefits not only that but it also leads to positive attitude and leads to critical thinking , reduces pressure it in order change the total atmosphere of the organization.”

Next speaker likes mountaineering and hiking and is semi qualified chartered accountant, Pooja Tummala; she presented so well about the wonders made by AI and Automation in the field of HR like for hiring, for the quality work and how it helps in eliminating the biasedness, reducing manpower, helps in automation etc. Next speaker was an individual who is passionate about visiting new cities and exploring cultures across the globe, also loves singing and reading - Sucheta Manvikar. She gave an excellent insight on how one could identify workplace bullying & tackle it. Bullying is the use of force, threat and behavior that is unacceptable under any circumstance, especially a place with working professionals. As per Harvard Business Review, 7/10 employees have faced Work-place bullying at some point of their career. Bullying is based on various reasons of behavior, which could be due to caste, creed, gender and personality differences. Cases of cyberbullying have also risen to 37% since lock down due to COVID-19. Conquering the situation by various measures like observing, making note of such actions and being responsible enough to report to the immediate authority, taking a stand etc. are some of those measures.

The last speaker for the day – Kalam Harini, someone who loves dancing, yoga, travelling and exploring new places; She gave us a profound perspective about the biases that take place in the workplace.

Further she added on by connecting as to how in her life she went through a similar experience and how such situations can be tackled in various ways by establishing objective criteria, defining “culture fit,” and accountability of the same. Limiting referral hiring could also be a step towards it, restructuring the interviews with more skills-based questions. She ended her part with a powerful statement, “It starts from separating performance from potential and personality to skill sets.” At the end of the session, Q & A session took place where doubts were cleared by the key speakers.

The main purpose of this webinar was to expand the horizon on the perspective that people carry, so that they can understand the situation with reference to the changing dynamics of the society and know how they can overcome it in different possible ways instead of just facing these problems and letting it go. It’s important to take that one step ahead to make a change.

Finally, Jovita concluded the webinar quoting:

“Everything that starts well,
ends well. ”

There will always be ups and downs before a smile and a frown because tough times we always go through it sometimes it doesn’t even feel worth it but it’s better to try than cry, it’s okay to relax , sit back & sigh like we have pros and cons, everyone has their nights and dawns sometimes it’s okay to relive the past, but it’s time to get over the shadow it has cast hold on to the present and rethink about it create something wonderful with your wit & grit all the things we go through, always has a say, hold on to those voices, those GOONJ they will light your way.

Chess Tournament

December 25, 2020

The tournament took place on 24th December'20 at 4 pm in the ISBR Auditorium. The tournament was planned by the sports club of ISBR under Prof. V.V. Rao, Head of Sports Club, ISBR. The student coordinators for the event were Subham Mukherjee & Prajwal Markandey.

The participants for the tournament were

1. Khazi Owais
2. Rupesh Babu
3. Ashok Vardhan Rao
4. Darla Harish Kumar
5. Shiva Shankara
6. Nakulla Sai Venkata
7. Dhanush Surya
8. Prajwal Markandey
9. Chitra Mishra
10. Raj Asthana
11. Shivani Bhatt
12. Agnidipta Sarkar

The tournament was a knockout, after each fixture, the winner proceeded to the next round. 10 matches were played in total after which Nakulla Sai Venkata came up as the winner of the tournament & Prajwal Markandey as the runner-up. The tournament was full of enthusiasm, fun & intellect. The participants were supported by their peers & the event was done gracefully.



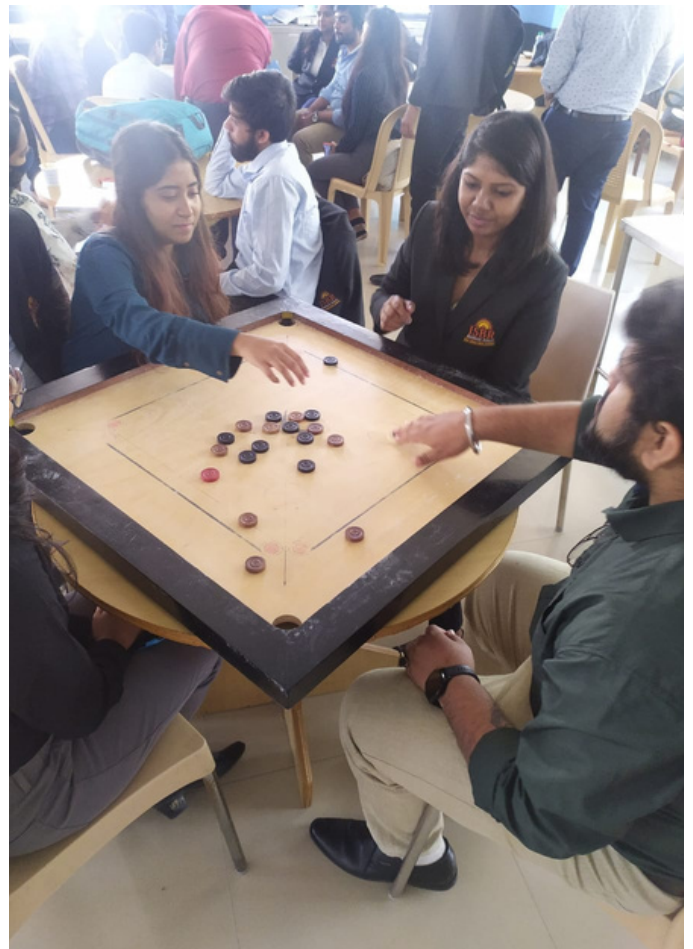
Carrom Tournament

January 07, 2021

The Carrom Competition was held on 7th January at ISBR Business School. There were 30 contestants taking part in the competition. The fixtures were drawn where two teams will play in the two boards simultaneously. The matches up to the quarter final were knock out matches. Being a knockout competition, losing a game would see them out of the competition. However, it was noticed that all the participants took careful moves while playing. Every participant in the tournament was equally strong.

A platform was provided to participants and they utilized it to their fullest. First day ended with 4 teams going for the finals. The next day's game started with the doubles final. The tension in the game kept increasing as the day went on. Finals was a game to watch as the contestants played very well playing their best moves. Finally, after a hard fought competition, results were known. The competition was won by Agnidipta Sarkar and Chitra Mishra from PGDM Batch 2020-22. Shreya and Shreyank were the runners up for the event. This event was organized by the Sports Club of ISBR Business School under the Guidance of V.V. Rao sir.

The office bearers were enthusiastic and very keen to manage the event. They put a lot of efforts to pool in talented players from various streams of School of Management.



Bankernal Series



Dr. S.K Gupta
FCS, FCMA, Ph.D



Dr. S K Gupta is a Post Graduate in Commerce (Gold Medallist), FCS, FCMA, Ph.D. (Corporate Governance) with over 40 years of corporate experience in leadership positions with various public and private sector organizations in the domains of Finance, Costing, Internal Audit, Legal and Company Secretarial functions

Indian bankruptcy Code

its Objective, analysis, causes and Impact on Economy

11 December 2021

This first lecture was about the Indian Bankruptcy code, its features and how it's going to impact our economy. With all the information shared by sir through PPT was quite insightful and the potential learner students really had good information from this session from small topics to high technical terms as well as its operation.

The Event was started by a formal introduction/Welcome of the speaker as well as the director of ISBR and other faculty members. Sir had an insightful lecture on the topic of Indian Bankruptcy code, its features and how its gonna impacts our economy. At last the session was concluded by Q&A from the students, based on their understanding and learning.

As the topic was about the Bankruptcy code, learning from the event was very insightful about the Indian banking industry and how this law will seek to consolidate, by creating a single law for insolvency and bankruptcy. Also sir talked about how it's going to impact the economy good/bad. From my personal learning I got a vast knowledge about this sector, its laws and consolidation procedures.

Learning and feedback from the audience and students were like they got a basic knowledge about the bankruptcy code and how it works. And yes they liked the session as an informative point of view.

SBI & Banking Sector Losses

Cause, Changes & Development in Banking Sector in Covid Era, Regulatory Reforms of Indian Capital Market Structure

19 December 2021

The session was about how the SEBI and banking sector tackled the losses that happened in covid era. The major learning was about how the covid forced some immediate changes in the banking sector. And some basic insights about the Indian capital market structure and bankruptcy code its working procedure.

The Event was started by a formal introduction/Welcome of the speaker and other faculty members. Sir had a quite knowledgeable lecture on the topic of changes and development in the banking sector in Covid-19 era. At last the session was concluded by Q&A from the students, based on their understanding and learning. And the session was concluded by Vote of thanks and formal see off to the speaker.

The topic was about SEBI and banking sector losses, changes and regulatory reforms of Indian capital market structure. So we got information about the changes in banking sector in covid era and some ideas about the losses in the organisation and how the RBI is tackling or about to make decisions on the same, By an expert in this field.

Learning and feedback from the audience and students were like they got a basic knowledge about the changes made in the banking sector and reforms of Indian capital market structure bankruptcy code and how it works. And yes they liked the session as an informative/and interactive point of view also some ideas shared by Prof. Kirran Bindho also made a level of lecture more knowledgeable.

Bankernal Series

Revival of Indian Economy Post Various Lockdowns

December 30, 2020

The Panel Discussion titled “REVIVAL OF INDIAN ECONOMY POST VARIOUS LOCKDOWNS” was organized by The Finance Department on 12/30/2020 from 4pm to 6pm. Prof. Amit was the moderator for the event. The panelists were Mr. Kashyap Jhaveri and Prof. Kirron Bindu.

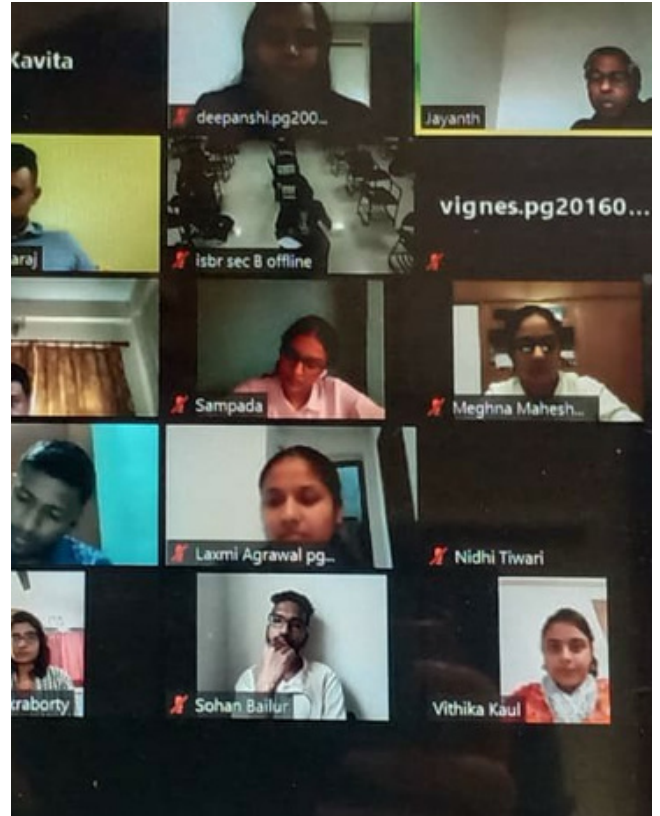
Mr. Kashyap Jhaveri who is a fund manager at Co Fund Manager and Head of Research at Emkay Investment Managers Limited. Mr Kashyap comes with more than a decade of experience as an analyst and In the field of research. He brings expectation insights into stocks and economy.

Prof. Kirron Bindu is The director of international relations at ISBR, Mr. Kirron Bindu has domain expertise in Finance with over 12 years of teaching experience and an interest is Financial Derivatives and Risk Management.

Prof. Amit Kanchanbaras, The third panelist and the moderator for the panel discussion, is an academicians having over 25 years of industry exposure at top Banks / Financial services firm such as JP Morgan, Northern Trust, currently heading the department of Finance at ISBR Bangalore.

There were a wide range of topics which were discussed ranging from the economy itself to stocks and how various sectors were affected due to COVID. The panelists presented different perspectives to the topics discussed. A few students also presented their viewpoints. The event ended with a lot of questions coming from enthusiastic students.

The rise and fall of the Indian Economy Pre, Post and during the lockdown period was understood with respect to various sectors and their present performance. An analysis and understanding of stocks was also witnessed. Overall it was a pleasant experience.



Micro-Finance Overview and Emerging Trends

December 30, 2020

Micro finance is broadly defined as delivery of financial services. He talked about low income loans and there are two aspects of loans – unsecured loans and secured loans. The higher the risk is the expectations of higher returns. But it's not guaranteed that one will get a higher return. Unsecured loans are costly and risky. He talked about the social collateral which are there rather than the financial collateral. And bandhan micro finance in a UN in 2005 where 65% of the target was rural industry. Also key challenges Mis-information to borrowers, Exorbitant interest rates, over leveraging by borrowers, harassment of borrowers, operational cost and efficiency, industry exposed to reputational, political, credit risks.

The overall view and briefings about microfinance: how it is developing on the local level or small scale environment and how it is helping to grow the economy and which is helping people to start business as funds were set up easily by the microfinance. And microfinance plays a major role in the economy. And different benefits of digital platforms, and about the market growth.

Image of Brand India in the Global Scenario

in the Current Times and the Way Forward

19 May 2021



The events that occurred in the last one year, the major achievements in the country had made a profound impact on the brand India. The country had seen major milestones like Mangalyaan and other achievements to its credit, it cannot be denied that the pandemic and the subsequent lockdown had an indelible impact on the working of the country, thus affecting the brand image. The panel discussion delved into the topic with reference to health, economic sectors and the overall impact on the brand. It was scheduled on 19th May from 4:15 to 6.15 PM hosted by the Department of Management , ISBR College. Dr. K.S. Lakshmi greeted and later Prof. Shivaprakash coordinated the event. Dr. K.S. Lakshmi was the moderator for the discussion. The discussion started with the four student speakers giving their speeches:

1. Mr. Priyam Nankani – PGDM (20-22) deliberated on the Image of India before the Atma Nirbhar mission
2. Ms. Shivani Bhatt – PGDM (20-22) spoke about the image of India during the Covid period and atma nirbhar stage

- Mouli Achanta Naga Chandra Mouli – II MBA gave an account of boycotting of the Chinese goods and the Atma Nirbhar mission.
- Nidhi Tiwari – I MBA – elaborated on the current scenario of India's brand image during the second wave of Covid- 19

Subsequently, Ms. Ameena Iqbal explained in detail about the health sector, the measures taken to combat the pandemic and most importantly the availability of medical care like vaccines, oxygen cylinders, beds etc. Prof. Amit K. gave a detailed snapshot of how the pandemic and the lockdown had affected the economy and how a balanced supply chain is required to make sure that the facilities reach the common man. Prof. Shivaprakash elaborated on the brand, image of India and how it had taken a hit during the pandemic. He listed the news items that appeared in various international media about how the country is fighting the pandemic.

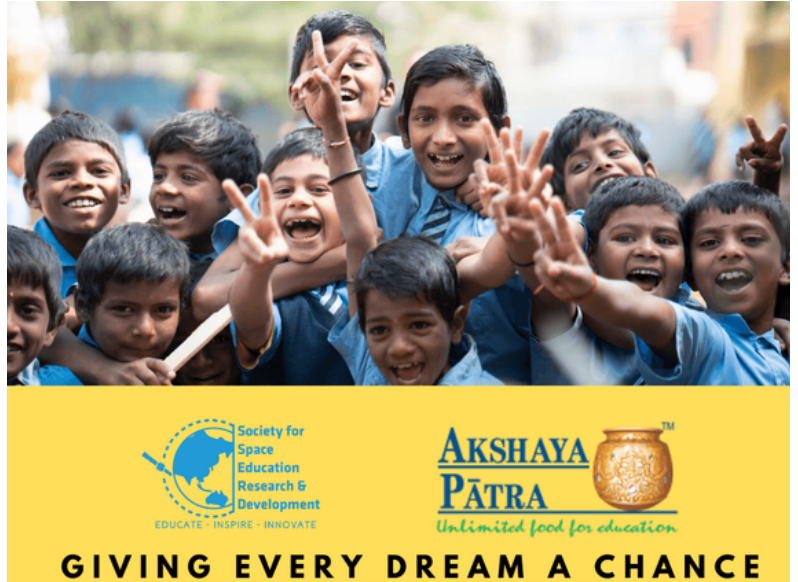
The session was followed by a student Q&A which the panelists replied to. The session was concluded by Dr. K.S. Lakshmi hoped that the pandemic would end , India would regain its position and the image of the country would boost up. The students had a good discussion about the current scenario, whereby both the strong points and the bottlenecks faced by the country during this pandemic were brought to light. The main learning was that as an individual , everyone has to follow the protocol like wearing masks, social distancing and the use of sanitizers. It was a very enriching and insightful session , where it was a fact finding exercise – the students enjoyed the discussion

| Sl no | Date | Guest Speaker | Designation of Guest Speaker | Topic of Guest Speaker | Department | Type |
|-------|----------------------------|--|--|---|--------------------------------------|------------------|
| 1 | 1-Jul-2020 | Ms. Soumia Pai | Senior Practice Lead Infosys, Bangalore | Restructuring of Compensation and abenefits in the New Normal | HR | Guest Lecture |
| 2 | 7-Jul-2020 | Mr N. Dhanushkodi | Expert, Consultant- Former CFO, HAL | "Boycott chinese goods" - its impact on global trade, India and in turn China | Marketing | Guest Lecture |
| 3 | 6-Jul-2020 & 7-Jul-2020 | Mr. Gaurav Nigham | Corporate Marketing department | Workshop on Design thinking for HR professionals | HR | Workshop |
| 4 | 11-Jul-2020 | Mr Prakash Nimbalkar | Marketing and Branding consulting | "Paradigms of Digital Media in the 21st century" | Marketing | Guest Lecture |
| 5 | 27-Aug-2020 | Dr. Ramesh Kumar Murugesan | Network Engineer at Tata consultancy services Pvt Ltd | Data analysis using SPSS | Business Analytics | Workshop |
| 6 | 11-Sep-2020 | Major R. D. Bhargava | Veteran, Indian Army (Regiment of Artillery) | | HR | Guest Lecture |
| 7 | 25-Aug-20 to 27-Aug-20 | Ravindra Shirahatti | Indian Army as a Commissioned Officer CEO for a small-scale engineering | Motivational Leadership | General Management | Guest Lecture |
| 8 | 3-Oct-2020 | Mr Yogesh | Assistant Professor, Amity University | Digital Analytics | Business Analytics | Workshop |
| 9 | 4-Oct-2020 | Mr Yogesh | Assistant Professor, Amity University | Digital Analytics | Business Analytics | Workshop |
| 10 | 5-Oct-2020 | Dr. Vijaya Rudraraju | Director, Professor IIAM | Individual perception | HR | Guest Lecture |
| 11 | 9-Oct-2020 | R.Narasimha Iyengar | Corporate Trainer and Consultant | Team building | HR | Guest Lecture |
| 12 | 16-Oct-2020 | Dr. C.B. Venkata Krishna Prasad | Associate Professor, Dayanand Sagar University, Bangalore | Sustainable Leadership in VUCA Environment | HR | Guest Lecture |
| 13 | 30-Oct-2020 | Mr Laxminarayanan | Associate Director- Analytics, Cognitive, Deloitte India | Industry view on Analytics and careers in it | Business Analytics | Workshop |
| 14 | 2-Nov-2020 | Ms. Anusha Pravas | Head of operations management , manipal University | Emotional Intelligence | HR | Guest Lecture |
| 15 | 28-Dec-2020 | ANNAPURNA A | Swarup - Founder and CEO - Emotionalytics and Co. HR Thought Leader | Changing role of HRM | HR | Guest Lecture |
| 16 | 30-Dec-2020 | Sahil Nayar | Senior Associate Director - HR | It's a Brand You World | HR | Guest Lecture |
| 17 | 11-Dec-2020 to 14-Dec-2020 | Mr. Ramani Venkat | Founder, Recession Busters | Funnel Management | Marketing | Guest Lecture |
| 18 | 31-Dec-2020 | Mr. Iniyana G | Senior HR Professional in Global Companies | My Purpose Map | Training and Transformation | Guest Lecture |
| 19 | 5-Jan-2021 | Mr. Naga Siddharth S. | CHRO, Psychometrician, Coach | HR Skills for Effective Business Leadership | Training and Transformation | C - Talk |
| 20 | 8-Jan-2021 | Ms. Jayanthi J | Founder and Partner Peoplezen Delhi | HR Strategy for People Success | HRM | Guest Lecture |
| 21 | 9-Jan-2021 | Mr. Arul Oli Thangaraj | Regional Sales Manager (South India), Del Monte Foods | Emerging trends in FMCG sales post Covid - 19 & career in FMCG Sales | Marketing and International Business | Guest Lecture |
| 22 | 15-Jan-2021 | Mr. Sukhvinder Singh | Founder and Head of AD | Transform Passion to Profession - Career opportunities in Sports Industry | Department of Sports Management | Guest Lecture |
| 23 | 18-Jan-2021 | Mr. Ambat Vinesh Menon | Founder and Head of ADM Business Consulting and Co-Founder Vination Business Group | The power of unleashing creativity in business landscape: A Prelude | HRM | Guest Lecture |
| 24 | 25-Jan-2021 | Prof. Kirron Bindu | Director of International Relations, ISBR | Discussion on Pre Budget | Finance | Panel Discussion |
| 25 | 30-Jan-2021 | Ms. S Yamini Krishnan | Senior Director - HR, AMESA, IQVIA | Working with People (Empathy, Mindfulness and Balance) | HRM | Guest Lecture |
| 26 | 30-Jan-2021 | Mr. Ranganath IVS | Head - HR Shriram Bioseed Genetics (A Division of DCM Shriram Ltd.) | Enhancing Competencies is the way for successful career | HRM | Guest Lecture |
| 27 | 1-Feb-2021 | Mr. Suhas Rajput | Freelance Recruitment / Consulting across various industries for entry and lateral hiring | Money Measurement | Placement Department | Webinar |
| 28 | 6-Feb-2021 | Mr. Perumal Jayakumar | Business Analytics and Consulting Leader | Business Analytics and Optimization with Industry Cases | Business Analytics and QT | Guest Lecture |
| 29 | 6-Feb-2021 | Mr. Guru Prasad K.S. | Manager in People's Foundation, Mindtree | Individual Development Planning | Placement Department | Guest Lecture |
| 30 | 6-Feb-2021 | Mr. Sudheesh Venkatesh | Chief People Officer, Azim Premji Foundation | Development Dialogues | Training and Transformation | C - Talk |
| 31 | 9-Feb-2021 | 1. Mr. Roshun Povia 2. CA Dinesh Agrawal 3. Prof. Kirron Bindu | 1. Editor - FE Digital The Financial Express, India 2. Finance educator and trainer 3. Director of International Relations, ISBR | Demystifying Budget - 2021 | Finance Department | Panel Discussion |
| 32 | 12-Mar-2021 | G Srinivasan | CEO, Sporjo | Career in Sports | Training and Transformation | C - Talk |
| 33 | 13-Mar-2021 | Mr.Praveen H J | Arcis Business Solutions | Business plan drafting workshop | Training and Transformation | Workshop |
| 34 | 22-Mar-2021 | Swarup Mohanty | CEO, Mirae Asset Investment | How to use ETFs in your Asset Allocation | Training and Transformation | Webinar |
| 35 | 26-Mar-2021 | Dr. Koteswar | Strategic consulting to the start ups | Changing paradigm in the export-import eco space | Finance | Guest Lecture |
| 36 | 26-Mar-2021 | Dr. Rohit Rampaul | Chairperson, Management Information System and Analytics Department, South University of New York | Business Analytics: An Introduction | Business Analytics and QT | Guest Lecture |

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| 37 | 27-Mar-2021 | Mr. Surya Mohapatra | Global Head - Talent, Transformation and L & D, Wipro | Agile Leadership | Finance | C - Talk |
| 38 | 29-Mar-2021 | Mr. Thejkumar Mr. Mani Mr. Mohan Mr. Dinesh | Associate VP EHS Head Quality Head Jr. Engineer | Safety Week | Operations | Guest Lecture |
| 39 | 3-Apr-2021 | Mr. Kiran D.M. | CEO, ONGC Foundation | People Practices and CSR | Training and Transformation | C - Talk |
| 40 | 14-Apr-2021 | Mr. Shantanu Paul | Student ISBR Business school | Strengthening Linked In Profile | Training and Transformation | Workshop |
| 41 | 14-Apr-2021 | Mr. Kokku Randheer | Assistant Professor, Department of Marketing, College of Business Administration, King Saud University, Riyadh Kingdom of Saudi Arabia | Competitive Advantage | HRM & General Management | International Guest Lecture |
| 42 | 17-Apr-2021 | Mr. Chirag Suchak | People Business Partner at AB-InBev | Employer Branding and Employee Proposition | Training and Transformation | C - Talk |
| 43 | 19-Apr-2021 | Mr. Anand P N | Senior HR Advisor and Consultant in Multiplex Constructions LLC, Dubai, UAE | Role of Cross Cultural Environment in Business Scenario | Department of Marketing and IB and Department of General Management and HR | International Guest Lecture |
| 44 | 21-Apr-2021 | Mr. Ismail Chalil | Trainer , Digital Marketing | Workshop on Resume Building | Training and Transformation | Workshop |
| 45 | 24-Apr-2021 | Ms Bhargavi Reddy Dokuru | Senior Data Engineer, Netflix | Behind the Scenes | Business Analytics | Guest Lecture |
| 46 | 8-May-2021 | Capt. Pranav Prasoon Thakur | Head Human Resources | Expectations from Corporate & Law | Training and Transformation | C - Talk |
| 47 | 10-May-2021 | Dr. Ankit Katrodia | Faculty of Economics & Management Science | Marketing during Covid Period | Marketing & International Business | International Guest Lecture |
| 48 | 13-May-2021 | Prof. Alexandre Martinez Prof. Ewald Eisenberg | Public Management Expert, Consultant and Trainer in Public Sector Development Professor of Law and Administrative, University of Applied Science / Germany - Chair Governance and Development Cooperation | Strategy Development for Public Policies - Challenges and Processes with regard to a case study from International Development Cooperation | HRM & General Management | International Guest Lecture |
| 49 | 13-May-2021 | Prof. Ramani Venkat | Founder, Recession Busters | Video Resume | Training and Transformation | Workshop |
| 50 | 17-May-2021 | Mr. Anand Kumar Narayanan | Consultant/Facilitator - Learnind and Development, Bangalore | Impact of Environment on Strategy Formulation | HRM & General Management | Guest Lecture |
| 51 | 28-May-2021 | Mr Mahidhara Davangare | Managing Director, Pramatha Consulting | Big Data Analytics | Business Analytics | Guest Lecture |
| 52 | 2-Jun-2021 | Mr Perumal Jayakumar | Business Analytics Leader | BUSINESS ANALYTICS AND OPTIMIZATION WITH INDUSTRY CASES | Business Analytics | Guest Lecture |
| 53 | 5-Jun-2021 | Mr. Rakesh Ranjan | MD, Zyoin | Future of Workforce | Training and Transformation | C - Talk |
| 54 | 5-Jun-2021 | Mr. Amar Saxena | Associate Professor, IIM Amritsar | Students Ask, Experts Answer | Training and Transformation | Guest Lecture |
| 55 | 11-Jun-2021 | Mr. Shyam Nadig | Head , Pontoon Solutions, India and Global Practice Leader | | Training and Transformation | Guest Lecture |
| 56 | 16-Jun-2021 | Mr. R.N. Iyengar | Retd. GM, Manufacturing Industries | The Influence of TOE in Building World Class Organization | Operations and SCM | Guest Lecture |
| 57 | 23-Jun-2021 | Mr. E R Badareesh | Ex VP of Ace Designers Ltd. | Deployment of Business Excellence in Engineering Industries | Operations and SCM | Guest Lecture |
| 58 | 23-Jun-2021 | Ms. Shreya Dhargalkar | Recruiter EMEA, Amazon Web Services (aws), Dublin Ireland | Designing Compensation and Benefits for Talent Acquisition | HRM and General Management | International Guest Lecture |
| 59 | 2-Jul-2021 | Mr. Fasih Abbas M | Director & Head of Customer Success, Cashfree | Opportunities in Fintech | PlaceComm StratX | C - Talk |
| 60 | 3-Jul-2021 | Mr. Easwar KN | Associate Director Sales, USG Boral | All About Sales | PlaceComm StratX | C - Talk |
| 61 | 3-Jul-2021 | Mr. Srikanta Konanur Mr. Bhaskar Jaganathan Mr. Kartikeyan Ramamurthy | | Awareness on Project Management Certification and Career Opportunities | Operations and SCM | Guest Lecture |
| 62 | 5-Jul-2021 | Ms. Vivi Gusri Rahmadani | Lecturer in Industrial and Psychology, Indonesia I/O Psychologist/ HR Consultant, Sumatera, Indonesia | Designing Compensation and Benefits for Talent Acquisition | HRM and General Management | International Guest Lecture |
| 63 | 12-Jul-2021 | Mr. Vijay Kumar | Head Recruitment & Training, Zeuss Corporate Consultant | Role of HR in Pharma Industry and Recruitment Challenges | HRM and General Management | Guest Lecture |
| 64 | 16-Jul-2021 | Ms.Padmaja Jha | Senior Government Official, Australia | Global Recruitment and Challenges | HRM and General Management | Guest Lecture |
| 65 | 16-Jul-2021 | Mr Perumal Jayakumar | Business Analytics Leader | Business Analytics & Intelligence | Business Analytics | Guest Lecture |
| 66 | 22-Jul-2021 | Mr. Ashish Jalan | Industry Veteran, 18+ Years in Mutual Funds | Business Analysis - Become a problem solver | PlaceComm StratX | Guest Lecture |
| 67 | 24-Jul-2021 | Ms. Sagarika Ayyannamahanthi | Head - Managed Services and Solutions, Lenovo India | Resilience - Climbing Great Heights | PlaceComm StratX | Guest Lecture |
| 68 | 26-Jul-2021 | Mr. H.N. Srinivas | Former VP, Taj Group of Hotels Advisor - Tata Trust Director -HR, HP Global Delivery India Centers | Master Class Series in HR | HRM and General Management | Guest Lecture |
| 69 | 21-Aug-2021 | Mr. Manish Bharalawala | Vice President Operations at Morgan Stanley | Latest Technology Practices in Investment Banking | Finance | Guest Lecture |

Akshayapatra Foundation : An Industrial Visit

We had a virtual tour conducted by Sri.Vishnu Ravi about the Akshaya Patra Foundation on 08/01/2021. It was an amazing session where we got to know about how the Akshaya Patra Foundation operates. Their vision is, “No child in India shall be deprived of education because of hunger” It is indeed a highly generous vision which focuses on children’s improvement in education. It also focuses on providing healthy food which is highly commendable. The video on how they prepare food was amazing and we got to know the various technologies and machines they use for providing clean and healthy food. I am glad to know that they got plenty of awards and appreciation which they truly deserve.



Setback To Comeback

The second part of the session was the motivational one where he talked about how to overcome our setbacks and move on. It was an enlightening session where we got to learn that there are two approaches to a setback. One is a victim and another is a winner and of course we have to choose a winning mindset to overcome a setback. We have already known that we should not blame anybody but we need a push to tell us that we should be really having a winning mindset and that is what we got from this session a lot of positivity. The session was well articulated and interactive and also, we were able to gather so much knowledge.

Finally, he talked about how yoga and meditation can help us clean our muddy mind to pure mind.



Investment Products in Indian Markets

by Prof. Amit Kanchanbaras

Assistant professor and HOD finance

ISBR Business School.

February 11, 2021 & February 12, 2021

The workshop on investment products was held for two consecutive days. On the first day, the workshop started with a formal introduction given by Ms. Anshita Sharma.

Then our professor took over the session and started with a brief overview of what investments actually mean and what they include. Then he explained different types of investment like stocks, bonds, shares, mutual funds. He also explained about the traditional methods of investments, recurring deposits with an example and asked some students as well if they can explain them. He also gave a task to students to make a presentation on how they will invest 40years ago if they have Rs. 100,000.

On the next day, Students presented their slides in which they segmented Rs. 100000/- and invested in various types of investments like gold, shares, land, mutual funds, stocks etc. Most of them had shown their interest to invest more in land and gold because students have to think they are investing 40years ago. As land, gold has less risk of investment and high returns people tend to invest in them. He also said to observe market conditions, steady rate of return, risk appetite. He also said to identify opportunities and do proper research before investing.

He is also called Mr. Shubham, who is studying PGDM 2 nd year in ISBR B school and has done an in-depth research on investments and an active investor as he found very passionate about it.



He shared various points to be kept in mind while investing. Professor also broke the myth that “Investing in various types of investments would reduce the risk”. After completing the discussion, the professor started a quiz on various investment instruments. He also asked rapid fire questions. Ms. Sucheta Manvikar and Ms. Anshita sharma were winners and they were rewarded.

Investment Products in Global Markets

by Prof. Amit Kanchanbaras

Assistant professor and HOD finance

ISBR Business School.

11 February, 2021 & 12 February, 2021



The session was delivered by Prof. Amit Kanchanbaras, Prof & HOD, Finance, ISBR Business School, Bangalore. It was hosted by ISBR Digital School and the event was coordinated by PGDM and MBA students. From PGDM – Shubam, Neha, Manisha and Kavya and Mayuri from MBA.

The purpose of the session was to create awareness about upcoming investment opportunities in the Global Market. The motto and goal will be “New Generation-Innovative Business Opportunities” as the focus will be on the evolving products of Fintech and existing opportunities.

The session began with a discussion about the 2008 crisis as it was an event which took a toll on the global financial world. It was a severe worldwide economic crisis. Then a brief detail about derivatives – Forward, Futures, Options contract was also explained. Further,

1. Historic background of NSE and BSE and a summary on how they work
2. Working in the European Market and how it affects the US Market.
3. Also, when the euro is in a strong position relative to the dollar, its impact on imports and American local business.
4. Ways to reduce risk in the investment
5. How to manage Financials
6. Reducing risk
7. Rupee cost averaging
8. Asset Allocation, Index funds, and how to diversify across market caps, regions and sectors.

These were many topics that were discussed in the session. The session was interactive and had a lot of practical knowledge insights which will be helpful to the students across their career no matter which domain they are from.

Workshops

At ISBR, we welcome students from different states, streams and background. Here, we believe it's not the milestone or destination that brings the success, rather the journey that matters. Our students are equipped with various skills ready to fill college to corporate gap. Various workshops are conducted for enhancement of skills in respective domains and personality development.



Six Sigma Workshop

Rejection rates not only, increases losses, but also increases the processing time causing internal problems. Today with automated systems and high production rates can sometimes leads to major rejection rates, A Six-sigma certification symbolises 3.4 errors in a million sample. The workshop was needed for both operations and analytical department students specifically to know different levels of Six-sigma and their importance. This workshop was given by Mr. Snehasis Guha from KPMG. A 4 – day workshop was conducted by operations department from 19th March, 2021 for Six –Sigma certification workshop and hands –on experience was provided about different processes and analytical methods using Minitab.

Digital Analytics Workshop

To make us understand about the Digital Analytics, Mr. Yogesh Chandraiah, currently working in an E-commerce company as a digital marketing manager, Handling marketing & social media for an E-commerce industry was invited. The session started at 6:30 PM IST on Monday, 2nd August, 2021 on Google Meet and it was a 4-day workshop. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. The event was embraced by a total of 75 students of Business Analytics and Marketing from PGDM Batch 2020-2022. The session started with the techniques for creating and showcasing blogs, and later the trainer discussed the features that are necessary to boost the ranking of a blog in the top few search results. He has illustrated tools and features in Google Analytics step by step. The trainer demonstrated on the campaigns of Facebook, Twitter, LinkedIn, YouTube, email etc. An overview of how to maintain a sitemap can be generated via Google Search Console, followed by indexing it and applying it to the websites and further we moved towards tracking social media promotions and optimizing them to drive traffic to the site.

Video Resume Workshop

Video resumes are also becoming a trend in the corporate world after the introduction of Tik-Tok and Instagram Reels. As technology evolves, creativity is found in all domains. Our students were given tips on video resumes to earn some bonus points. The resource person of this workshop was Mr. Ramani Venkat from the Training and Transformation department . The session was quite impactful as he shared various ways of video presentation and how the flow of the storyline can make the resume more interesting.

Advance Excel Workshop

To make us understand about Advanced Excel, Rishiraj Dasgupta was invited for the workshop. The session started at 11:00 AM IST on Tuesday, 13th July, 2021 on Google Meet and it was a 4-day workshop. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. The event was embraced by a total of 62 students of PGDM Batch 2020-2022. The session started with a small case study regarding the cards sold where we have learnt construction of probability distributions finding or measuring SD and building a predictive model using Stochastic simulation.

The simulation includes constructing PD, generating random number series and performing the simulation followed by interpretation, where we predicted the number of cars sold in the next few days. We tried to understand and visualize the frequency distribution, to perform goodness of fit test. We have built a hypothesis where the outcome is we have rejected the null hypothesis. The trainer has also given us an overview about the Bi- variate data analysis including linear bi variate (simple linear regression), Nonlinear Bi- variate (Curve Fitting).

Bi-variate analysis is generally used to understand the cause effect relationship of two variables. We also learnt non- linear regression, correlation between two variables. Under Non- linear Bi- variate analysis we predicted the traffic in the next given time frame and under multi variate data analysis we developed happiness prediction model. In the last session the trainer discussed few case studies.

Cyclothon

December 19, 2020

One year of hectic scheduling, rampant chaos and restricted lifestyle was the definition of the new normal around the world for the year of 2020. On December 19, 2020; ISBR Business School supported by YULU Cycles, conducted an event, “ISBR Cyclothon 2020” as part of AICTE - FIT INDIA Movement, Govt. of India, with a vision of “Fitness ki Doz, Aadha Ghanta Roj”.

The event was aimed at promoting Fitness through cycling, to encourage physical activities meanwhile igniting awareness about Green India. It also emphasized on the new norms to be adopted in the regular time, keeping health as a priority.

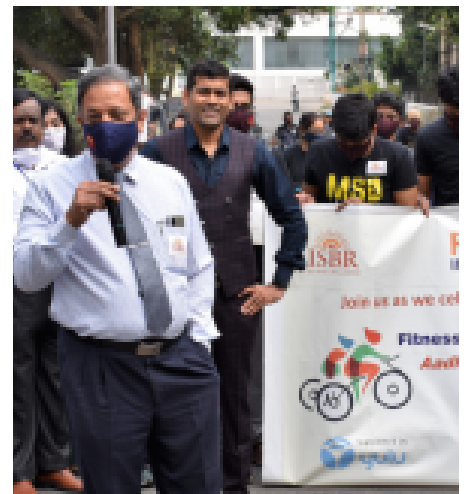
The campus followed all the rules and regulations of maintaining social distancing, regular checks on hygiene, sanitation and mandatory usage of masks.

The event commenced at 9:45 in the morning with Professor Suresh Raju, Head of Training and Development, ISBR Business School welcoming the crowd that included under-graduate and postgraduate students of ISBR Institutions, the faculties of ISBR UG Campus and ISBR Business School. Mr. Seetharaman, co-ordinator at YULU Cycles addressed the crowd about the need for proper health care and advised them to take proper protocols.

Mr. Manish Kothari, the Managing Director of ISBR Business School and Dr. Y Lakshman Kumar, Director of ISBR Business School graced the event with their presence and flagged off the event at 10 am sharp. The event saw the participation of all the faculties and students with proper traffic wardens, covering a route of about 8kms around the campus of ISBR, including the landmarks of Wipro Gate, BHEL and ELCITA.

Concerns regarding security were taken care of by ELCITA as their representatives accompanied the students to help them. Refreshments were provided in the route for a better and fun experience.

The pandemic taught us how unpredictable life can be. We never know what we may face in the near future and hence it is of great importance to keep ourselves ready in every capacity so that the unpredictability of life can be matched with our preparedness to face anything and everything with utmost valor.



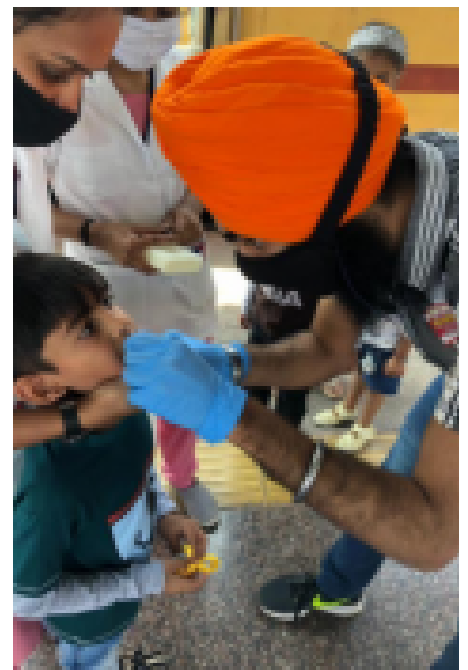
Polio Drive

January 31, 2021

On 31st January 2021, Bengaluru Railways station became the site of a polio vaccination drive, to mark the beginning of the year. The Rotary club launched this campaign to immunize children below the age of five with their slogan “END POLIO NOW” Students of ISBR volunteered at this campaign and became a part of this delightful vaccination program. We students started our journey at 7:00am and reached the site. Breakfast and snacks were served followed by a mini orientation.

We were under constant guidance of Mr.Sashi and Mr.Mohan. They explained in detail the procedure and how to go ahead with the day. The Vice President of the club Mr.Kaushik also was mentoring us throughout the program. We students of ISBR Business School were divided into groups and spread over different platforms at the railway station. We managed to handle a huge crowd along with nurses to give Polio drops to the small children. We also explained to many parents of the children about the importance of taking the polio vaccine and then the children were given the immunization dose. More than a dozen students took part in the drive and helped to create awareness about the same.

It was one of the memorable events where we enjoyed a lot while we served the deserved ones. The joy of helping others raised a step closer towards a noble cause. “When we cheerfully give and accept gracefully, everyone is blessed.”



Annual Report



Dr. Y. Lakshman Kumar
Director, ISBR Business School

ISBR Leadership team is glad to present the annual report for the year 2020–2021. Year after year the saga of the journey at ISBR is becoming more and more interesting and fulfilling. The year was filled with new initiatives, engaged learning, this year the challenges of the past year were no more a challenge but have turned to be a new normal and ISBR students were very well adapted to the technology and has emerged as shining stars and marked their presence among various institutions of repute.

Awards and Achievements of the Year

ISBR Business School once again is ranked as “Platinum Institute” under AICTE-CII Survey 2020 successively for the fifth year We have ranked as Best Institute in “Industry- Institute Interaction Emerging category” by AICTE-CII Survey. Faculty & Students Achievements

- Our Students Ms. Jovita and Mr. Shantanu secured a position in the Top 60 Finalists for the ‘Best Summer Project Awards’ organized by Yugma.
- I am proud to be honored as the most deserving “Outstanding Faculty amongst the Business Schools” Award 2021 conferred by ZEE Edufuture Excellence Awards 2021.
- Our Students Ms. Binita Saha, and Ms. Bidisha Saha under the Guidance of Dr. Guru Basava Aradhya, got the best paper award for our paper titled “A Study on the Impact of Work-Life Balance on Employee Performance in the Phase of Covid Pandemic with reference to IT industry” in International Conference organized by Mangalmai Institute of Management, Greater Noida.

- Anjali Ambekar, Rohith MS, Toshith Sastry and Yashus G conducted their studies and research under the esteemed guidance of Dr. Sheetal Mahendher, won the best paper award National Conference on Business Management and Analytics held at NIT, Trichy
- Our students won the first prize at Erudition International Case Study Competition conducted in month of April.
- Our Faculty Prof. Veena Shenoy won best paper Award in International conference By IFIM College along with the students.
- Our student Namratha P from ISBR Business School pursuing her MBA first year for winning a gold medal in group discussion competition at Environment Youth Forum 2021
- Patents & Publications – Our Faculty have published on eminent Scopus Indexed Journals and awarded the patents. We are proud to announce that Dr Raghavi K Bhujang, Head of IT at ISBR Business School recently had 2 patents filed with other research scholars, which was accepted and published in the 'Early Publication' series.
- Learn from Masters to fast track the learning experience and also with intent to attain transformative learning experience into the classroom we have introduced our latest intervention, "Learn from the Masters" series. The focus is to offer industry insights from the industry spearheads.
- Corporate Mentorship Program Launch of Corporate mentorship Program- In addition to regular teaching, and Internal Faculty Mentorship, our management students are exposed to structured inputs for personality enhancement and internship, which makes them ready for continuous employability.
- International Conferences-ISBR organized two international Conferences this year with tremendous response from national and international participants. First being on 23rd February 2021 "Vishleshan" International conference on "POST COVID PRACTICES 1.0" and second "The International Conference on Global Perspective on Business, Economy and Society – Sustainability in the New Normal" on August 5th and 6th, 2021. The latter was sponsored by AICTE.
- Launch of PlaceCom Stratx -Placement committee to strategise the Placement 2021

New projects And Initiatives:

- ISBR has successfully launched PGDM in Healthcare Management program with the Guidance of Doctors and eminent healthcare professions.
- We have launched a PGDM course for Senior Executives this year.
- As we progress towards realizing ISBR Version 3.0, in continuation of ISBR Digital Academy. This year we have started with some unique programs like Learn from masters and Corporate Mentoring.

Internationalisation of ISBR

A dedicated "International Office" was launched in October 2019 with the motto of "learn Across the Globe". The international office since then has established newer collaborations with and partnerships for Student Exchange, Joint Research & Team Teaching. Existing collaborations were further renewed for 5 years. The schools with which collaborations were established are either Double or Triple (AACSB, AMBA, Equis) crowned business schools in Europe. University of Queensland, Australia, Aston University, UK, Jacksonville University, USA are some of the collaborations. To expose the students to a multi-ethnic diverse cultural experience and to be immersive and of the adequate length of time to alter their thinking. We wanted the transformative experience.

International Office Signed MOU's with over 7 colleges in 2 non-English speaking countries some of our new partners are ESC Amiens with 75 years legacy, University of Dubai, "State University of New York", Plattsburg.

Academics:

Amidst the Pandemic ISBR inaugurated the PGDM and MBA batch of 2020 with 250+ students in online mode. Among the esteemed guests who graced the occasion of Inauguration with their online presence were Dr. M. P.

Poonia, Vice Chairman, AICTE, New Delhi, and Shree Kamal Bali, President and MD Volvo Group India, Bangalore. We have started the Orientation program in online mode through the zoom platform. The ISBR Signature orientation Program 360 degree you was successfully executed with a great learning experience and overwhelming participation from the students. As we say Learning never stops at ISBR all the sessions which are a core part of our Course curriculum were delivered effectively through online mode. Apart from virtual classroom learning, Hobby based courses focusing on the holistic development of students were introduced in the first trimester. Film appreciation, western music, public speaking, and Social learning were the courses that were introduced as part of the hobby-based courses. Active industry participation during the academic year in C-Talks, Guest lectures, Workshops, and Panel discussions were experienced. More than 68 guest sessions were conducted online and on-campus by eminent industry professionals during the academic year along with many workshops, 3 Panel discussions, 2 virtual industrial tours, and 13 C-Talks.

Student participation has been commendable in the past academic year. Several research papers were presented at various national and international conferences were notable research contributions by students and Faculties. Our students bagged the best paper award at the international conference.

The "Abhinandana", Founders Day, Ethnic Day were some of the major events held on campus.

The batch of 2018-20 was convocated on 7th November 2020 on online mode. The students participated in their convocations through webinar jam.

The Pandemic outbreak came out as bliss in disguise for the students allowing them to learn from the international guest speaker. As the boundaries were broken by the technology because of online learning solutions. ISBR had not left any stone unturned to bring some of the eminent speakers from International Universities to deliver the knowledge.

sharing sessions to our students. Students were able to grab various opportunities for short-term internships where they could work from their respective places.

ISBR introduced the Coursera and Edex Subscription program. This enabled students to pursue certifications in different domains from numerous prestigious universities across the globe. Some of the prominent courses that students completed were from Indian School of Business, Illinois University, London Business School, and the University of Michigan to mention among the many.

International Guest Sessions

As the technology bridge the gap between the various international institutes and connected the world of knowledge we have also leveraged the opportunity to connect with eminent knowledge workers from around the world and invited them to deliver the guest session on online platform. Students learned the various concepts through global perspective. Mr. Kokku Randheer from King Saud University, Riyadh Kingdom of Saudi Arabia delivered a guest session on Competitive Advantage, Mr. Anand P N, Senior HR Advisor and Consultant in Multiplex Constructions LLC, Dubai, UAE, Prof. Alexandre Martinez and Prof. Ewaid Eisenberg, from Germany are few names among the international guest who delivered the session for our students.

Research Centre:

We have launched the new FPM Batch on 7th November 2020. The new batch of Ph.D. research scholars was inaugurated on 21st April 2021. This year our dear MD Dr. Manish Kothari was awarded the Ph.D. degree. Various workshops were conducted for the scholars on the topics like Research ethics, Analytics. There was a series of FDPs and FDW that the research Centre organized in the past academic year for our faculty and research scholars.

We have organized the two International Conferences where Research scholars, Academicians, and corporate leaders from various parts of the country and world have participated and presented the paper.

Placements:

Placements for the batch 2019-2021 had over 150 recruiters on board to hire students from ISBR. A total of 172 students have participated in the ISBR placement process and out of which 85% of the talent are successfully bagged offers across some of the most marquee brands. Top Brands from the Retail, Manufacturing, E-commerce, BFSI, FMCG, Information Technology, Pharmaceuticals, and Education sector visited the ISBR campus to select the deserving students. Qess Corp (Erstwhile Monster.com), PwC, BYJUs, Grant Thornton, Gartner, Dun & Bradstreet Technologies India Pvt Ltd, HDFC Ltd, Flip kart are some of the major brands among many.

Despite the current Pandemic and economic slowdown and job cuts in the market, the achievement was an 85% success rate in placements, with the maximum package of 10 lakhs and an average salary package of 6 lakhs.

CSR at ISBR: Admission:

There was an intake of more than 200 students coming from diversified backgrounds from all over India for the various courses offered by ISBR Business School. An innovative Pre-Master's program for PGDM aspirants continued to enable smooth onboarding of the applicants onto the PGDM program. This has helped students to come in tantum with the learning objective and be more effective in absorbing and augmenting their learnings.

Executive Education Program:

ISBR organized a series of executive education programs on various topics such as turnaround management, digital marketing, and many more. This center offered executive education programs, faculty development programs, and management development programs in areas of relevance to the industry in multiple domains.

CSR has been an active part of our academic life. Art of Living had partnered with us for inculcating healthy living practices and spreading Indian ethos and values. We have partnered with other Social NGOs like Youth for Seva, Let's Tag On for involving our students in various CSR activities. ISBR Students have actively participated in the Pulse Polio Drive in collaboration with the Rotary club. ISBR organized "Cyclothon" as a part of the fit India movement with the collaboration of YULU Bike. In addition to that, students celebrated world Environment Day and showcased their activities in support to save and protect the environment.

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 from leaders like and move forward to do more and remain one of the most desired institutions in the country.

Student's Dilemma amidst Corona – Join Campus or Stay at Home?

-Prarthana Garg, PGDM Batch 2020-2022

Changes are inevitable and we are bound to change. We got to know this through our current situation as we are forced to shift from offline mode to online mode for almost everything.

This situation in which we all are in has given a new dimension to think, how things can be processed in a different way. We definitely got to know “Nothing is Impossible” as we all have now found out the ways to do the same things in different ways. Nothing can stop us. No one even thought we would all be in a situation where we will be studying through online mode and conducting events, skits, lectures, etc.

People are putting their heads into use whether they should open the colleges or continue with the online classes during this pandemic situation. As it is important to stay motivated and not to lag behind because we all are habitual to traditional vintage classes and in there, we somehow used to do our work. But in online classes, no one is there to supervise since we are behind the cameras and the teachers have got no idea what we are doing. So, it is a hard time for both the teacher as well as students. So, after much debate, they came to a conclusion that they will be opening the colleges but they will be giving students the option of choosing either online mode or offline mode.

So here comes the focus of our topic that whether should students come to campus or continue with the online classes? So here we have got only two options but these options are quite serious to stress upon. We all must have been really excited by the mere thought of attending the classes on the campus and making new friends and enjoying the most awaited college life but everything went out of the window once the

lockdown started and since then we all have been waiting patiently for the college to open. If we choose to ditch the online mode and opt for offline mode, so this is the opportunity we all have been waiting for ages! Just kidding but it quite a while. So, in this situation, we have to look into various possibilities and all like are the number of cases near the college, safety precautions, not hanging out much, and all the things that we have thought of doing but cannot do any more until the vaccine comes out, of course. But in this case, we have to take lots and lots of measures and we can enjoy our college life but with fewer people and more precautions. But if we choose to continue with the online mode, we are safely tucked at our house and can enjoy the virtual mode like we did until now. We might have chosen this case due to a number of reasons like the second wave of the corona is yet to come, going now would be too risky or the parents not allowing us to join the campus due to many risks and many more.

After choosing this option, we might have thought that “But I want to go to college. My friends are all going and I’m here at my place watching everyone virtually. But at the same time, we might also think it’s okay if I’m not able to go to college campus now. I don’t have to dress formally and sit and one of the major pros is not opening up my camera and enjoying behind the camera anything that I like but somewhere or the other we all want to join the college and not to think about this pandemic thing. But there is one saying “Truth is always bitter” and we have to face the reality. None of us ever thought of facing something so drastic and yet we all are here facing new challenges and coming up with new possibilities. So, what’s your decision, whether to stay at home or join the campus?

The Never Settle Story

-Shantanu Paul, PGDM 2020-22

“Contrary to popular belief, I know exactly what I’m doing.”

That’s a quote by their Brand Ambassador and that says it all.

What if I told you that a company, that was freshly founded in 2013 made \$1billion USD within two years of its founding? What if I told you that this company epitomized the term ‘flagship killer’ and created a wave of products that are affordable yet provide cutting edge tech and a run for its money to its (much more expensive) counterparts? What if I told you that one company absolutely disrupted a market that had it all, made up of tech giants and highly valuable corporations- a feat that has rarely been achieved? You. Well, these are not just things I tell these are things that has happened, is still happening and as I see it will continue to happen. It is a story of the company that never settles. It is the One Plus story.

The Credo: One Plus was the brainchild of two men named Pete Lau and Carl Pei. While Lau was the former vice -president of the now One Plus competitor Oppose, Carl Pei was a computer programmer by trade in the same firm.

“The entire thing started as a coffee-table conversation in August 2013 between a bunches of early One Plus employees — at the time, just friends. We had our phones on the table and we noticed that everyone was using iPhone. This was surprising — some of us were working at other smartphone manufacturers making Android phones. So we asked ourselves, “Why do people around this table all use iPhones?”” The two founders and One Plus as a company at large scales off with an aim to make a “balance high-end quality with a lower price than other phones in its class”. This ethos is of course now represented by their tagline- Never Settle. “Never Settle” as an ideology

comes from the fact that users shouldn’t have to settle for a substandard phone just because they do not have a massive budget to upgrade. “We will create a more beautiful and higher quality product,” Lau says. “We will never be different just for the sake of being different. Everything done has to improve the actual user experience in day-to-day use we both just want to create the best product, no matter what.”

The Inception

Founded on 16 December 2013, the company unveiled its first device, the OnePlus One, on 23 April 2014 which was intended to capture market from Google Nexus series. If the grey cell in the brain is scratched a bit, one would evidently remember that the OnePlus One was launched as an extremely exclusive phone which one could only obtain with an invite in India. One would receive an invite, go onto Amazon, purchase the phone, and voila! They were now a part of an exclusive club of people owning an OnePlus One. While OnePlus says that it was using the invite strategy to bottleneck the huge demand that would flood the otherwise, the invites did something so much more. The invite strategy made the phone a status symbol and an immediate rage.



“The Nexus line had taught consumers that it’s possible to purchase phones online,” Lau says. “This was good for new comers like us.” OnePlus ran on Android and got into an exclusive agreement with a company called Cyanogen Inc. who built the Android OS for all OnePlus phones. On 16 December 2014. The Supreme Court of India and Delhi High Court banned the import and sale of OnePlus One phones following a lawsuit by Micromax alleging it has exclusivity for shipping phones with Cyanogen OS software in India. On 21 December 2014, the ban was lifted. The device continues to be shipped with Cyanogen OS; however, a customized version of Android specially designed by One Plus and named OxygenOS has been released, allowing later OnePlus devices to be sold in India.

The Augmentation

OnePlus announced plans to establish a presence in the country, with plans to open 25 official walk-in service centres across India during its launch. That number in 2019 averaged around 35 stores. Began with the products which were only sold in India, the company is now in 38 regions, 21 countries and employees upwards of 1000 people. As the company grew it now sells in European as well American counterpart countries. present, OnePlus has over experience stores, nearly 70 service centres, and is

present in 2,000-plus large format retail stores across India and the company said it aims to open 100 experience stores across 50 cities this year. According to market research firm Counterpoint Research, OnePlus topped the Indian premium smartphone market last year with a 33 percent share, beating Samsung Electronics with 26 percent. In the IDC survey, OnePlus ranked third in India’s market with more than \$500 in the first quarter of this year after Apple and Samsung Electronics. And it ranked second after China’s Vivo in the 300–500-dollar market.

The Future

OnePlus has had its mishaps too, be it with failed campaigns or warranty rejection, but the company has stood back up and done what it does best- make a flagship killer and offer it at a mouth-watering price. So far, not much has been disclosed about the future by OnePlus, especially now that the Co-founder and director of as OnePlus, Carl Pei has resigned on At October 16, 2020. For such a 25 young company to come and make such big waves in the market, it does get unpredictable after a point. The only thing that can be known is, with the OnePlus 8T coming out along with them venturing into a new category with OnePlus TV, there is a lot to look forward to.

A Dream to Forget...

Sai Krishna, PGDM 2020-22

On 24th June 2015, me and a couple of my friends were travelling to attend a reception hosted by one of our friends. We had to travel around 52 miles to reach the destination. The reception was scheduled at 7:00 PM. So, we had to leave early from our current location to reach the destination on time. We started the journey around 5:00 PM and reached the destination at scheduled time. When we reached there, my friends and I were received cordially. We spent some quality time over there. At 9:00 PM we decided to return to our respective homes. The journey was full of fun. I will probably cherish this journey for my lifetime. That highway, the soothing breeze which was humming in our ears along with

Kishore Da’s songs. Suddenly, our engine stopped. So, we stopped the car and experimented on the engine on our own in order to fix it. But, we failed to do so. The disgusting part was that we were stuck in the middle of the road with no light and no signal. Unfortunately the battery of our phones also had discharged.

While we were roaming here and there, some of us were trying to fix the car & suddenly we noticed a light. We thought we could go and ask for some help. On getting closer to the light, we realized that it was a graveyard, which none of us wanted to go near in such a situation.

One of my friends started walking towards the graveyard, & we had no idea what he was trying to do. He then started crying by seeing a body being burned near the graveyard. We had two options i.e. either to run away from that place or request our friend to come back. It took a lot of courage to ask him to come back. We had to opt for the second one because we didn't want to leave him alone there. It was 12:45 AM, we summoned up some courage and went up to him, requesting to move away from this treacherous place. By God's grace we came out of the cemetery without looking back for a second time. With no option left, we had to leave our car there and start to look for other modes of transport to reach our destination. We had to cover at least 4 miles to reach the end of that forest road. Then we noticed that one of our friends was missing. Without even wasting a second, we started darting. To ensure our safety on that night, our first goal was to come out of that path. Finally, at 2:00 AM we came out of the forest.

Felt little happy that we saw some village lights, but at the same time, we were taken back a little, with our previous experience. By chanting Hanuman chalisa somehow, we entered the village. There was a duplex house, probably a double duplex where we saw a little girl was sitting in the veranda staring at us. We were perplexed thinking why this little girl was sitting all alone. We didn't want to go to the little girl's place and ask her that. We started moving from that place, but to our surprise we found that the village had only houses but no sign of life. We got scared and wanted to leave that village. Then, we found the little girl who was sitting on the veranda, now she was sitting on the terrace of the building and was crying loudly. On seeing us the girl said "I won't let you go, if you don't play with me." I said to Mohan, one of my friends "our game has finished, mate". Then I heard a crrriiiiiiiiiinnnnnnngggggggggg sound, which made me realise that it was 7.30 A.M. and IT WAS MY BAD DREAM, A DREAM TO FORGET."

LIFE: A Trail

Sai Sumiran, PGDM 2020-22

So, what exactly is life? Birth, age and death? Birth, job and death? No, none of this is what 'life' is! So, you might ask what is 'life'? It's quite simple. Life is a journey from birth to death. It neither includes your birth nor your death but the 'way' you trail the path from birth to death with age as your distance. It's about how you enjoy this beautiful bounty gift by the Almighty, about how you stand against all odds, how you socialize, how you maintain your integrity and most importantly WHO you are. A new-born baby doesn't know what's awaits him in the path he takes in life. Just living in the present is what it does, unaware of the world around, which keeps a smile on his face. As he grows, he realizes that life isn't just about toys and games but many responsibilities and hardships. With a schoolbag he goes to the school to acquire knowledge, hardly knowing that it would be grades and not knowledge that would matter. Somehow, he accepts the truth and flows with the stream for he has no courage to change the flow by

everybody around him, without a pinch of regret. Okay, now he too is a part of the pre-set system of the society. He has inherited his father's caste, status and wealth, good or bad is a matter of chance, karma they say. . Done with his education he heaves a sigh of relief that he could now at least secure a job and feed his expecting family and give them all luxuries of life. Then comes a new member to life: the better half, better or worse? Again, a matter of chance. The struggles to make a living and keeping up with the basic needs of the family, limited to food, education, shelter and decent living. He is so busy keeping his family materialistically happy that he has no time for them, something that is of utmost importance. And yes, hard work pays off, money pours into the house and wealth is no-worry zone. Fast forward a few years, the luxury has become a habit. Do you remember the 'basic' needs we talked about? Now they have changed.

The basic needs of the offlings are way different from those of their parents. Brands and certain level of luxury floods the gates of the blessed children. 53 so it's better you face life rather than escaping it. Life is just like a game. It throws you a challenge. You clear it, you are into the next level and yes, every challenge has a reward kept for you. All you need do learn how to assess every situation in a way that helps you learn and be positive. It's the solution to every challenge of life. A happy and positive mind is a sound mind. Learn to stay positive in a ship filled with negative people, learn to stay focused even when the world tries its best to pull you down, learn to be happy even when the world around you tries its best to see your tears, learn to keep hope even when you cannot see a ray of light in the darkness of your life and learn to be yourself even when the world demands a different you. Life, at times, can act as speed-breakers; you just have to slow down and move forward with all the energy and never dare stop or look back, for your destination is where you have to reach and claim all your rewards life has kept for you in its path But what about the connection withing the family? Oh!

They have dropped to an all-time low now. Years pass by and the rags to riches man is now old, the offlings leading a life of comfort. Yet, the man now wishes to spend the time he lost constructing the life they live: Karma is a like a boomerang.... Isn't it the case with majority of people today? But what do we get from this lifestyle? Materialistic pleasures which never last long enough and which can never give you emotional support to tackle life. All they do is find a way for you, a way to escape the truth of life and push you into the virtual world of fun. Naturally, you enjoy it, thinking that's what life is about. Hey, come on life is much more than that! What did the man get by earning all that money? He was able to put Rados on the hands of his children, Raybans on their faces and iPhones in their pockets but never a true smile in their faces, a smile that hides no emotions. And the children? While they lead a life of luxury they missed out on the little sparks of happiness that money could never buy. Stepping out and standing on your own feet, life will show you what it actually is, parent's cocoon would only protect you so long,

The Little Luminary

Chitra Mishra, PGDM 2020-22

Five little fingers ,she bravely held high. She measured her pain on a scale of five.

Five on five she signaled with her flaccid hands.

She was in a very close proximity to becoming a mental wreck. She was adorned with various gauzy tubes.

In a room where she had spent the whole afternoon. An odour to others ,and scent to her nose.

That place to her was just like her second home. Five months of struggle ,a phase of unceasing pain.

She fought harder and harder as the doses escalated. Radiations and Chemos, Lenvima and Opdivo.

She went through all, she had it all.

Like the hero she was, she beamed all along.

Five little fingers ,she bravely held high. She measured her pain, on a scale of five.

Five on five she signalled before bidding goodbye. As she left for another battle for her life.

She fought for an hour with utmost poise.

And defeated the canker with her courageous smile. Five little fingers ,she bravely held high.

Not to measure her pain but to wave her pain goodbye!

Being Alive

Everyone talks about Belief, Trusting there is something better.

Sooner or later, we'll get there, somehow, Is what everyone's common Belief is.

And you wonder, how you would have faith in all the good,

When you have repeatedly, only kept discovering Rock Bottoms.

It feels that you're the Warrior, And the war is never ending.

Maybe there is nothing great coming out of the bad times, And it is just plain terrible.

And all you can do is believe in yourself, To take on anything that comes your way.

Even if there's no good out there, You'll create one.

Something that will be the reason you lived,

And something that will be the reason someone smiles.

At the end of it, all you would have shown that even abyss,

Could not stop you from surviving.

Yoda - The Deceased Pup

Jovita A Devraj

PGDM Batch 2020-2022

There is a saying, “The tree that bears fruits will be stoned”, and one experiences it when it’s the season of maturity. This is the story of a wolf pup which got separated from its pack and lost in the concrete jungle. An elderly gentleman mistakes the wolf pup as a dog puppy, and decides to raise the wolf pup, named it YODA. Like Yoda, he also got separated from his life in the world of growth and success. He was too living alone, after meeting Yoda the both lone wolves became a pack for each other like the missing piece of Puzzle. Yoda has grown up with the showers of love, affection and caring. It got pampered so well that it’s quite unaware about the cruel world out there. When things go well, destiny gives us pleasure in hard times to realize the flavour of life.

One of their neighbours tries to rob the elderly gentleman, but runs away after being chased by Yoda. Yoda has fought hard to stop that robber from robbing his family and gets injured during the fight. After realizing that it’s not possible to rob the house as long as Yoda is there, he decided to get rid of Yoda and raised a complaint to the authorities that an elderly gentleman is raising a wolf, who is harmful and not fit for the society, the next day.

The authorities were not aware of the late night incidents and on a sheer decision of facts, decided to take Yoda to the Wildlife Park.

The elderly gentleman requests the authorities not to separate Yoda from him and even files a petition in the court, who has become a part of his life in the later part of life. The elderly gentleman says that Yoda has been raised well and it’s very social to the humans, but the court condemns his words and orders the authorities to shift Yoda from the vicinity of the gentleman. Though Yoda was socialized and kind to humans, Yoda was taken away from his family, his pack. Yoda suffered for something which is not in his hand, though he is kind to humans

but being a wolf is the mistake and for that he was forced to leave his family , once he had already got separated from his pack and again now from his family . Poor Yoda, who couldn't understand why the authorities are taking it away from his family nor why they are supporting a thief, who had injured him also, is able to see the tears floating from the elderly gentleman. Yoda struggled hard to escape from those cubic boxes but all its attempts proved to be a failure and was taken away from his family.

All good things must come to an end, Yoda was raised with love, freedom, joy, failed to adjust at the new place, days passed and so did the elderly gentleman who raised Yoda. Yoda escapes from that prison park and rushes towards his house, with a lot of joy to see the elderly gentleman, wagging its tail and watching with hopeful eyes. But Yoda couldn’t find the elderly gentleman, with a lot of agony Yoda falls at the door and starts to howl. Yoda was chased by the humans and stoned, Yoda tries hard to escape from them and reaches an abandoned tunnel, and where Yoda ends its life from the Jungle filled with a lot of cruel social animals. Yoda has died because of the blindness, errors and betrayals of so called civilized social animals. Love never dies a natural death, and Yoda is not an exemption to it.



image for reference only

A parade to happiness...

-Kavya Warriar, PGDM 2020-22

On a Saturday afternoon, having lunch at my Aunt's place, I got into a conversation with a few of her friends over various topics starting from politics, co-Habitation and majorly about LGBTQ. And knowing the level of unawareness in the room about LGBTQ group, I took it as a chance to have a conversation regarding the misconceptions and the lack of thought given to this.

A friend of hers, actually was under the impression that the reason was because they possessed a different set of sexual parts. Oh, I am sorry, maybe this is a topic of conversation not apt for a magazine published in college? I disagree, because it's high time we address the unawareness.

That lady was unaware of why it's natural, because she never had a conversation regarding this with her children, or anybody else, and after explaining it to her, she actually understood why. The same situation happened with me - Two years ago, when the Supreme Court struck down draconian article 377, and decriminalized same sex relations - and I had the conversation with them, explaining how beautiful and amazing that the society is taking steps towards growing.

Most of the thought-process that comes from the elder generation is the lack of understanding and also the fact that the talk about sexual preference is still treated as a taboo in most households in India. And why is that? Is it a choice? To a certain extent, yes; and to a certain extent it's a culture that was enforced by their elders and due to the lack of exposure, they chose to accept and stick to what has been followed for years before them. But now, with such a vast medium of communication and interaction, external knowledge through social media and other digital platforms, if we do not take this opportunity to sit down and have these conversations with the elders and break the taboo, I feel the pace of change would only delay, and I feel it's unfair.

“Darkness cannot drive out darkness, only light can do that. Hate cannot drive out hate, only love can do that” – Martin Luther King Jr.

A person of LGBTQ orientation should have a safe environment to be themselves without them having to “come out of their closet.”

The world is already a toxic enough place with constant fights and riots. I don't think love, no matter what gender, should be questioned or opposed for that matter.

Not just the elder generation, communications with individuals of the same age group, a generation that is part of such major changes, still includes a demographic that still stick to the primitive ideas. How is a society to evolve and grow, if something as basic as a person's choice of sexual orientation is questioned? Every major change needs constant effort, and it's our responsibility to make our friends or people around us comfortable being themselves. It is a big step taken towards being kind, respectful and considerate.

How do we make sure the society gets evolved enough to be more considerate to provide a space for our fellow friends and family members? As its famously said – Charity begins at home – Like every other aspect in life, how our parents and grandparents and aunts and uncles and siblings guided us on the right track to being kind and respectful to everybody, now you, being a responsible adult can teach yourselves and them how to be considerate and not talk about this in a derogatory manner, and be open to changes. This starts a chain of positivity and associations, which somewhere might help a person who is afraid to be themselves give a percent of assurance that they don't need to sacrifice a huge part of what makes them, them! It helps them express in a way that helps them grow rather than pretending to fit into a society's norm that hasn't been updated for a decade. The world might be ending, at least let's make sure everybody is happy the time that they are on this planet, because, ultimately, isn't that what everybody wishes for subconsciously?

A Treat of Love

-Basuthkar Ashok Vardhan Rao
PGDM 2020-22

Those were the days of war. Every human being on this planet were facing the Chaos and tears of sadness was over realm the beings of the Planets.

Myself Dev, I was a soldier for the battalion 16 under Padrick. I was counting my bullets for my M20 shotgun. There were only 6 hours left to begin the bloodshed. Closing my eyes offered a prayed to lord and remembered my mother's face for a min as my eyes were full of tear. In that second, I heard her voice I opened my eyes started to search but ha ha ha, I was fooled. Remembering her in my heart is one of the most beautiful things just like feeling bright sun and cool breeze at once. Her voice was a tune of violin, being a musician, I first met her when she was playing violin in the market, the music which is being played was an entertainment to everyone but I heard some sadness and loneliness in that music. I started to play my flute on note 6, as my tune started to collide with the violin, the whole group of people were amazed and applauded for us. Some few notes she stopped playing and packed her belongings to catch her bus. She was in a hurry, at a second, she gave a smile saying at once hello and thank you. I used to go to market daily watching her activities and took a packing job for a namesake purpose. One day there was a heavy rain, she was taking shelter near a tea stall. I walked near and said hello. she turned with an eternal smile and said yes, I asked her any help I can do and the rain was slowing min by min. She said thank you I am ok. I stared in her eyes which felt like a bowl of happiness was entitled into her eyes .at that moment I was in Love with her. Days passed I wanted a conversion with her or purpose her directly but I wasn't doing. I used to drop a rose in her collection box every day and started to write some complimentary letters saying u are the healer to me whenever I see you. On find day



proposed her with those same letters this time I dropped two Rose's and one candle if she accepts me told her to light that candle in your place and leave that rose. I waited all the day and finally she left. But I can't find any light there so I felt sorry for myself and started to walk back. I thought she might need some time. After that incident I stopped writing her letters and dropping Rose's. It was evening she was packing her things and suddenly she dropped few Roses on the ground n went away. I was confused, went to have a closer look as I went there, she was back to me standing saying these words, I don't know who you are but your way of expression made me filled with joy every moment of my life. Listening to her I was amazed and she touched my hand to have a look and there she was holding a candle in her hand. I was happy finally. Suddenly Dev had claps of his friend saying wakeup idiot it's time to hold your position, taking gun in my hand recalled her name was Vedha.

India During Corona

- Urvashi Khurana
PGDM 2020-22

The Year 2020 started off with cheers, dancing and many resolutions.

Some were ready to take off for vacations,

For others, it was a jittery feeling to join a new place,

While many were making long lists to ace.

But sadly, who knew this would take an ugly turn.

The news of the virus was all over social media,

And yet people were unconcerned.

Prime Minister came with the idea of Lockdown for the whole nation,

Perhaps, because of the people's cremation.

Some were happy having tea and whisky with their loved ones every day,

While others, still wanted to stay away.

For some, it was the time for self-care,

Yet some others, didn't know how to deal with the nightmare.

Many stayed busy with work from home,

For others, it was the matter of coming back from drome.

Cases went from hundreds to thousands to lakhs,
With this the Heroes (Doctors, Nurses, Police Officers) worked day and night without pulling it back

Citizens weren't getting any bread to eat,

Still, many were on the cycle of eat, sleep and repeat.

Humans started abandoning their pets,

While, many painted themselves blue with the scenario of paying debts.

Others wanted to escape,

But some people really wanted this break.

People prayed for Miracles,

Unfortunately, it got messier and more double.

Several, found this time for rest and peace,

But few imagined the four walls as a cliff.

Everyone started to miss their friends and relatives.

Even so, they could not meet and stayed preventive.

The Love, Hugs and Kisses people used to share are going to hit different

when everyone will again pair.

This year proved itself to be doomed.

Can't experience more worse and get ourselves in zoomed.



Bright Side

-- Rishabh Kumar, PGDM 2020-22

The Truth of our existence in this form of life or initializing of this universe, why only human beings evolved etc. These are that kind of questions which after living in 21st century or in passage of eternal time too, we are unable to find the answers. Their answers lie with some investable supreme power which created this universe at first place. We, as the most powerful or could be called as most vicious species, sharing this planet earth with all the other living organisms around that are interdependent on each other for surviving and thriving from billions of years and will carry on for more.

Though during this eternity phase of time some creatures vanished being either erased by nature or have been taken over by other fellow partners. We human beings, coming to this part of years took billions of years to showcase ourself as the most powerful and worthy of this planet or may say in this solar system.

Let me give a solid base on these thoughts with some examples:

- Birds can fly we humans cannot yet we touched the moon,
- Not faster than cheetah but we can travel from one point of earth to another in a couple of hours,
- Can't swim yet we discovered the deepest part of the earth's crust.

And many more unrealistic tasks which we turned into reality and proved ourself as worthy and I think we indeed are. Our path of glory was discovered, when any 'being' tried to our past. But, while seeking these advantages, we also created sources of inconvenience for other living creatures including ourselves. With time, humans are evolving in the field of science. They are becoming impatient, minds are getting filled with loads of misery, sufferings – one after another. Thus, cases of stocks of the fortune 500 companies.

People seek validation from others by posting pictures of our smiling faces showing what a cool life we are leading but deep down these facts are different than our own fantasy.

They have lost faith in themselves even after being the most potential creature with power. Still people think they are worthless of all just because they had a bitter past or miserable present, they simply give up and just go with the flow like a dead leaf in the flowing river and blame GOD for all the happenings. They don't check themselves & how much debt of karma they have created in their past or seeing the things as a lesson for future path that is full of joy and happy memories. Our body in just like electricity if we touch it with bare hands, we may get electrocuted but if we use it with precautions, it becomes an essential part of our living & good long life.

We, human beings have the ability to survive the worst, so it was GOD who chose us to evolve rather than any other creature on this planet and because of that only we are here advancing in various fields day after day. We have tremendous amount of potential, our brain is programmed to restructure our thinking, open the closed doors only & realize our true potential.

Only after which we can lead a beautiful life of bliss and harmony. When we see a path, which has potential to grow and survive we should take it or else we can keep complaining our whole life about how no one is going to care for us and certainly the almighty might have given up too. May this example of your own past efforts as a human has opened your eyes and has made it clear that you are capable of everything you want.

“We are as good as we think of ourselves after looking at reflection in the mirror, All we have to do is look in those eyes, realize who & what you are & let go of all past errors, All we need to do is see our worth & choose what we really want, ignore rest like fillers, Once we realize that & get along with the ride, we become a better version of ourselves, We already are on the Bright side...”



Ritika Saha, PGDM 2020-22



Ritika Saha, PGDM 2020-22



Darla Harish, PGDM 2020-22



Darla Harish, PGDM 2020-22



Pallavi Mahalik, PGDM 2020-22



SK Khusboo, PGDM 2020-22



SK Khusboo, PGDM 2020-22



ALUMNI MEET 2021

ISBR Business was glad to bring back those traces of memories into a clear picture by hosting its first virtual ALUMNI meet filled with fun activities and lots of mischievous stories by the alumni from their time back then, to the instances that molded them. The event started at 2 PM IST on Saturday, 26th June, 2021 on Zoom platform. The event is organized by the Placement Committee (PlaceCom StartX). It was coordinated by Anshitha Sharma and moderated by Ms. Vaishnavi Sawant, Ms. Anjali Atipamula, Ms. Shivani Bhatt and Mr. Khazi Owais.

The event was embraced by Mr. Manish Kothari, Dr. Y Lakshman Kumar, Director, Mr. Amit Kanchanbaras, HOD Finance, Mrs. Preeja Sreedhar, Mr. VV

Rao, Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, Kavitha Madhusudan, alumni of batches from 2008-2019 and a total of 150 students from both PGDM and MBA batch 2020-2022.

The session started with the Introduction of the Leadership Team. Later it went on speech by Dr. Manish Kothari followed by Dr. YLK.

There, a small engagement game has been conducted for the alumni on a theme of "Let's get down to the memory lane". It was such an engaging game where all the alumni enjoyed playing with the puzzles, guessing the answers and sharing the memories and attachment they had with that place. Later, the event went on with Preeja Ma'am speech and she shared her experience with ISBR, how it made her part of ISBR family since the beginning of

this journey till today and ma'am has shared some memorable and mischievous moments about students, then it is followed by VV Rao sir's speech. From here on, we have kept an open floor to speak on the agenda. Each and every alumnus came forward, shared their experiences with us about the college and their journey

The most awaited moment of the event is the announcement of the Star Alumni. The Star Alumni has been announced and the winner is Raman Kumar, whose journey has been remarkable and a great inspiration to everyone who is aspiring to achieve great things in their lives. Then there was a special video for Alumni which featured all the memories in the form of pictures. And at last, there was a gratitude video to the alumni which was brought up by the students of PGDM batch 2020-2021. The session formally ended with a vote of thanks by Mr. Shantanu Paul.



ISBR Convocation 2020

The coronavirus pandemic has pushed institutions to explore new ways of conducting events without posing risks to the health of the community. Mixed reality technology converges the real and virtual worlds to create amalgamated visuals. We can't avoid pre-defined protocols and convocation is one of the events that have to happen in any situation. Despite COVID-19, ISBR conveyed final wishes to the students of the 2020 Batch. Undoubtedly, it was

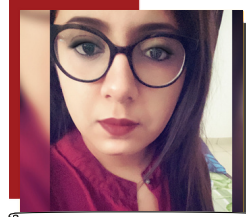
very hard to see the faces of our favorite students for the last time being an official part of ISBR. A convocation is a big event; it's important. And for many decades we have celebrated it in the same formal way—with pomp, circumstance, and a lexicon of special terms—academic regalia; processing down the aisle; conferring degrees. We want the day to be distinct, unmistakable and linked to countless ceremonies of the past. Situations have not been the same since March 2020 so, we couldn't celebrate the event in a formal manner. Necessity is the

mother of invention and so, it happened. This year we learned to conduct convocations online without missing the way to congratulate students but we missed the offline presence of students. Besides the mode of celebrations, there was an environment of sadness and goodbyes. No matter how many convocations we conduct—and no matter how much of a hassle it is for students to get a parking space and catch the shuttle bus and find a seat—when the line of graduates finally appears and begins that last, long walk as college students, students feel like they might cry. During the convocation ceremony, digital avatars of the students appeared next to the video of the professors introducing them, hence bringing the virtual and real worlds together. It was such an emotional and grand event for ISBR. We missed the presence of students but we had to take care of precautions to prevent the spread of COVID-19.

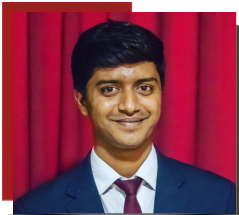
AWARDS AND ACHIEVEMENTS



Class of 2018-20



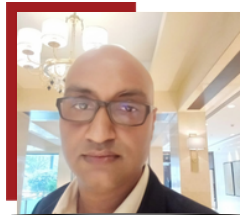
FALAK



YASH PALIWAL



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SHABNAM SABA



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SATYA KRISHNA
KANTH MUNUGANTI



MANORAJ KOTY



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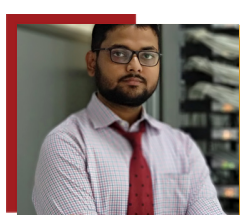
PALLABI DHAR



SYED AHMED



PY SAGAR



HITESH KUMAR
PARIDA



JEET BHATT

Gold Medal List



Student's Achievements

My Industry Project was selected under "Top 60 the Best Summer Projects Awards, 2021". The objective of my Project was to design and develop a Psychometric test as a selection tool in the recruitment process and also to analyse the personality of an individual and whether or not he/she is the right fit for a particular job role and culture of the Organization. It was an amazing learning experience to present my learnings before eminent personalities of the Corporate Industry and get mentored by them. There were a lot of takeaways for me especially when I was given one-to-one feedback for my Industry Project and the various other ways which could be developed as a part of it to further improve the project in order to give it a defined meaning.

Top 60 the Best Summer Projects Awards, 2021
'Quality is not an act, it is a habit' - Aristotle

-Jovita, ISBR Business School



Best Paper Award 2021

We are happy to share that ISBRians have done a fantastic job once again, for which we are really proud of our students and faculties. Recently, students from PGDM(Trimester) of ISBR Business School presented three research papers in International Conference on “Covid-19 Post CoronaVirus Recent Trends, Research, Technologies & Global Future Opportunities” was organized by Mangalmay Institute of Management, Greater Noida on 22nd and 23rd May 2021.

In this 7 track International Conference(Penary sessions) ISBR students presented 3 tracks of research papers. We feel proud to share that in a total of 123 papers, we got the best paper award for our paper titled “A Study on the Impact of Work-Life Balance on Employee Performance in the Phase of Covid Pandemic with reference to IT industry” by Dr. Guru Basava Aradhya, Ms. Binita Saha, and Ms. Bidisha Saha

i. An in-depth analysis on Health Awareness, Attitudes, and Actions among the Indian Civilization post-Covid-19 by Dr. Guru Basava Aradhya, Ms. Indhumathi, and Mr. Darla Harish organized by Mangalmay Institute of Management, Greater Noida, UP on 22nd & 23rd May 2021.

ii. A study on the shift of consumer’s buying pattern towards E-commerce post-covid-19 by Dr. Guru Basava Aradhya, Ms. Khushboo, and Ms. Sampada organized by Mangalmay Institute of Management, Greater Noida, UP on 22 nd & 23 rd May 2021 Dr. Guru Basava Aradhya and 3 rd Trimester PGDM Students thank the Director and Management of ISBR Business School for their support and encouragement – Says, Dr.Guru Aradhya.



The Best Paper Award” at NIT

In the National Conference on Business Management and Analytics held at NIT, Trichy on 30th April 2021, five ISBRians were selected for the ‘Best Paper Presentation Award’. The paper’s title was “A study to develop a prescriptive model to recommend optimal sleep patterns to achieve desired productivity levels”. Anjali Ambekar, Rohith MS, Toshith Sastry and Yashus G conducted their studies and research under the esteemed guidance of Dr. Sheetal Mahendher, HOD Quantitative Techniques & Analytics.

First Prize at International Case Study Competition – Erudition 2021

Erudition International Case Study Competition was conducted on 7th April, 2021 and 8th April 2021 by St. Joseph’s College of Commerce (Autonomous). Four students from PGDM 2019-21 and PGDM 2020 – 22 represented ISBR Business School, Bengaluru at an international level.

Four students represented four different domains for Case Study Competition:

- **Ms. Doel Bhattacharya – Human Resources**
- **Ms. Preety Biswakarma – Marketing and Analytics**
- **Ms. Sonia Chakraborty – Finance**
- **Mr. Khazi Mohammed Owais – Entrepreneurship Development**

They won First Prize at the Erudition International Case Study Competition. It was a lifetime as well as worth it experience for them to go through 3 major rounds and get qualified till finals. Competition was full of surprise elements as they were made to work on 4 different live cases individually and the two cases in group back to back. They had to be very quick in analyzing the case, strategizing and providing feasible solutions to the case. The Case Study Competition was an amazing and thrilling experience, which they will remember and cherish always. Going through back to back presentations and facing rebuttal questions enriched in them a lot of self-confidence and enhanced our critical as well as analytical thinking.

They would like to thank ISBR Business School, Bengaluru for providing them with a strong foundation of learning. They would also like to express their heartfelt thanks to Prof.Veena Shenoy Ma’am for motivating them in each and every step.

It is truly said by ~Vince Lombardi

“The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose.”

This experience was no more than watching a non – stop thrilling series.

Finally they achieved success and came out with flying colors.

Best Paper Award at Fusion 2021

International conference held on 19th March 2021 organized by IFIM College.

The paper entitled “Antecedents for project completion in the IT sector” by Ms. Veena Shenoy, Assistant Professor, ISBR Business School Bangalore, Preety Biswakarma and Atreyee Maiti, Students ISBR Business School, Won the Best Paper award at the Fusion 2021;4th International conference held on 19th March 2021 organized by IFIM College.



Atreyee Maiti



Preety Biswakarma

National Environment Youth Forum 2021

We are immensely happy to share with you all the achievement of our student Namratha P from ISBR Business School pursuing her MBA first year for winning a gold medal in group discussion competition at Environment Youth Forum 2021 (presented by Paryavaran Sanrakshan Gatividhi) hosted by Manav Rachna International Institute of Research and Studies. The first level was prelims round which was conducted in colleges all over Karnataka and two students from each college were qualified for the second round which was the Semi – finals conducted at regional level and three students from second round were sent to the finals which was at national level. It was our fortune to be one of those finalists who entered the national level. All states were divided into 8 Zones and our student represented Zone 5 which had the South Indian states (Karnataka, Tamil Nadu, Andhra Pradesh and Kerala). The team had two other students Aishwarya and Kavya from different colleges representing south zone. We would like to appreciate the performance of our student and wish her great success in all her endeavor.



ZEE Edufuture Excellence Awards 2021

In teaching you cannot see the fruit of a day's work. It is invisible and remains so, maybe for twenty years. We can't achieve a big achievement within a night, we need to burn ourselves for many years to shine like a sun.

We are proud that our beloved Director Dr. YLK has been honored the most deserving "Outstanding Faculty amongst the Business Schools" Award 2021 conferred by ZEE Edufuture Excellence Awards 2021. We congratulate Dr. YLK for this amazing achievement. This achievement means a lot to every individual associated with ISBR. It's an honor for all of us.



Congratulations!

DR. Y LAKSHMAN KUMAR
Director, ISBR Business School

On being conferred with the much deserving award

Leaders of Management

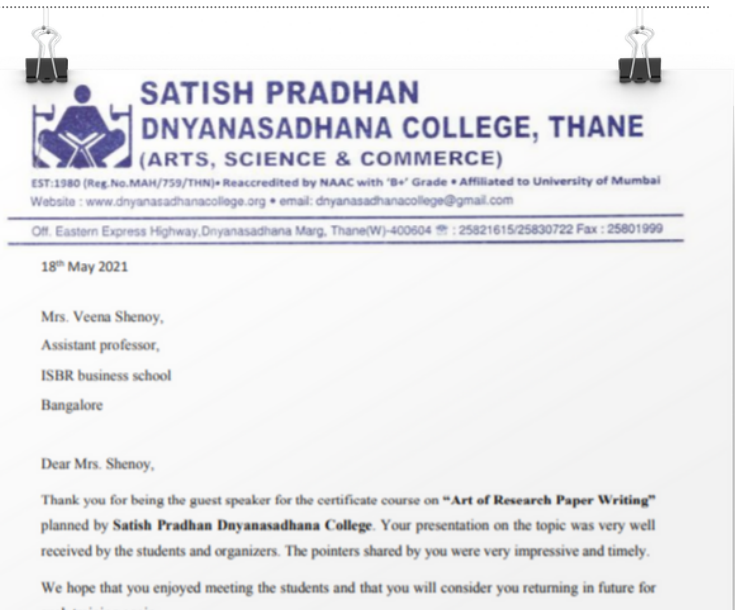
Outstanding Faculty amongst Business Schools

Patent - 'Early Publication' Series

We are proud to announce that Dr Raghavi K Bhujang, Head of IT at ISBR Business School recently had 2 patents filed with other research scholars, which was accepted and published in the 'Early Publication' series.

Patent 1 : "SUSPICIOUS BEHAVIOR DETECTION USING ML (Machine Learning) & METHODS THEREOF"

Patent 2 : "EFFECTIVE FEEDBACK SYSTEM OF MANagements OF EDUCATIONAL INSTITUTIONS USING ARTIFICIAL INTELLIGENCE AND METHODS THEREOF"



SATISH PRADHAN
DNYANASADHANA COLLEGE, THANE
(ARTS, SCIENCE & COMMERCE)

EST:1980 (Reg.No.MAH/759/THN) • Reaccredited by NAAC with 'B+' Grade • Affiliated to University of Mumbai
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Off. Eastern Express Highway, Dnyanasadhana Marg, Thane(W)-400604 ☎ : 25821615/25830722 Fax : 25801999

18th May 2021

Mrs. Veena Shenoy,
Assistant professor,
ISBR business school
Bangalore

Dear Mrs. Shenoy,

Thank you for being the guest speaker for the certificate course on "Art of Research Paper Writing" planned by Satish Pradhan Dnyanasadhana College. Your presentation on the topic was very well received by the students and organizers. The pointers shared by you were very impressive and timely.

We hope that you enjoyed meeting the students and that you will consider you returning in future for such training again.

Tribute

Our heroes, who punched the Invisible vamp

With technology, globalization, modernization and all the constant innovation with it, we have begun leading an advanced life. New buildings are converted to work spaces, homes, shopping malls, restaurants and many more. All work is respected, but how many of us are taking a moment to pause on a walking road and thank the sweeper, who is cleaning it every day. A perfectly clean restroom of an office, shopping mall makes our day, yet we forget the ones who actually bring this smile to us.

Last year was very challenging for us. Importance of cleanliness and sanitation lessons were given to us at the cost of many lives. When the entire world was fighting against coronavirus, doctors, nurses and police came as angels in the form of humans who fought against grim reapers, saving lives, fighting against a micro-virus. In this time of need, there was another group too, who became a challenge for grim reapers, some of them were called “jhadu wala”, some as “kachrawala” and many more. They also came forward as corona warriors with brooms, mops as their weapon and made sure not to leave a single inch for this deadly virus. Because of this workforce, today we are slowly unlocking the locks and coming out. It is time to salute all those warriors. We might not be able to compensate for their hard work or determination, but let's take a promise to be safe and follow the basic principles of “Swachh Bharat Abhiyan” and help them a little more in their work.

A humble tribute to all those who strived everyday for the human species to survive.

Neha Ghrutakaushik
PGDM 2020-2022



A BIG SALUTE TO CORONA WARRIORS



Placement Reports

2019-21

In our endeavor to continue maintain transparency with our key stakeholders your Institution deemed it appropriate to share the placements' status via this report.

Appended below is a brief synopsis of our institute's placements status which despite the prevailing on going constraints, the students' reciprocated unequivocally.

Journey thus far

A pool of 172 bright talent commenced their placement journey in December 2020 and witnessed success by bagging high skilled opportunities.

So far around 150+ companies evinced interest in recruiting the current batch (for internships and final placements).

ISBR students have been successful in bagging opportunities in the **Analytics, Treasury operations, Fintech, Banking , Insurance, Digital marketing, Content management, inside sales, Supply chain operations, fraud analytics, business advisory, consulting** and many more..

Where we stand:

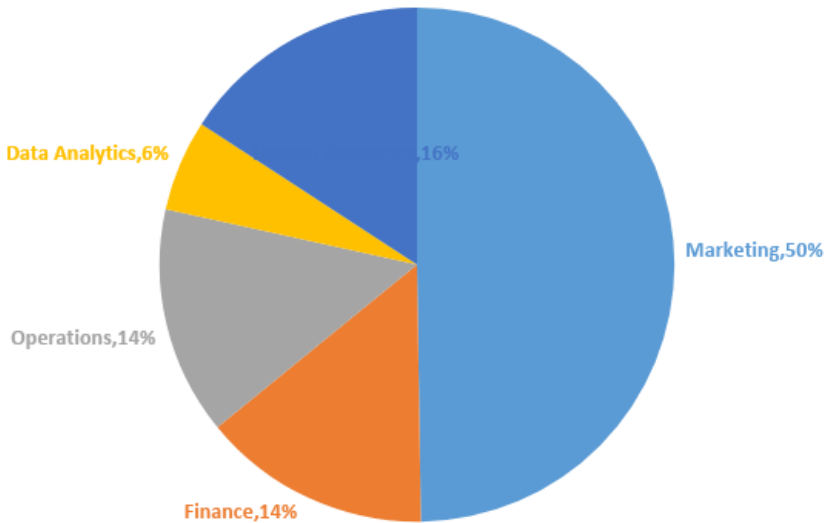
As on date 120+ students have successfully bagged offers across some of the most marquee brands –



Having said there are approximately 60+ students already in the various stages of selection process across marquee brands like

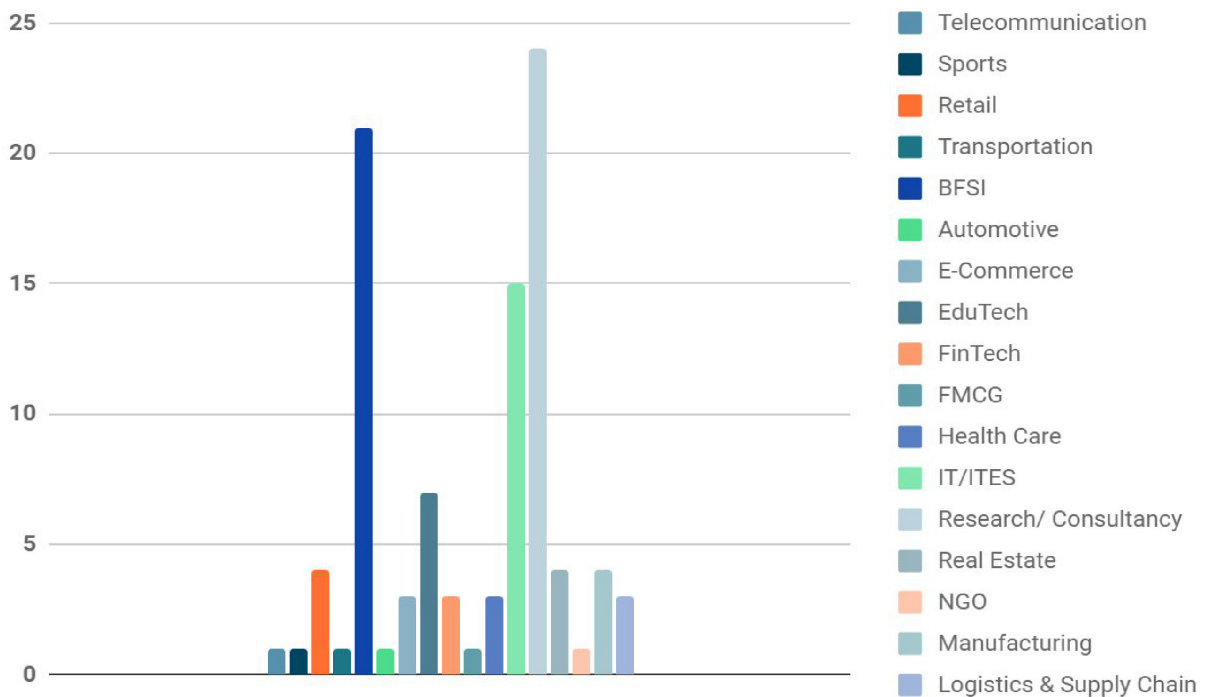


No of opportunities - Specialization



| Specialization | No of Opportunities |
|-----------------|---------------------|
| Marketing | 104 |
| Finance | 30 |
| Operations | 30 |
| Data Analytics | 12 |
| Human Resources | 33 |
| Total | 209 |

SECTORWISE PLACEMENTS



154+
COMPANIES FOR
PLACEMENT

120+
STUDENT PLACED

10L
HIGHEST CTC

ISBR in Media

ISBR Vishleshan 2021 Invites Papers on Post Covid Practices

Bengaluru, (Aryavarth). ISBR Business School recently inaugurated Vishleshan 2021 a platform for students, research scholars, academicians, and corporate delegates across the globe to showcase their research, explore ideas, and present papers on "Post Covid Practices 1.0". Vishleshan aims to identify future changes, challenges, and opportunities in management, both from the academicians and practitioners' perspectives.

Vishleshan-ISBR is inviting papers from students, research scholars, practitioners on topics like Human Resources Practices in Post Covid Era, Marketing Strategies for navigating through Post Covid Era, Operational Strategies during Post Covid, Economic Policies to



bring new opportunities during Post Covid Era, Handling Disruptions in Finance & Accounting during Post Covid Era, Remodeling Businesses in Post Covid Era, Digital Technology Transformation on in Post Covid Era, and Sustainable Business in Post Covid Era. While discussing the changes post Covid Dr. M J Xavier, Chairperson, LIBA Management Development Centre, Chennai said that the Pandemic forced us to look at new skills, 25% of workers need to add new skills to stay employed post-pandemic, it is estimated that in the next 10 years, 65% of jobs will be new to the world.

ISBR in collab with SUNY plattsburgh will now offer its students Dual Degree Programs

Bengaluru, (Aryavarth). With the right kind of knowledge, education and experience, you can accomplish almost everything you have ever wanted in your professional career. Indian Business Schools have been extending the opportunity to its students by engaging into collaborations with foreign universities.



Walking on the same path, Bangalore based ISBR Business School, an AICTE recognized Platinum Grade Institute, announced its international academic partnership with the State University of New York (SUNY), Plattsburgh (School of Business & Economics – AACSB Accredited). ISBR is the only academic partner for SUNY Plattsburgh in India.

With this exciting new partnership, ISBR will offer Dual Degree programs exclusively for Data Science, Business Analytics and Sports Management, which will be delivered by SUNY Plattsburgh faculties. Under this partnership, students of ISBR's

PGDM Global Program and PGDM One Semester Abroad will be able to opt for a year or a semester at SUNY Plattsburgh and get exposure to "Gold Standard of Business Education". ISBR and SUNY have also signed MOUs to carry out joint research and extend Internship for ISBR's global program students.

On the occasion, Dr. Lakshman Kumar, Director, ISBR, said "this is a moment of great pride for ISBR, being chosen as the only academic partner in India for SUNY Plattsburgh, a school, committed to a global educational experience that values diversity and promotes an international perspective among students. Through this collaboration, ISBR is ready to deliver an enhanced American education experience to its students.

PINCH MORE FOR EDUCATION SECTOR, FOCUS ON SKILLING OF TEACHERS

Rs 50 crore for digital classes in government colleges, schools; Rs 150 crore to bump up infrastructure

PEARL NEWS 17/02/21
VOICED OP
ALL FOR BETTER LEARNING...

After the pandemic brought an entire academic year to a standstill, the government has laid out its strategy for the digital education. The government has announced a budget of Rs 150 crore for the education for primary, secondary and higher education. The pandemic shifted school education to the digital platform, and government schools are struggling to maintain the quality of education. The government has decided to spend Rs 50 crore for digital classes in government high schools. This will help in providing digital infrastructure to all government high schools. The government has also decided to spend Rs 150 crore for infrastructure facilities in high schools and pre-nursery centres.

Dr. Lakshman Kumar, Director, ISBR Business School, Bangalore
 The government should focus on skilling of teachers in order to ensure the quality of education. The government should also focus on providing digital infrastructure to all government high schools. This will help in providing digital infrastructure to all government high schools. The government has also decided to spend Rs 150 crore for infrastructure facilities in high schools and pre-nursery centres.

Shri. Manish Kothari, Founder, ISBR Group of Institutions, and Dr. Shivananda R Koteswar, Founder, Belakoo Trust
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Aurinko Academy launches India's first Career-Focused Junior College in Bangalore

Bangalore, Aurinko Academy, a progressive school based in Bangalore, India partnered with eminent educationist Dr. Manish Kothari, Founder, ISBR Group of Institutions, and Dr. Shivananda R Koteswar, Founder, Belakoo Trust to launch the nation's first Integrated Career Focused Junior College in the city.

Dr. Chethana Keni, Founder, and Principal Aurinko Academy said, "Aurinko Academy believes in preparing students to transition successfully towards a future career path. Throughout their schooling days, at Aurinko Academy, from Kinder garten to Grade 12, children are provided with a hands-on curriculum opportunity to build general capabilities, support interests, and aspirations, and support them to make informed decisions about their subject choices and pathways."

According to Manish Kothari, founder ISBR Bangalore, and the new trustee at Aurinko Academy, "The new junior college program is a game-changer in the Education space. Junior colleges just focus as a stop-gap to prepare for entrance coaching to get placed in select institutes, the Aurinko program provides an integrated and immersive experience for children to learn the tools of the trade, get skilled for the world of work while preparing for entrance exams and completing their Grade 12."

Academy and will be working closely with the Aurinko team on building new courses and charting the next growth charter said, "The highlights of the Junior College program is – a 3 month Bridge Program at the start of Grade 11 to align children on a path of self-discovery, an intensive 2-year career toolkit for each stream to help them explore the tools of the trade and intensive Foundation Program on 21st century skills to prepare them for the World of College and Work."

Please reach out to www.aurinkoacademy.com to know more about the unique career focused curriculum.

The Aurinko Academy's Integrated Career Focused Junior College offers a structured program to children in 10 career streams including Pure Sciences, Design, Architecture, Fine Arts, Law, Hospitality, Mass Communication, Psychology, Education, Engineering & Medicine.

ವಿಲ್ಲ ಪುಷುಖ ಕ್ಷೇತ್ರಗಳ ಮೇಲೆ ಗಮನ ಕೇಂದ್ರೀಕರಿಸುವುದರ ಜತೆಗೆ ಸಮತೋಲಿತ ಬಜೆಟ್ ಇದಾಗಿದೆ. ಪೌಢಕಾಲೇಗಳು ಮತ್ತು ಪಿಯು ಕಾಲೇಜುಗಳ ಮೂಲ ಸೌಕರ್ಯಕ್ಕಾಗಿ 150 ಕೋಟಿ ರೂ. ಅನುದಾನ, ಸ್ಟಾರ್ಟ್ ತರಗತಿಗಳ ಮೂಲಕ ಗುಣಮಟ್ಟದ ಶಿಕ್ಷಣ ನೀಡುವಂತೆ ಈ ಸರ್ಕಾರದ ಬದ್ಧತೆ ಪ್ರದರ್ಶಿತವಾಗುತ್ತಿದೆ.

! ಡಾ. ವೈ. ಲಕ್ಷ್ಮಣ್ ಕುಮಾರ್
 ಎನ್ಎಸ್ಐಆರ್ ಬಿಜೆಸಿಸ್ ಸ್ಕೂಲಿನ ನಿರ್ದೇಶಕ

ISBR in Media

EDUCATION EXPERTS CALL THE BUDGET 'SATISFYING'

HANS NEWS SERVICE
BENGALURU

"DEVELOPMENT of the State lies in the development of all sections of the society. Providing quality education, ensuring health facilities to the last person of society is our aim. In this regard, along with providing quality education, health facilities to scheduled castes, scheduled tribes, backward classes, minorities and poor exploited communities, action will be taken to improve their economic condition," the CM B.S. Yediyurappa was quoted in the budget speech.

276 Karnataka Public Schools have been established on the model of Kendriya Vidyalayas to impart quality education at primary, high school and pre-university levels under one roof. The CM announced that the preparation of a master plan for the development of these schools has been taken up.

A grant of Rs. 2 crore to each of the 50 selected schools was provided during the year 2020-21. During the year 2021-22, Rs. 100 crore has been earmarked for develop-

ing 50 additional schools. Students studying in the selected 100 Karnataka Public Schools of the State will be given vocational training in addition to the curricular activities in co-ordination with the Skill Development Department," he said.

Rs 100 crore is earmarked for the upgradation of toilets in the schools and colleges which include providing water connectivity to them through Gram Panchayats.

"In the present year Rs. 50 crore will be provided for this purpose. A grant of Rs. 150 crore will be earmarked for providing infrastructure facilities in high schools and pre-university colleges. Rs.50 crore will be earmarked for supplying furniture and learning equipment in government schools," the CM said.

A grant of Rs 5 crore is provided during 2021-22 to provide teachers training, English language training to English medium teachers and training from Indian Institute of Science to Mathematics/Science teachers under the already existing programmes like 'Guru Chethana and Odu Karnataka' aimed at improvement of standard of education.



Dr Y Lakshman Kumar

Prof Shadashive Gowda

A programme will be formulated to convert classrooms into digital classrooms in a phased manner with an outlay of Rs. 50 crore in the 430 Government First Grade Colleges, 87 Government Polytechnics, 14 Government Engineering Colleges of the State to facilitate digital learning.

Under a newly created programme 'Samarthya-Sarathya',

Yediyurappa said that training will be imparted to approximately five lakh students for competitive exams to encourage the selection of Kannadigas for employment in Union and State Administrative Services, Banking, Railways.

"Evening colleges will be started in selected City Corporations on pilot basis. Workshops will be organised to create awareness among

the staff of the Education Department about the National Education Policy 2020," the CM announced.

Prof Shadashive Gowda, Educationalist and Principal, VidyaVardhaka College of Engineering, Mysore said the establishment of digital learning in First grade colleges, Polytechnic and Engineering Colleges is highly appreciated.

"The focus on evening colleges and to increase the reach of evening colleges by establishing the same in multiple municipal corporations. Evening Colleges will increase the reach and access to higher education and if the government handles the evening college implementation program Karnataka would become a state with majority population has access to higher education," he opined.

PINCH MORE FOR EDUCATION SECTOR, FOCUS ON SKILLING OF TEACHERS

Rs 50 crore for digital classes in government colleges, schools; Rs 150 crore to bump up infrastructure

PEARL MARIA D'SOUZA
@Bengaluru

AFTER the pandemic brought an entire academic year to a near-halt, the government has infused as much as Rs 29,688 crore into the sector. This is a marginal increase of Rs 1,736 crore for the allocation for primary, secondary and higher education sectors, compared to FY 2020-21.

The pandemic shifted school education to the digital platform, and government schools were found wanting in this aspect. Chief Minister B S Yediyurappa said the adoption of technology is a priority with Rs 50 crore allocated towards this in classrooms in 430 government first grade colleges, 87 government polytechnic colleges and 14 government engineering colleges.

The government has decided to extend Technology-Based Learning System in all government high schools. Thus far, laptops and projectors were given to 4,887 high schools; computer labs costing Rs 9 lakh each were established in 2,351 high schools.

As much as Rs 50 crore was allocated for supplying furniture and learning equipment to government schools, and Rs 150 crore for infrastructure facilities in high schools and pre-university colleges.

Giving an impetus to implementation of the National Education Policy towards quality education, skilling of teachers is also a priority. Math and Science teachers will be trained in Indian Institute of Science under the 'Guru Chethana' and Odu Karnataka programmes. An outlay of Rs 5 crore has been earmarked for teachers' training, including teaching English language to all English medium teachers.

To give vocational training to students of 100 Karnataka Public Schools, the department of skill development is being roped in.

VOX POP

Implementation of Educational Leadership Programme in collaboration with world-class universities is a long way in mentoring the next generation of leaders.

Dr Lakshman Kumar, Director, ISBR Business School, Bengaluru

The government missed out on the prospect of creating an online education system, which we believe is very critical considering the current scenario. PPP model in upgrading ITs at a cost of Rs 650 crore will also play an important role in generating jobs in rural areas.

Neelash Datta, Managing Trustee, JD Educational Trust

The budget was not convincing, our demand for Rs 1,000 crore interest-free loans for budget schools was not announced, free vaccination was not addressed, and pandemic support was wanting.

Shashi Kumar, General Secretary, KAMS

ALL FOR BETTER LEARNING...

₹100 CRORE to establish 50 new Karnataka Public Schools

₹50 CRORE for upgrading toilets, water connectivity in rural schools

Comprehensive development of 8 Jnanpith awardees' alma maters

Evening colleges in some city corporations on pilot basis

₹5 crore for UPSC, KPSC, Railways, Banking exam training to 5 lakh Kannadigas



Despite a fiscal deficit of Rs 59,240 crore, the allocation for education increased by 2.6 per cent. The decision to comprehensively develop schools in which the state's eight Jnanpith awardees have studied is symbolic.

Suresh Kumar, Primary and Secondary Education Minister

With the implementation of NEP this year, education has been given importance in the budget. To bridge the digital divide between rural and urban students, smart classrooms will be developed. It will also facilitate implementation of an Integrated Learning Management System.

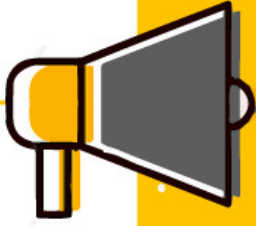
Dr C N Ashwath Narayan, Higher Education Minister

आईएसबीआर बिजनेस स्कूल का स्टेट यूनिवर्सिटी ऑफ न्यूयॉर्क के साथ गटजोड़

बंगलूरु, (परिवर्तन) ।
आईएसबीआर बिजनेस स्कूल,

STATE UNIVERSITY OF NEW YORK PLATTSBURGH

एआईसीटीई ने प्लेटिनम ग्रेड संस्थान को मान्यता दी, आज स्टेट यूनिवर्सिटी ऑफ न्यूयॉर्क (एसयूएनवाई), प्लैट्सबर्ग (स्कूल ऑफ बिजनेस एंड इकोनॉमिक्स - एएसबीएसबी मान्यता प्राप्त) के साथ अपनी अंतरराष्ट्रीय शैक्षणिक साझेदारी की घोषणा की। आईएसबीआर बिजनेस स्कूल भारत में एसयूएनवाई प्लैट्सबर्ग के लिए एकमात्र शैक्षणिक भागीदार होगा। इस रोमांचक नई साझेदारी के साथ, आईएसबीआर बिजनेस स्कूल विशेष रूप से डेटा साइंस, बिजनेस एनालिटिक्स और स्पोर्ट्स मैनेजमेंट के लिए दोहरी डिग्री प्रोग्राम की पेशकश करेगा, जो एसयूएनवाई प्लैट्सबर्ग संकायों द्वारा दिया जाएगा। इस साझेदारी के तहत, आईएसबीआर बिजनेस स्कूल के पीजीडीएम ग्लोबल प्रोग्राम और पीजीडीएम वन सेमेस्टर विदेश के छात्र एसयूएनवाई प्लैट्सबर्ग में एक साल या सेमेस्टर का विकल्प चुन सकते हैं और गोल्ड एजुकेशन ऑफ बिजनेस एजुकेशन प्राप्त कर सकते हैं। आईएसबीआर बिजनेस स्कूल और एसयूएनवाई ने संयुक्त शोध करने और आईएसबीआर बिजनेस स्कूल के वैश्विक कार्यक्रम के छात्रों के लिए इंटरनशिप का विस्तार करने के लिए समझौता ज्ञापनों पर भी हस्ताक्षर किए हैं।



Proud to Announce



International School of Business & Research Bangalore

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...and more

