

# ISBR VOICE

AN ANNUAL  
MAGAZINE

[www.isbr.in](http://www.isbr.in)

DEC 2019 | IX ISSUE



## FACES OF THE YEAR



**Ms. D. Roopa**  
Inspector-General of Police



**Ms. Dana Kursh**  
The Consul General of Israel



**Smt. Saalumarada Thimmakka**  
Padma Shri Awardee

**Ranked as Platinum Institute**

For the Third Consecutive Year

**Recognized by Forbes**

Great Indian Institute 2018 by Great Place to Study

**TEDx ISBR Bangalore - 2019**

The Youngest TEDx Event of South India



**C-Talk Series**

Lively Interactive Sessions with Leaders

**Represented India at Education Forum in China**

International Conference In Association with AIMS

# About ISBR Group of Institutions

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An institute of international educational standards, ISBR Group was set up under the aegis of Bangalore Education Trust (established in the year 1990). The vision of the group is to be an institute of repute with a strong global footprint. We take pride in being a place where students and faculty can pursue knowledge without boundaries, a place where theory and practice combine to produce a better understanding of our world and ourselves.

Education at ISBR prepares you to think on your feet and act decisively in any given environment. At ISBR, the focus goes beyond education. ISBR aims to prepare its students for life by ingraining in them the psyche of the eternal student, making them leaders in their chosen field. ISBR aspires to create in its students lifelong learners, driven by thirst for knowledge, a passion to excel and ignited with the desire to achieve success not just in their chosen profession, but in all facets of life.

## ISBR by the Numbers

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**29+**  
Years of  
Academic Excellence

**5**  
Academic Institutions

**20+**  
States Representation  
on Campus

**9800+**  
Alumni Across the Globe

**180+**  
Corporates for  
Placements and Internship

**93%**  
Students Placed



# What's



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- Saalumarada Thimmaka, Padma Shri Awardee
- D. Roopa, Inspector, Inspector-General of Police

## INAGURATIONS -2018

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- PhD Inauguration
- One Year PGDM Inauguration
- PGDM Sports Management Inauguration

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- Independence Day
- Teacher's Day
- World Water Day Celebration
- Women's Day Celebration
- International Yoga Day
- Red FM Talent Hunt
- Librarian's Day
- Others

## ISBR FOUNDER'S DAY

## INDUSTRIAL VISITS

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- Vindhya E-infomedia
- Art Of Living
- Akshaypatra
- Wipro

## WORKSHOPS

- The CII Yuva Workshop
- Discover Yourself Workshop
- Entrepreneurship Workshop
- Gamification Workshop
- Stress Management Workshop for Police Force
- RYS Workshop for Parents

## CONFERENCE

- One Day Conference On Aviation Industry Key Contributor To Indian Economy

## MENTORSHIP

- Mentorship Challenge I- Movie Review
- Mentorship Challenge II- Startup challenge- Start Up Spirits
- Mentorship Challenge III- Campus to Corporate



## C - TALK SERIES

- Mr. Stefan Haves
- Mr. Aneish Kumar
- Mr. Anil Patro , Director HR ,Meritor HVS India

## SPORTS DAY - MILAAP

## CSR GLIMPS

## PANEL DISCUSSION

- "Managing Money for the Millennial" & Book Launch

## INTERNATIONAL STUDY TRIP

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# MANAGEMENT TEAM

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Managing Director

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Sr. Director

## Dr. C Manohar

Sr. Director

## Dr. Chandra Niranjan

Sr. Director

## Dr. Manasa Nagabhushanam

Director

## Mr. Kanagaraj K

Registrar & Dean

## Cdr. S. Shrikumar

Director – Executive Education & Administration

## Mr. Abbas Uppin Ali

Director – Corporate Relations

## Mr. Raghunathan Nair G

Director – Alumni Relations

## Ms. Kavitha Madhusudhan

Director – Admissions

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Editor

**Mr. Jairaj Shankar**, Chief Librarian

Technical Support

**Mr. Divin**, System Admin

Student Contributor

**P Y Sagar, Repaka Shreeja**



# Special Note From The Managing Director

Dear Readers,

'Voice' our annual magazine reflects the voice in unison from ISBR fraternity. Over the years ISBR has gained a strong hold in varied facets and heading in building a broad based platform for all the stakeholders of this institution.

The last one year has been an enriching and life changing experience for all those involved in building ISBR and also to the students who were enabled to reach new heights in their professional careers. The year has been a year of dynamism, of activity, of purpose and of contribution. On the academic front, students were engaged in expanding their knowledge through their classroom sessions, training, certification courses, and Industry interaction sessions. The corporate interactions included corporate support projects undertaken by our students under faculty supervision. Students had a wonderful opportunity of being in a three month internship program which not only provided a close hands on experience to our students but has generated several pre-placement offers from the corporates. The club activities have enabled them to break the barriers and unleash their potential in multi-dimensional facets. The global programs with leading universities in the world has provided our students the flavor of global practices at varied international locations with our partnering universities.

Faculty being our strength were encouraged to undertake research and they have contributed to quality publications and presentations in Seminars and Conferences.

ISBR gives back to the society in many ways. One such program is the 'Abhinandana' awards in which several women achievers were awarded. The legendary Lady SaalumaradaThimmakka was given Life time Achievement award.

The greatest milestone for ISBR was getting accredited by NBA for three years and the flagship PGDM program has now received MBA equivalence so that our students can pursue Ph.D with their degree. The institute was awarded Platinum Ranking in the AICTE CII survey for the Fourth Consecutive year apart many other rankings and ratings.

ISBR started a new journey with the Bangalore University MBA program with 120 student intake. In the Ph.D program of University of Mysore six scholars were awarded doctorate which added a feather in the cap of ISBR. ISBR has also launched the 12 month global PGDP with an international immersion at NTU Singapore, for working professionals as one of its premium programs catering to mid-level career professionals.

ISBR visualizes to scale up to a new version of 2.0 which look forward to achieve exponential growth in research, consulting, training, new programs, collaborations and partnerships in order to be recognized as one of the Management Institute of sustainable quality in the country.



**Manish Kothari**

Managing Director - ISBR Group of Institutions



# Editor Speaks

Dear Readers,

In the words of Maya Angelou “Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning”. We present you yet another exciting edition of the ISBR Voice (2018-2019). The ISBR Voice is the reflection of dreamers who joined in the year with hope to achieve excellence in business education and equally excited and enthusiastic feeling of passing out batch who are going to live their dreams in the real world.

This year brings some exclusive interviews with Mr. Gert Heijkoop, the Consul General of Netherlands, Ms. Dana Kursh, General Consul of Israel, with insights from environmentalist Padma Shri Awardee Smt. Saalumarada Thimmakka in ‘Unveiling Success Traits’ and President’s Police Medal Awardee Ms. D. Roopa.

The Voice includes the journey of whole previous year starting from New batch Inauguration to the founder’s day celebration. I am thankful to each and every member of the team for helping me pull this through. I express my gratitude to ISBR family for their continuous support and contribution, Editorial Team and Dr. Manasa, Director to embark trust upon me for bringing words to the Voice. The Contributions of all the students who were the part of this journey can’t be unnoticed as they are key resource of the generation of Voice.



**Navita Vijay**

Editor-in -Chief

## Editorial Team :



Editor  
**Mr. Jairaj Shankar**  
Chief Librarian



Technical Support  
**Mr. Divin**  
System Admin



Student Contributor  
**P Y Sagar**



Student Contributor  
**Repaka Shreeja**



## UNVEILING SUCCESS TRAITS

How do leaders achieve success? What paths led them to it? What rules have they set for themselves to stay motivated and inspired? We find the answers in this section with four such unique leaders

# Interview with Gert Heijkoop

Consul-general of the Netherlands for Southern India



### **How do you feel the atmosphere of ISBR today at Convocation ISBR?**

I am pretty surprised and I really appreciate the warm atmosphere with which I was into bubbles coming here. I practically had no idea what I expect to hear apart from they had asked me to go from address, it was really a pleasure doing this.

### **How do you think India and Netherlands can adapt the best education practices from each other?**

I have never worked for the Ministry of Education. I am a diplomat that worked for ministry we deal with education and we are promoting an important part of our task with promoting exchanges of students and also of staff

between universities in the Netherlands and India, and I am more than happy to tell you that the number of Indian students in Netherlands now about 2000 and that's 30% from last year and we have come up with a scholarship for Indian students its called orange tulip scholarship and that scholarship enables students also when they don't have financial means to travel to Netherlands and continue the study for semester, an year or even the full course.

### **From Ministry of Education in Netherlands to being Consulate General of Netherlands in Bengaluru, how has been your journey?**

I was in Ministry of Education I joined the foreign ministry in 1983 so that's quite a while ago



its been 35 years of foreign ministry and I have typically fallen service carrier going for one place to another. I got three months ago the one thing that makes it more interesting than my previous postings is this my 11th assignment overseas first time. We have decided to open a consulate office in Bangalore and that reflects the importance of relationship between India and Netherlands because nowadays we have an embassy and we



have two consulates in India and of course its big country recover its 80 times the size of real country.

### **How unique was your India experience? Would you like to share some memories?**

Some modesty is in place here because I only got to India three months ago, so I still have lot of travelling to do, we cover the entire southern part of India so there's not only a connect occur it also a family now to Andhra Pradesh, Telengana and I still have to visit many places. Comparing one posting to another its difficult but always officers at diplomats positions keep getting postings and its imposible to answer that question, because every country has things to offer that no other country can offer, what I can tell you is that I liked to open the office here because I have worked with Indian colleagues before of course it is there has many things going for that one of the nice things about India is that every body speak English, that helps us normally and opening office is very rewarding experience in itself.

### **What are emerging challenges and opportunities for management graduates in current corporate world?**

They are entering a world that is changing faster than world has ever changed before if you would take somebody from say 1945 and move to 2000, it will recognize the world although a lot of things have changed, if you move somebody from 608 to year 1200 and that's a jump of 600 years the world would be same however the people graduating now look see the world changing in a far more rapid pace than ever before so that's they are really facing challenges.



### **How important is networking in this fast paced environment?**

Really facing challenges is crucial it is more important than anything else I would say its important that you have knowledge and expertise but a network as time progresses becomes more important as you get older and forget some of the things you learned at university your network only becomes more important

### **What advice would you like to give graduating student of ISBR?**

In their life take opportunity to go out and "Do What you want to do because you can do it" ●





# Interview with Ms. Dana Kursh

Consul General of Israel



Ms. Dana Kursh is the Consul General of Israel in Bengaluru with consular jurisdiction over the states of Karnataka, Tamil Nadu, Kerala and the union territory of Puducherry. Prior to assuming the role of Consul General of Israel to the South of India, she was serving as the Deputy Chief of Mission at the Embassy of Israel in India from June 2015 - July 2017.

Ms. Kursh has vast experience as a diplomat in the Israeli Foreign Ministry. Amongst her managerial positions in Ministry of Foreign Affairs were: Policy Advisor to the Director General, Director of the department for recruiting and training of the next generation of diplomats for the Israeli Foreign Ministry. Her first assignment abroad was as a Deputy Consul General of Israel to the Southwest of the USA, based in Houston Texas.

Ms. Kursh chose also to take part in Israel's flourishing NGO's eco-system. She took leave of absence from the Foreign Ministry to become the

General Manager of JVP Community, a non-profit organization aiming at transforming Jerusalem via education & culture.

For the first years of her professional life she had the privilege of working in Israel's cutting edge hi-tech industry.

She holds a BA in International Relations from Hebrew University of Jerusalem and a MA in Public Policy (the Executive program of the Hebrew University of Jerusalem). She has pursued Diplomatic Cadet Course - Training to be a career diplomat by the Ministry of Foreign Affairs.

During her military career she achieved the rank of a Captain and was the Liaison Officer for bereaved families of the Northern Command of the Israeli Defense forces (IDF).

Ms. Kursh was born and raised to a farmer family in a village called Moshav Merhavia, located in the north of Israel, in the Lower Galilee.



Here is some excerpts from an exclusive interview with Ms. Dana by one of our ISBR students.

**What would you like to suggest to further strength collaboration lecture India & Israel as far education industry is concerned?**

What I see in ISBR student taking care for further in management area Israel & India had great collaboration. Just 4 months ago prime

a predominant because you seriously see in India and Israel female either are in defence, you have a minister for defence. We have many hierarchy women in different part of decision making. If I want to summarize everything education is the future and I am looking for the partnership between India and Israel. Education can be a tool to a better world and we can utilize amazing students of ISBR to go and study in Israel ,10



minister Narendra Modi had visited our PM in January, they discussed about the collaboration of education two month ago our president came to India and more than 20 agreements had been signed between Indian Institution of higher education in Israel and in this visit PM launched few initiative towards higher education and also to push generally for connection between two people and one important connection is innovation because you need to innovate in order to prepare for the future, you need to be educated how to be innovative and to give the right atmosphere for bright mind worth in India and Israel and for that they have allocated 20 million each, so 40 million funding for innovation that would be given to PhD students. Israel and Indians find solutions together with weather, health and agriculture. We are human celebrating the achievement of humans, one of the thing two prime minister of Israel and India had announced is to do great collaboration and a conference for pushing Womens to go for higher education in science and profession that are on occasion are going to move

percent of foreign students reserve on government of India. While we put effort on next generation of leader in India to interact next generation leader in Israel that endorsed next generation of base in this university and we can really make a difference and utilise the bond between India and Israel for future for all.

Thanks you mam we had been celebrating Abhinandhana success of women achiever and thanks for being part at this time for sixth Abhinandhana 2018.





### We would like to know about your view regarding Abhinandhana?

Achieving in difference avenue of life and I think that we live in a world that called an achievement should be celebrate for male and female. For the people who are worth it I basically give great contribute to soceity back home in Israel and India

I am commenting on leadership of ISBR and for organisation for making this important event and inviting us to be part and to able me as Israel diplomatic to give another angle of the bond between Israel and India ●



## Saalumarada Thimmakka

Indian Environmentalist from The State of Karnataka



Saalumarada Thimmakka, is an Indian environmentalist from the state of Karnataka, noted for her work in planting and tending to 385 banyan trees along a four-kilometre stretch of highway between Hulikal and Kudur. She has also planted nearly 8000 other trees. With the support of her husband, she found solace in planting trees. A U.S. environmental organisation based in Los Angeles and Oakland, California called

Thimmakka's Resources for Environmental Education is named after her.

She has earned herself a spot in the prestigious list of BBCs 100 most influential women.

She is the oldest woman on the list for planting the 8,000 trees to fill the void that had been left after she realized she could not bear children. She has also won the prestigious Padma Shri.



She was born in a poor family of Hulikal village in Magadi Taluk, Ramnagar, Karnataka, she never had the opportunity to go to school or have any kind of formal education. She was known by the name of Thimmaka during her childhood. She started working at an early age as a quarry labourer.

In 1928 she was married to Bikkala Chikkayya who was a labourer himself. After several years of marriage when the couple could not have any children, to fill the emptiness in their life the couple decide to plant banyan trees and raise them as their kids. This is when it all started. In 1948, Thimmakka along with her husband made up their mind to plant trees from their village in Hulikal to Kudoor. Thimmakka and her husband

thus commenced a journey of pure dedication, untiring and unselfish love of planting trees and nourishing them till they bore fruit.

Thimmaka and her husband decided to plant trees from their village to the next village, Kudoor. They choose a stretch of 4 km and there were no

trees at all in the locality. Since there were plenty of banyan trees near her village the couple decided to plant the trees along the roadside. They planted 10 young banyan plants in the first year and increased the number to 15 in the second

and 20 the year after. The couple not only planted them but tended them to maturity while protecting them from herbivorous animals by fencing around them with thorny bushes. ●

## THE MOTHER OF TREES



## D. Roopa

Inspector- General of Poilice



Divakar Roopa Moudgil commonly known as D Roopa is an Indian Police Service (IPS) officer belonging to Karnataka Cadre. She is the first woman Kannadiga IPS officer serving in Karnataka. Roopa did her graduation from AVK College, Davangere. In fact, she was judged Ms Davangere because of her scintillating beauty and sharp mind. After completing her graduation, she prepared for Civil Services Examination and cracked UPSC CSE in her very first attempt. Roopa was ranked 43rd in the UPSC Civil Services Examination in the year 2000 and opted for the IPS. She was fifth in rank amongst IPS officers of 2001 batch. D Roopa is a sharp shooter and has won many awards in Shooting while undergoing training at the National Police Academy. On 26 January 2016, she was conferred with President's Police Medal for Meritorious service. She is well versed with Classical Hindustani Music and is also a trained Bharatnatyam dancer. She was very brilliant and one of the best and dedicated officers in the Police.

She is currently the Inspector-general of police Railways, one of the highest-ranked officers in hierarchy in Bangalore and Karnataka. She was also posted as Additional Commandant General, Home Guards & Ex-Officio Additional Director, Civil defence, commissioner for traffic and road safety and Deputy Inspector General of Prisons in Karnataka.

D. Roopa is the first lady Superintendent of Police to head cybercrime division in Karnataka. While she was a DIG, CID in economic offences and head of the cyber cell she has been effective in solving a number of confronting and high profile cyber crimes and created awareness amongst the general public about cyber crimes and cyber laws.

She has always remained in the news for her proactive role in maintaining law and order. It is hard to find a police officer with such a credible work record spanning around 15 years of services. It is also worth remarking that she never shied away from taking a firm stand on controversial issues related to social harmony and corruption.



INAUGURATION

Expanding our Horizons, and diversifying our fields, our new programs make education accessible to any one who wants to pursue it.

# PGDM 2018-2020 Batch Inauguration

July 14th, 2018



ISBR Business School successfully launched its PGDM 2018 Program on July 14, 2018. Among our esteemed guests who graced the occasion were Mrs. Debarati Sen, MD - 3M India, Mrs. Jennifer Daubeny - Consul General of Canada and Mr. Sebastian Hug -CEO/Consul General of Switzerland. The Academic Calendar and the

Academic Diary for the new session were also released at the event. Mr. Manish Kothari, Founder, ISBR Group of Institutions delivered the Presidential Address. Eminent leaders from the corporate world, present at the event, wished the incumbent batch to have a successful life ahead. ●





# Ph. D. Inauguration

May 13th, 2018



ISBR Research Centre held its Ph.D. program inauguration – 2018 on May 13, 2018, at the ISBR Campus Auditorium. The inauguration ceremony was initiated by Sri R S Deshpande, Former Director, ISEC. The Guest of Honour for the event was Dr. Indumathi Madaiah, Former Vice-Chancellor of Davangere University while Mr. Tomoyuki Yamato, Resident Partner, Word1

Solutions, released the academic planner and researcher's handbook. Mr. Manish Kothari, Founder, ISBR Group of Institutions, delivered the Presidential Address. As a part of the event, there was also a Panel Discussion on "Emerging practices and opportunities for research and innovation in the global economy". ●





# 1 Year PDGM Inauguration



With a highly motivated and cheerful speech from the invited guests, ISBR Business School welcomed a new batch of students for the academic year 2018-2019. The function was held in the presence of highly crowded audience consisting of students, parents and invited guests.

The function began with a Boardroom Briefing and then followed by the Group Photo. Invocation and lighting of lamp by the Guest of Honour, Mr Mohan Rajamani, Vice Chairman, Indo-American Chamber of Commerce, Karnataka Founder. LearnHive, which was followed by Mr Varadarajan Krish, Managing Director, Open Startups, Asia and MENA.

The Programme was graced by a welcome speech by Dr. K. S. Anandaram followed by Programme Perspective by Dr. C. Manohar.

Addressing of the Guest of Honour, Mr Mohan Rajamani and Mr Varadarajan Krish. The Presidential address was given by Sri Manish Kothari, Founder, ISBR Group of Institutions & BET Group of Colleges, Director, Oxford College, Hubli.

The Launch of Certificate Programme was done by Dr. Karpagam. The inauguration function came to an end on a happy note by Prof G R Nair followed by National Anthem and Lunch. ●







# PGDM Sports Management Inauguration

July 21st, 2018



ISBR launched an innovative program – PGDM in Sports Management, on July 21, 2018, Saturday. Padma Shri Mr. Somdev Devvarman – Former International Tennis Player was the Guest of Honour for the event and released the Collateral. Among other esteemed guests were Mr. Enrico Piperno – International Coach, Mr. Rahul – Project Manager, Euro Sports, Ms. Sushmita – Project Manager, Euro Aviation. ●





CAMPUS BUZZ

The campus is a living world, with every possibility to learn and explore. Fun-filled events and celebrations liven up this special world, and it keeps buzzing with activities

## DJ's Orientation Program

July 20th, 2018

The students of PGDM 2018 batch organized a grand Valedictory function on July 20, 2018. What's remarkable is that the theme of the event was 'Emoji' to express the different emotions that students went through in last couple of days during their Orientation Program with DJ aka Deepak Justin, Motivational Speaker and much more. The day was packed with a plethora of fun activities. The event concluded with a speech from Mr. Deepak Justin, who delivered an excellent dose of encouragement to the students as they commence their new journey. Dr. Chandra Niranjana, Dean Finishing School, ISBR and

Dr. Karpagam, Director Academics graced the occasion with their presence and also addressed students wishing them a successful journey.

ISBR launched an innovative program – PGDM in Sports Management, on July 21, 2018, Saturday. Padma Shri Mr. Somdev Devvarman – Former International Tennis Player was the Guest of Honour for the event and released the Collateral. Among other esteemed guests were Mr. Enrico Piperno – International Coach, Mr. Rahul – Project Manager, Euro Sports, Ms. Sushmita – Project Manager, Euro Aviation. ●





# 72nd Independence Day Celebration

Aug 15th, 2018



ISBR celebrated our nation's 72nd Independence Day with great enthusiasm. The Day at ISBR was marked with gaiety and patriotic fervor. The Guest of Honor in the celebration was Lieutenant Colonel Mr. T. Shivakumar, whose presence morally boosted all the students in the campus. The entire campus presented a festive look with creative decoration, various kinds of flowers and tricolor ribbons. The celebrations started with a flag hoisting by the Chiefguest. Following the flag hoisting, the chief guest Lieutenant Colonel Mr. T. Shivakumar gave a very motivational speech and encouraged students to excel in every field of life. The function began on a beautiful note wherein we had notable people

address us and then our very own boys Bodhayan, Ankur and Manish performed on the song "Yeh Jo Desh hai tera" forcing the audience to jump in joy. Post this brilliant performance we had a very energetic dance performance by students of PGDM & MBA. Dance performances depicted the unity in diversity of the country, and the patriotic songs, highly spirited skit depicted the value of unity which touched the hearts of the audience. This created a warm environment full of enthusiasm and national fervor. Cheerfulness, motivation and dedication for the nation were clearly visible on the face of the audience. It was also a great experience watching the members of the management also participating in the celebrations along with the students as Mr. Abbas Ali (Director- placements) on this occasion delivered few shayaris.

We've worked this hard and got this far only to look at a brighter, educated and prosperous future that we aim to build.





# Teacher's Day Celebration

Sep 5th, 2018

The Teacher's Day celebrations at ISBR were exciting and eventful! Our professors enthusiastically participated in fun games and activities as the students cheered them. This day was celebrated to honor all those stars who had a major role to play in the life of ISBR students, grooming them to be who they are today. ●



# World Water Day Celebration

Mar 22nd, 2019



The World Water Day- 22 March. This event was celebrated with a Walkathon at Electronic City to create the awareness on the conservation of water. Besides this a workshop on Sustainability with the theme on Waste Management - Reduce. Reuse. Recycle was conducted to enable the students showcase their creative skills in converting waste to innovative goodies. ●



## Women's Day Celebration

Mar 8th, 2019

International Women's Day was celebrated on March 8th, 2019 at ISBR institution, Bangalore. The day commemorates the inspiring role of women around the world to secure women's rights and build more equitable societies. Women's Day also remembers the voices of many women that go unheard and who continue to be dominated from securing their rights and realizing their full potential. The objective of Women's Day is to express love and gratitude towards women's contribution to our lives and society. It honors the power and struggles of women who have broken all barriers and reached the pinnacle of success in every sphere of life.

The women's Day event was organized by the students in the campus by inviting Dr. Chandra Niranjan (Director Academics) as a chief guest and felicitated her, for great contribution to the ISBR Group of Institutions.

The event continued with felicitating all the women faculties and professors by respecting their work and also who were a huge add on to the success of the Institution. After that the cultural activities took place by student's groups with



variety of programs like group dancing, Singing and games played by the women faculties.

The event was remarkable as all the Men who participated in the event have shown their respects towards women by singing songs which were dedicated to all the women present over there. The student group of boys had done a ramp walk which made the whole event joyful and memorable.





# International Yoga Day Celebration

June 21st, 2018



The fourth edition of the International Yoga Day was celebrated with great joy on June 21st, 2018, at the ISBR Campus. The event commenced with the practicing of Yoga Asanas by Ms. Amritha followed by a presentation by a student. During the event, Prof. Tapan Nayak, Principal, spoke about the numerous benefits of yoga. He noted,



“Yoga is a part of our daily life, it is an invaluable gift of India's ancient tradition. He added that yoga embodies the unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well-being.” ●

# Red FM Talent Hunt

Aug 13th, 2018

ISBR students participated in the Talent Hunt organized by RED FM Bengaluru on campus. The students showcased their forte in singing, and dancing and created a thrilling ambiance.

The students were thrilled to take part in the Talent Hunt organized by RED FM Bengaluru on campus on Aug 13th 2018. They were pumped with energy throughout the singing and dancing sessions! ●





# Librarian’s Day

Aug 17th, 2019

ISBR Knowledge Centre Celebrated Librarians day on 17th August, 2019 at ISBR campus. The chief guest Dr. Nagappa Bakkannavar, Branch Head, Information Resource Centre, TCS - Bangalore, and he spoke on the contribution of Father of Library Science Dr. S. R. Ranganathan and correlation between his works, Industry 4.0 and Business 4.0. Also gave an overview of industry requirements for the budding managers..!



# Fresher’s Day





## ISBR FOUNDER'S DAY

A day of great celebration and fun. Founder's Day is the most awaited event in the life of ISBRians. With eminent guests and fabulous performances, the students always have a fine time on this day.

# A Day of Many Moments



ISBR celebrates Founders Day which is an exciting event indeed! Glad moments have been captured during the occasion. Sri G.T. Devegowda, Honorable Higher Education Minister, was invited as the chief guest of the program. He addressed the audience about the need of the hour is Entrepreneurship, which is why we should focus on encouraging students to be job-creators rather than job seekers. It was an honor to have him release ISBR Voice 2018, an annual magazine of ISBR showcasing all activities and events.

Besides, the Founder's Day event honors the eminent personalities who strived and served education industry to deliver quality based education in moulding students as great leaders and responsible citizens with "Dr. APJ Abdul Kalam Memorial Awards for Excellence in Education and Entrepreneurship" and also honor teachers with "Teachers Excellence Awards". Altogether it was a great program which really went with lot of energy and enlightening speeches by all the dignitaries. ●







## INDUSTRIAL VISITS

Knowledge flows from corporate to classroom. The path to experiential learning is paved from classroom to corporate. An industrial visit opens up the mind to the ground realities. When given opportunities to absorb knowledge from this real world, the students interpret the learning. ISBR students had the wonderful chance of making industrial visits this year too.

### Industrial Visit to Toyota

An enriching and informative industrial visit to Kirloskar Toyota INDIA. Students got the opportunity to see and experience Japanese work culture, their disciplined work style, agility, accuracy and efficiency. ●



### Industrial Visit to Vindhya E Infomedia

ISBR organizes field visits on a frequent basis to provide maximum industry exposure to students and hence, the Institute took its students on a visit to Vindhya Infomedia on July 18, 2018. Vindhya E-Infomedia Private Limited is a BPO which employs 1400 differently-abled people as a part of their production staff. The ISBRians had a unique opportunity to hear Founder Director Ms. Pavithra's journey and her success story, her concern for society, particularly for the physically challenged. Students visited various divisions of the company to see the day-to-day operations and how these individuals have a sense of confidence and independence. ●





## Industrial Visit to Art of Living Ashram

As the part of orientation program for the new batch we have visited Art of Living convention center on July 20th, 2018. Visiting to the ashram was indeed a treat to the eye and a great learning for the students of PGDM Batch 2018-2020. Sri Sri RaviShankar Ashram is located at Kanakpura Road, Bangalore with campus engulfed in greenery, resembling a small ecosystem. We took a whole tour of the ashram Mr. Anand, our guide, directed the students to a large hall and briefed the students about the functionality, vision and mission of the organization and how a mind can be

managed with scientifically proven breathing methods. The art of living center is operating in 156 countries.

The Art of Living is a non-profit, educational and humanitarian organization founded in 1981 by the world-renowned humanitarian and spiritual teacher - Gurudev Sri Sri Ravi Shankar. All the programs are guided by Gurudev's philosophy: "Unless we have a stress-free mind and a violence-free society, we cannot achieve world peace." The Art of Living community is diverse and attracts people from all walks of life. ●



Group of ISBRians who visited The Art of Living Center on July 20, 2018, for an education tour



Group of ISBRians who visited The Art of Living Center on July 20, 2018, for an education tour

## Industrial Visit to Akshya Patra

Being a promoter of experiential learning, ISBR recently planned an Industrial Trip for its students to AkshayaPatra -ISCKON, Bangalore, on July 24, 2018. The organization runs the world's largest mid-day meal program, and hence, students got a chance to learn about how non-profitable organizations work. They also explored the

campus and saw the Mega Kitchen where a team of 36 women employees is designated solely for the task of vegetable chopping. The students also got to witness the excellent team-work and coordination with which such a huge organization works flawlessly. ●





# Industrial Visit to Wipro

In our aim to bridge the gap between the outside world and the students, we organized an industrial visit to the Wipro campus in E-City on 28 July 2018. Our students learned about Wipro's future goals in the field of AI, robotics, and

information technology in general. Exploring the company's green approach to campus management, including a butterfly garden, our students learned about corporate responsibility towards environment. ●





## WORKSHOPS

Hands-on knowledge is the best kind of knowledge, Character development and industry-based skills are sure factors to be gained from workshops. And there were plenty of them in the gone year to enrich the students knowledge base. They walked away from them refreshed and having had lots of fun and learning

# CII Yuva Workshop

Oct 13th, 2018

The CII Yuva workshop was held on 13 Oct 2018 at ISBR to help students build up their personal brand. They talked about the various programs...

The CII Yuva workshop encouraged students to

immediately build their personal brand. They talked about their various programs through which students can learn and hone their entrepreneurial and interpersonal skills. The speaker Laeeq Ali (Chair, Young Indians) shared his entrepreneurial journey with students too. ●



# Discover Yourself Workshop

July 24th, 2018

As a part of the inauguration ceremony of PGDM, ISBR organized a wonderful workshop, Discover Yourself, for the parents of newly enrolled students of PGDM 2018 on July 14, 2018, at the ISBR Campus. The facilitator of the Workshop was Ms. PreejaSreedhar, Behavioural

Coach & Trainer. The session was based on Developmental Psychology and was a great experience for both trainer as well as the participants. Check out the pictures of the day here: ●





# Entrepreneurship Workshop - #Startअब:

Nov 28th, 2018

To ignite the young minds of ISBR students with entrepreneurial spirit, an Entrepreneur Workshop was organized by ISBR Innovation Club on 28th November, 2018 in association with Josh Talks and Facebook. The theme of the event was Startअब. Startअब is an initiative by Josh Talks and Facebook to inculcate an entrepreneurial spirit in the Youth Of India.

The workshop was hosted by Professor Shiv Prakash. The speakers for the event were Aashna (Representative of Josh Talks), Deepak Bansal (Co-founder of GingerCup) and Anirudh S. Dutt (Founder, President of Let's be the Change).

The speakers were felicitated by Professor Shiv Prakash.

Aashna briefed the audience about the journey of Josh Talks. Josh Talks is a motivational story-telling platform about people from different walks of life through videos and workshops with a mission to raise the aspirations of Young India. The remarkable achievement of Josh Talks was to be listed in the 'Forbes 30 under 30' in the year 2018. To ignite the young minds of India, this organization does story-telling in 8 regional languages. This was followed by the address of Deepak Bansal.

## The Voyage of GingerCup

Before venturing GingerCup, Deepak Bansal worked in Samsung Research and Development team. Once on his business visit to South Korea, Deepak observed that South Koreans used coloured paper cups for having tea. This caught the attention of Deepak as he felt that coloured cups were a fairly unexplored path in India and thus he began his research about this. After doing extensive market research, his concept was simple, branding through coloured tea cups. If a brand is printed on a coloured tea cup, it would catch the attention of people and this would help in building the brand value of that particular organization. When a market survey was



conducted, Deepak was surprised to know that 85% of the people could remember the names of the brands printed on the coloured tea cups. Thus began the voyage of GingerCup in the year 2015.

Till date, GingerCup has distributed around 4 crore cups pan India. Their major clients include market leaders such as Infosys and Flipkart.

## Branding of Bahubali

The noteworthy point of GingerCup was the movie promotion of Bahubali in northern India. GingerCup worked closely with the marketing team of Bahubali and began promoting Bahubali movie posters in Tier 2 and Tier 3 cities in North India through GingerCups. Their targeted audience was mainly college students and tea cups were distributed across 500 colleges.

This resulted in a whopping pre-booking of 1 million tickets of Bahubali in North India and this in turn increased the market share of GingerCup to 40 cities pan-India.



The key takeaways for the students from this address were:

Success comes after failure. Learn from failures. Deepak Bansal failed in two start-ups before venturing GingerCup.

Know your target audience well before venturing a start-up.

The best time to start your own venture is in college itself as college gives you a network to connect with various people.

Always know “Why” you want to venture out your start-up and if you know it, then failure will not stop you from being successful.

#### The Journey of Let’s be the Change

Let’s be the Change is a social entrepreneurship venture started by Anirudh S. Dutt in the year 2013 with a mission to clean the streets of Bangalore and make Bangalore a better place to live in. This organization hosts Cleanathon Drives (eradication and beautification of garbage dumps) in Bengaluru. The noticeable points mentioned by Anirudh were his learning from the people who supported him in his mission and also from the people who mocked him for his decision. He had an answer as to ‘Why’ he wanted to do this and thus began the journey of Let’s be the Change.

He also focussed upon the point of employee engagement in his vision. Let’s be the Change has tie ups with 30 corporates which includes Britannia and other start-ups across Bangalore and they regularly conduct team building activities by Cleanathon Drives.

#### Analytical Insights of Social Media Business Pages

Aashna from Josh Talks gave some amazing insights on how to use business pages of social media platforms such as Facebook and Instagram to grow the business of start-ups. At times when the largest group of cab company, Uber doesn’t own any cabs and the largest group of hotel chain company, Airbnb doesn’t own any hotels of its own, it is vital for the millennials to understand and leverage the power of social media platforms. This was in sync with the theme of the event #Startअब and this triggered the entrepreneurial spirit amongst the aspiring entrepreneurs of ISBR.

This was followed by the Vote of Thanks by Professor Shiv Prakash as he addressed the audience that the students of ISBR had a food for thought to work upon. The Entrepreneurship Workshop was really an informative session as well as an innovative session for all the students of ISBR. ●





# Gamification Workshop

Mar 14th, 2019



Gamification workshop was conducted in ISBR Business School from 11th to 14th March 2019. The main purpose of the workshop was to make the students understand all the basic concepts of marketing, Finance, Operations and Human Resource management through various games. The games were intraday trading (Finance), Beer game (Operations), Employee retention(Human resource), Set a new market (Marketing) and there was a final game which was managing a company by each group. In the last game each group which the students were made for other games are

made into a one whole company and separated into respective departments. Each group has a market share on their winning or losing margin in each game which will determine the increase or decrease of the share price of each company after every game. The group which has highest share price and profit with them is the winner of the workshop. While playing all these games it helped the student to brush up the basic knowledge of various fields. The students got a clear idea of what they will get into when they experience the corporate life and what are the things that they



need to develop to sustain in each of these fields. One of the most important things that the students learnt in the workshop is how coordination among various teams and various departments are very important to run an organization. It may be the one of those



workshops which involved both fun and learning and balanced it well satisfying everyone. The feedback from the students was also very welcoming than any other workshop, they wanted more workshop like this because it involved both fun and learning. ●



## RYS Workshop

"It was an honour for ISBR to welcome all the parents who were here to participate in Reward Your Self (RYS) workshop to rejoice the accomplishments of their children. Esteemed faculty at ISBR, Ms. Preeja Sreedhar was the program facilitator which had begin from 3:00 PM onwards at the Campus. RYS was an exceptional platform that will applaud the unconditional love of parents for their children. ●



## Stress Management Workshop for Police Force

Oct 31st, 2018

Training for the police force of electronic city police station

Trainer: Prof. Preeja Sridhar,

Another brilliant initiative by HR Space, a training for the Police Forces of Electronics City Police Station. This was part of the course, Organization Development and Change Management and focused on the topic of stress management. ●







CONFERENCE

Conference are integral part of management and business education. It emalgamate the real time scenario of the industries and economy with the education needs of the students .

# One Day Conference on Aviation Industry Key Contributor to Indian Economy



On 6th October 2018, ISBR Institutions in association with Maruthsakhya Aerospace and Aviation & GMR Aviation Academy organized a one day conference on understanding how the Aviation

Industry is a key contributor to the Indian economy. The event was honored by presence of Mr. Gijo Mathew, Manager GMR Aviation Academy as the Chief Guest for the event. ●





## MENTORSHIP PROGRAMME CHALLENGES

Classrooms are not the only arena of learning at ISBR. The Mentorship Program Challenges provide a welcome break from studies, all the while complementing students' education. At ISBR, there is learning in every corner, and the Mentorship Challenges are true examples.

# Mentorship Programme Challenges



Mentoring is a process of relationship building between two people with the goal of professional and personal development. Remarkable things happen when people pursue their passions. But passion alone isn't enough to produce success. It must be combined with knowledge, guidance and encouragement to bring possibilities to life.

The mentorship session is designed to see the holistic development of the students and it is a unique program at ISBR.

The students are mentored by the senior faculty members of the institution. Every mentor has to mentor 12-14 students. Based on the set structure, the mentor group compete against the other mentorship group in the challenge.

Mentoring Programme at ISBR intends to achieve the following objectives.

1. Establish Mentor-Mentee relationship and facilitate development process in an orderly manner with an outcome oriented approach.
2. Facilitate all-round development of Mentees.
3. Mentees gain valuable advice in developing knowledge and skills, improve communication skills, learn new perspectives, build networks and advance in career.

For batch 2018-20 the mentorship has been planned in three sessions viz a viz.

Mentorship Challenge 1 - Movie review

Mentorship Challenge 2 - Start-Up Spirit

Mentorship Challenge 3 - Campus to Corporate ●



# Mentorship Challenge 1 - Movie review

Learning is a lesson that will follow its owner everywhere

Sep 21st, 2018

Mentees asked to select a movie, which had learning component for management students.

- Each mentorship group will select 2-3 movies for the mentor for validation at mentor meeting and out of which one will be finally selected for MC1.
- Each presentation will be for 15 minutes (Including comments and clippings)

Points to be considered for choosing the movie were:

- a) Theme
- b) Team Work
- c) Social Relevance
- d) Management Lesson
- e) Impact

We learn even from the reel world.

This Movie Review Challenge aims to engage students by encouraging them review movies and find management lessons they can learn from them. ●



# Mentorship Challenge 2 - Start-up Spirit

It's not about ideas, it's about making ideas happen.

Oct 10th, 2018

ISBR organized the Start-Up Spirit Mentorship Challenge on October 10, 2018. In this challenge students of each mentorship group compete in multiple categories of start-ups like the Failed Start-up, the Successful Start-up, and the Next Big Idea.

The aim of the start-up challenge is to promote the entrepreneurial spirit and innovation among the students and to identify the start-ups that have the potential to become the next unicorn in the world. ●





## Mentorship Challenge 3 - Campus To Corporate

April 12th, 2019

The Mentorship Challenge - Campus to Corporate was the base of connecting the dots from Self Analysis to Industry Analysis.

A compulsory project to be undertaken by the students in their third trimester to build the pathway from campus to corporate. A unique initiative by ISBR wherein the student under this project connects the dots from self-analysis to corporate analysis.

The final self - analysis report will help in reflecting the area of improvement and create knowledge about the industry. It is a guide that enables the student to focus on the knowledge gap, skill gap and attitudinal gap and make them more fit for the career ahead. ●





## C-TALK SERIES

Insightful talks are truly inspirational in a student's life. At ISBR, a wonderful opportunity for this presents itself in form of C Talks, C Talks give us the opportunity to meet top CEOs on campus and spend valuable time with them the previous year's C-Talks gave us glimpses into the life and challenges of top leaders in the industry and opened up a world of knowledge for the students

## C-Talk By Stefan Haves

Aug 29th 2018

C-TALK SERIES by award-winning writer / director / creator, Stefan Haves organized on 29th August 2018 students have learned various life skills and interacted with him. Stefan Haves is an award winning Writer / Director / Creator working for Cirque du Soleil, Stefinity Entertainment, Inc., Disney Creative Entertainment, and Independent Production Companies worldwide. Haves was plucked by Cirque du Soleil in 2006 as a Comic Act Designer and Story Consultant. Soon after, he began discovering talent as a Casting Partner, and conducted Master Classes in which he inspired, energized, and integrated acting technique with the Casts globally. In the U.S., he has collaborated with such performers as Joan Baez, Val Kilmer and Tim Robbins. He has earned a reputation as a dynamic Speaker, conducting innovative Workshops Internationally. In India, he held a residency at the Indian Institute of Technology in Gandhinagar, spoke at the Bombay Stock Exchange, and appeared on Bloomberg Television. His first book, 'Cirque-It,' is coming out this Fall which celebrates universal creativity for all through the perspective of the circus.

In his Innovate workshop he spoke on the following subjects

### Subject 1:

#### CIRQUE-IT!

'Life is a Circus!' Are you a 'Spectator or a true 'Participant' in this show called 'Life?' Using the back drop of the Cirque du Soleil 'Big-Top,' and his years collaborating on Creative Teams, Stefan Haves chronicles the key 'Take-Away' successes and 'Pit-Fall' challenges building mammoth shows with this globally recognized topflight company.



Subjects covered are team cooperation, fostering endless creativity, prioritizing humor and beauty, and managing the stress of production by digging deep into one's own imagination, trusting intuition, and striving to fulfill personal artistic and dream-inspired passions regardless of vocation.

### Subject 2:

#### RINGMASTER POISE IN PUBLIC COMMUNICATION

'Energized Serenity - Techniques of Persuasive Speaking!' An audience never wants you to fail. Yet, your own anxiety can make you think otherwise as a Public Speaker or when presenting a report to a large or small crowd. Let's change that. Stefan Haves, Hollywood Acting Coach in Film and Television for thirty years, and Cirque du Soleil's Comic Act Designer and Performance Master Teacher leads Participants through a shared vocabulary tutorial and practical



techniques to combat the universal fear of public scrutiny and demons of self-doubt. Speaking Session included Audience Participation.

### Subject 3:

#### INTEGRATING FEMININE PRINCIPLES IN THE WORK PLACE:

A 'Cirque' Perspective

'It begins with breath' Such 'Feminine Paradigms' as Dream-Infused Beauty, Sensitivity, Romance and Intuitional Trust was birthed by Cirque du Soleil thirty years ago in Montreal, Canada and has since been witnessed by over 40 million Spectators worldwide. The 'Cirque' aesthetic disrupted a masculine circus tradition of trained Animals, garishly made-up Clowns, and showcasing the brawn and grit of Acrobats and Aerialists. Cirque du Soleil gently introduced the notion of not 'What' a Company can do in terms of an 'Exhale' of elite physical prowess, but 'How' to touch the hearts of many with music, accessible



characters, an elegant refinement and that femininely inclusive 'Inhale.'

### Subject 4:

#### LIMITLESS 'CIRQUE' CREATIVITY

'Trust the High Wire of Imagination'. Through a case study of the globally esteemed Cirque du Soleil, witness how a team can achieve success through a very tense, high-stakes environment keeping alive:



- Pre-production free flow of ideas,
- Production 'out of the box' innovations,
- A joyful team environment, fostering open communication and imagination manifestation.

Learn techniques and modalities for Individuals to harness a personal positive, high morale by nurturing the Artist within. Grant yourself permission to succeed through the satisfaction of rightsized yet jubilant expectations. In Cirque du Soleil, all departments must work together, creatively flexible and actually turn time and resource limitations into genius artistic choices all catalyzed by the infinite engine of creativity.

### Subject 5:

#### CHASING FAILURE

The courage to change culture.

'By blood a king, in heart a clown.'

To chase failure, creating a series of obstacles from which he may or may not succeed. The Clown publicly discovers comfort and solace in the sharing of scrutinized vulnerability, painful mortality, and intricate calamity. Shunning isolation, the Clown dares a cynical crowd to join him through empathetic channels on his plight of reckless fiascos - This, for the Clown, is comic gold. How can we learn from this brazen, brave, sensitive soul for ourselves in our work and life?



## C-Talk By Mr. Aneish Kumar

Sep 22nd 2018

Mr. Aneish Kumar, Managing director and Country representative, Bank of New York Mellon – India office was the guest of the third edition of C - talk series which was held on 22nd Sep 2018.

He shared his 30 years of cross-functional expertise in Banking and Financial services.

Aneish Kumar is Managing Director and Country Executive of The Bank of New York Mellon's Mumbai Representative Office in India. He has been with BNY Mellon since 1998. Based in Mumbai, Aneish leads the local liaison team which focusses on strengthening and broadening BNY Mellon's local client relationships across all business lines.

Mr. Kumar has over 30 years of cross-functional expertise in banking and financial services. He has extensive experience in various facets of banking - from commercial, retail, corporate, International Business and Leasing. He has been a speaker at various forums, been a guest speaker at the Staff Training Colleges of Banks, Indian Institute of Management, Indian Institute of Bankers, Bankers Training College, and National Institute of Bank Management. He has written and published articles in several business and International financial publications



on a variety of topics.

Mr. Kumar is also a gifted artist who enjoys painting in a realistic style in all mediums – from oil, acrylic, charcoal and water color. He enjoys listening to music and in his younger days played cricket at University and State levels.





## C-Talk By Mr. Anil Patro

Director HR, Meritor HVS India

Sep 8th 2018

The second edition of C - Talk Series was delivered by Mr. Anil Patro, Director HR, Meritor HVS India on 8th September 2018. Students gained insights into the Indian, Joint Ventures (Indian & MNC Partnership) and MNC working culture as he shares his 20 years worth of experience! As Director, HR for Asia Pacific with Meritor Commercial Vehicle Systems India Pvt Ltd, Mr. Anil Patro's C-Talk was sure to engross the audience with the in-depth knowledge he will bring in the field of HR.

He mentioned that during his journey how a person from MS in psychology and an IITian ended up being a HR personnel. As he mentioned, introspection is the most important tool in an individual's life and clearly mentioned that "NOTHING COMES EASILY". While interacting, he even focused on the point that an individual should have a dream which can be visualized, and there has to be deadline to accomplish that dream. He talked about Career, Lifestyle And Self Management While talking about self-management he focused on four main points:

- a) Performance
- b) Potential
- c) Firmness
- d) Consistency.

These should be the focus areas of an individual's life to achieve success and growth for



a better life. He said that "MANAGING PEOPLE IS AN ART" and this art is perfected by an individual over a period of time and he or she continues to keep on learning.

This gave ISBRians a clear guidance on how to accomplish their goals in the right way and how culture, environment and ethics play an important role in growth of an individual's life.







## Sports Day - MILAAP 2019

The much awaited annual sports event - Milaap was held on April 24th, 2018 with great zeal, excitement and frolicsome atmosphere. The programme began with the welcoming of all the students with stirring music. All the students from the PGDM batch, MBA batch and law students took part in the event.

The day kick started with the cricket match witnessing some wonderful spirit and energy right from the start of the game. The spotlight of the game were the exciting rules framed according to the indoor box cricket game.

Simultaneously, there were 6 teams from the women side competing for the medal as well with the same box cricket rules.

PGDM students won the finals in both boys and



girls cricket.

The next event was the turf football event which again witnessed reckless energy from all the teams and in the end, the final year students of PGDM batch bagged the medal.

The day was hauled for the lunch break with delicious lunch being served for all the students.

The next session of the day started with the badminton game for both boys and the girls (singles), witnessing the thrilling smashes and drops in the game by the participants.

Aman from PGDM batch grabbed the medal in the final.





## CSR GLIMPS

### Kerala Relief Collection Drive @ ISBR



### Green Campus Initiative @ ISBR



### Walkathon on Save Water



### Creative Waste Management





## PANEL DISCUSSION

Insightful, informative panel discussions are an integral part of ISBR. Apart from knowing more about specific topic, students get to experience both sides of the argument and different perspectives. Eminent personalities in diverse fields participate in these discussions, making them a wonderful part of the campus life of every Indian.

## Book Launch of “My Conversation with Money” & Panel Discussion on “Managing Money for Millennials”



**“Finance is not merely about making money. It’s about achieving our goals and protecting the fruits of our labour.”**

On 18th February 2019 ISBR Business School hosted inauguration of book “My conversation with money” by author Shweta Jain followed by a panel discussion on “Managing money for millenials” consisting of panellists Ms. Shweta Jain (Founder, Investography Pvt. Ltd), Mr. Uday Dhoot (CFA, CFP, Founder OyePaisa.com), Ms. Ashoo Keshav (Head South- Family Offices, Distribution/E-Business at DSP mutual funds), Ms. Lynette Nazareth (Program Director at CGP India) and Mr. Kirron Bindu (Senior Faculty Finance - ISBR Business School & Founder-Mellen Capital).

The event started with Mr. Manish Kothari (Founder and Managing Director - ISBR Business School) addressing the students and telling them about the lessons he learnt about money since childhood and how he is implementing those lessons in present too. It was followed by inauguration of the book after which Ms. Shweta Jain addressed the students and the panel telling about her experiences and her book. She emphasized on importance of managing the money, how the present YOLO mentality of millennial has been shaking up the savings pattern and gave tips like save first and spend later.



Millennial also known as Gen Y, usually refers to the people born between the years 1990 to 1996 or the individuals who reached adulthood during 21st century. In the panel discussion followed by the inauguration, the panelists discussed how the millennial are facing a different financial picture than what their parents did when they first started out. The panelists helped each and every one to understand how to recognize these differences and make necessary changes so that the finances are handled in an effective manner. The panelists suggested students to undergo essential financial planning such as effectively dealing with their student loans, keep looking for new and better



opportunities during job to stop or reduce the usage of credit cards etc.

This entire event was a great learning for the students as it is the most crucial time of their lives where they are going to lay the foundation of their future and learning like these will definitely help them to plan better and more effectively for a better future.





# International Study Trip

Malaysia and Singapore **Jan 27th 2019**



On date 27th Jan 2019 students of PGDM batch 2018 went for a week long international study tour to Malaysia and Singapore

## Places Visited In Malaysia

- Royal Selangor
- Batu Caves
- Genting Highlands
- Petronas Twin Tower
- Thean Hou Temple
- Putrajaya
- Istana Negara
- River of Life
- War Memorial
- Harriston Boutique
- Time Square
- Beryl's
- King's College

## Places visited in Singapore

- Land Transport Authority
- Marina Bay
- NEWater
- Sentosa Island

## Takeaways from the trip

- Time Management
- Respecting each others culture and tradition
- Rules and Regulations leads towards better a nation
- Understanding the work life balance
- Making new diversifying groups



**DAY 1**

**DATE: 28 JANUARY 2019**

**ROYAL PLACE: SELANGOR**

SUMMARY: This is Malaysian pewter manufacture and retailer, the largest of its type in the world. The company offers a thousand tableware, gift items, tankards, tea sets, photo frames and wine accessories. There they allotted us one guide, he was explaining about the history and products they make but they did not take us to the main factory. We observed the employees making the money tree.



**PLACE : ISTANA NEGAR**

SUMMARY: The official residence of the monarch of Malaysia. It is all covered with the hills and trees.



**PLACE: WAR MEMORIAL**

SUMMARY: We saw the national monument which is a sculpture that commemorates those who died in Malaysia's struggle for freedom during the world war 2 and then the Kuala Lumpur Cenotaph

that the British made in 1921. On the monument the dates are sculpted of the world wars.



**PLACE: HARRISTON BOUTIQUE**

SUMMARY: There the chocolates we get are handmade and packed very beautifully. The containers are very differently crafted. They have made some new chocolates using the yoghurts and strawberry.



**PLACE: TIME SQAURE**

SUMMARY: That mall is having 4 floors with almost 900 shops in that. There was one showroom in which every product is for 6RM.





## LEARNING

- Packaging is very important for the all the products, it can be the main factor of the purchase.
- Managing a large number of employees is very important especially the manufacturing factory.

## DAY 2

**DATE: 29 JANUARY 2019**

**PLACE: BERYL'S**

**SUMMARY:** Beryl's is a chocolate boutique, the guide showed us how the chocolates are made from the scratch through a video and after that we were allowed to buy those chocolates and those were actually less expensive.



**PLACE: KING'S COLLEGE**

**SUMMARY:** That college is on 7th floor. Over there we met the Director of academics and staff members, they told us about the college and the education system of Malaysia and we also got a

chance to interact with the students of that college.

## LEARNINGS

- Education system is different from country to country but the core subjects are similar.
- Using of proper offers and discounts at the chocolate store.

## DAY 3

**DATE: 30 JANUARY 2019**

**PLACE: BATU CAVES**

**SUMMARY:** Batu Caves is limestone hill that has a series of caves and cave temples. There are 272 steps that we have to use to visit the temple. We were asked to wear full clothes otherwise we have to take cloth from the temple and have to roll around us. Over there the coconut water and dosa's are really famous.



**PLACE: GENTING HIGHLANDS**

**SUMMARY:** This is a high-altitude hill resort situated in the Titiwangsa Mountains northeast. The site comprises of hotels, a shopping mall, theme park and the Casino. We went to the mall through the cable car which was the most exiting part of the place. It was almost in the clouds.



**PLACE: PETRONAS TWIN TOWERS**

SUMMARY: This is the twin skyscrapers. That was tallest building in the world from 1998 to 2004. There is also a retail center Surya KLCC at the towers and one of the costliest malls in Kuala Lumpur. We clicked a lot of pictures and in the night, it was looking so beautiful.



**LEARNING**

- Maintenance of property is important as the resorts are built at such a high altitude.
- Paying tributes towards your country.

**DAY 4**

**DATE: 31ST JANUARY 2019**

**PLACE: THEAN HOU TEMPLE**

SUMMARY: This is a 6 - tiered temple of the Chinese sea goddess Mazu. It was officially opened in 1989. At the temple there was a box in which you can choose your lucky number and then you can pick the paper on which your number is written it will tell about your personality and future. The temple was so decorated because of the Chinese New Year and they were giving the greeting cards for the same also.



**PLACE: PUTRAJAYA**

SUMMARY: We entered the city through the Seri Wawasan bridge. This city is the federal administrative Centre of Malaysia. There is also Putrajaya lake, square, wetlands park and botanical gardens. There was a mosque near to that where you can go only if you are wearing full clothes.



**LEARNINGS**

- As there are so many religions, people respect each other a lot.
- There should be a totally different place for solving all the issue.

**DAY 5**

**DATE: 1ST FEBRUARY 2019**

**PLACE: LAND TRANSPORT AUTHORITY**

SUMMARY: There were many big screens where you can check about the transport of Singapore. There was model of a bus in which there was a proper place for the wheel chairs and there were gaming sections also through which you can learn about how you can control traffic. In the last





segment they showed us the video related to all this.



**PLACE: MARINA BAY**

SUMMARY: There we went to the mall which was the costliest one in the Singapore. Then we saw the water light show over there. All the water is used again and again. That was such a nice experience, that show happens after every 30 minutes and it works through the laser lighting also.

**LEARNINGS**

- Through the games I played or the model I saw I learnt how important is that to manage the traffic for the safety of ourselves as well as for other people.
- Man made things are gaining more share and natural things are less in number.



**DAY 6**

**DATE: 2ND FEBRUARY 2019**

**PLACE: NEWater**

SUMMARY: It is the brand name given to reclaimed water produced by Singapore's Public utilities board. The guide showed us how they treated the waste water through the help of the dual membrane and ultraviolet technologies.



There were many students who came from different schools and colleges. In the end they gave the bottles with that new water they purified.

**PLACE: SENTOSA ISLAND**

SUMMARY: Firstly, we went to see the aquarium, there we saw dolphins, reef cave, crabs and many more. That place is a home to more than 10000 marine animals. Then we took mono rail to reach the Sentosa Beach, there we redeemed our coupons which was of 10\$ for the food and drinks. We stayed at the beach for almost 1 hour and then we went for the show – Wings of Fire. It was the show which had both mystery and magic.

**LEARNING**

- Water is a very important factor so instead of wasting it we should reuse it.
- We should always use the latest technology for the new inventions.



# TEDx ISBR Bangalore 2019

April 26th 2019



On 26th April 2019 ISBR Bangalore Organized yet another episode of TED talks in Jagriti Theatre, Bangalore with mesmerizing Performers and eminent Speakers. The event was grand success and full house with 100% ticket sold out. The following were the some of the speakers and performers who gemmed the TEDx event.

## **GHATAM GIRIDHAR UDUPA**

World renowned percussionist Ghatam Giridhar Udupa who started his journey at the age of 4 is one of the most loved names in the field of music. With three decades of musical journey enriched by collaborations with eminent artists across the world, concert visits to more than fifty countries and numerous accolades and awards, Udupa today stands as a true global icon, an ambassador of world music, and a pioneering exponent of Carnatic classical music. He is the founder and director of The Udupa Foundation, a registered charitable trust founded in 2015 and the Brand Ambassador for Harman AKG Microphones. He is one of the few musicians from India to perform at



the prestigious “United Nations” with Dr. L. Subramaniam in March, 2011. Apart from playing authentic Carnatic Classical music, he has performed in many Hindustani Classical, Fusion, Jazz, Blues, Flamenco, Celtic Music, Latin Music, Arabic Music, Japanese Music, Talavadya (Percussion Ensemble), Bollywood Music, European Folk Music, Symphony Orchestra and has been part of numerous International Music Festivals. Udupa is part of his own Carnatic World Music band “Layatharanga”, Flamenco band “Indialucia” and Carnatic-Jazz cross over



European band “Saagara”. Music lovers from across the globe celebrate the finesse of his fingering, the dexterity and speed of his intricate rhythmic designs, and his contagious energy and charm on the stage.

### SHAILAJA RANGARAJAN

Shailaja Rangarajan, an IT business consultant who quit her job in 2014 to begin her journey for the betterment of our environment through waste management and upcycling.

Shailaja says, “Looking at my little daughter, I often wondered what kind of world we were leaving for our children that was overflowing with garbage and extremely depleted of resources”. After devoting some time into the waste management industry, Shailaja came up with the idea of ‘Rimagined’ (An online and offline store which offers wide range of upcycled products such as Home décor, fashion accessories, furniture etc.) Having upcycled approximately 60-70 tonnes of varying categories of waste until now, Shailaja hopes to take the concept of upcycling across the country as a movement and bring back the traditional way of living practised by our ancestors, besides helping the country manage its waste in a creative and sustainable manner. Her long-term goal is to make upcycling a movement. She wants to offer upcycled alternatives to what people want to buy and provide sustainable and transformational livelihoods for under privileged women.

### ANAND MALLIGAVAD

Anand Malligavad, a techie from Bengaluru single-

handedly revived a lake in 45 days and plans to save more by 2025.

It began on April 20th, 2017, with a budget of Rs 1 crore and 17 lakh, provided by Sansera Foundation. With the help of a senior citizen, B Muthuraman, aged 74, they covered almost 400 houses to spread awareness. The Kyalasanahalli Lake near Anekal was restored in only 45 days. Anand designed and executed the rehabilitation procedure with the help of nearby communities, including several techies from Electronic City. The Lake at first was a total disaster, all dried up and villagers were using it as a dumping ground, from that, they went on to create an oasis with merely three earth movers and six trucks. Although, this wouldn't have been possible without the help of any industry experts, architects or engineers, and fellow citizens who along with Anand, a mechanical engineer, removed almost 4 lakh



cubic meters of mud from the lake. Mr. Anand was also the man behind rejuvenating the Konasandra Lake which was worse than the foam-filled Bellandur Lake. With 42 more lakes to be saved, Anand has already planned his next strides at Gavi and Nanjapura Lakes, with a plan to transform the latter into ‘one of the best’ wetlands in India.

### SANDHYA UDUPA & CREW

Vidushi Sandhya Udupa is truly a multifaceted artiste with mastery over Bharatanatyam, Kuchipudi, Yakshagana, Carnatic classical music and a qualified interior designer. She has been



nurtured in a rich culture of art, tradition and is a newgen artiste who is committed to taking the finer aspects of our culture to wider audiences. She is also a versatile artist adapting to various global styles and creative collaborations. Sandhya Udupa has been learning and performing Bharatanatyam for more than 25 years. Her good command over the technical aspects of Bharatanatyam and aesthetic grace has brought several awards and accolades for this young artist. She is a disciple of Karnataka Kalashree Vidwan. With her Guru, she has had a privilege to perform at International platforms like Fremont Library, 'Smithwick Theatre' San Jose, California, alongside conducting various workshops. Ms. Sandhya is also a renowned Kathak dancer and has performed with her crew at various sabhas across the country. She is currently been trained on the finer aspects of the form under the guidance of Guru Smt. Indira Kadambi in Bengaluru. Sandhya is learning Kuchipudi under the tutelage of Guru Vidhushi Vyjayanthi Kashi for the past 7 years. As part of the troupe led by her guru, she has conducted workshops and performed in many festivals. Sandhya Udupa, being the trustee of Udupa Foundation, a registered charitable trust which aims in promoting performing art, envisions continuing the rich tradition of Indian dances through performances and training the new generation of dance enthusiasts in this excellent art.



## NUKKAD

Nukkad is one of the oldest forms of story telling in India, forgotten today except for a few villages. People gather around a tree to watch actors present a story through narration, music or drama. It is considered as the forefather of theatre in India. It brought together comedy and commentary on social issues. It is not being pursued anymore, either because it is forgotten or not appealing to sophisticated crowd; due to its rustic and raw nature. It is not preachy but reflects societal issues as is, for example, body shaming faced by women. And now, Anshulika, Founder – Red Polka Production has bought this authentic art form back onto the streets of Bengaluru. She is a film and theatre actress; producer of theatre and films. She has been involved with multilingual theatre in India. Starting her journey of theatre in Delhi and Bombay, she moved to Bangalore and has been part of various theatre productions in Urdu, Hindi, English and Bengali. She has worked in women centric films which have been screened in both national and international film festivals.

Prataya Saha, the Chief Creative Director of Red Polka Productions who lives in Bangalore has a unique independent theatre and film company in the city. He started off as an in house photographer at the Jagriti theatre in Bangalore back in 2014 before moving to London where he collaborated with some local artists. His work has been widely published in most National Newspapers including Times of India, The Hindu, Deccan Chronicle, Deccan Herald, The New Indian Express, The Economic Times, etc.





# Abhinandana 2019

May 1st, 2019



1st May which is celebrated as International Labor Day, had a different meaning for a business school in Bangalore. International School of Business and research felicitated women on this day with various awards for achieving big milestones. Abhinandana is a platform where women hood is celebrated as they reach great heights in various fields.

The chief guests of the event were Smt. Gangambika Mallikarjun (Worshipful Mayor, Bangalore), Mr. Sudhakar Shetty (President

FKCCI), Mr. Chiranjiv Singh IAS, Prof. K R Venugopal (Vice chancellor, Bangalore), Mr. Manpreetsingh Sachdev (Vice president, IACC-SIC), Ms Michelle Wade (Commissioner to South Asia state govt. of Victoria).

The award ceremony was commenced with lighting Lamps and Dr. Anandram (Senior Director, ISBR group of institutions) delivering the welcome address along with felicitation of the chief guests of the event. Then the event was a flow with presenting the most awaited awards like Life time





achievement award, Institutional award, Women of distinction awards and shining star awards.

The life time achievement award was presented to Padma Shri Saalumarada Thimmakka (who was the special guest of Honor) for her outstanding achievement and contribution to environment. She has planted over 8000 trees over a span of 80 years and at this young age of 106 years, she is still strong and is an inspiration for youngsters. Mr. Manish Kothari (Managing director, ISBR group of institutions) had presented this award. Mahila sabaleekarana prashasti the Institutional award was presented to COWE (Confederation of Women Entrepreneurs, Karnataka) for the empowerment of women.



Women of distinction award was presented to Ms. Ashwini Nachappa (athlete), Ms D. Roopa IPS (Inspector-general of police), Ms Michelle Wade (Commissioner to South Asia state govt. of Victoria). Shining star awards were also presented to Ms. Sushma Desai, Ms. Pallavi Jain, Ms. Kanya Reddy, Ms. Bharathi Rajesh, Ms. Pushpa Latha, Ms. Anvitha, Dr. Sandhya Ravi, Dr. Priya Ranganath, Ms. Pushpa Gundi, Ms. Farzaana, Ms. Sushma Kanetkar, Ms. Asha Sampathm, and Ms. Supriya Kanetkar for their work and achievements.

Shramaramba Awards were presented to Dr. Soumya Prakash, Dr. Kavya Shree and Ms. Garvita Gulhati for being Rising Stars and achieving success through self-reliance.

The glittering event came to an end with the moment of joy and excitement of the awardees who are filled with emotions & thoughts which they had shared with us. The whole event was a great success in celebrating women achievement and the auditorium was filled with joy, leaving the Inspiration to the budding women entrepreneurs.



# ISBR Convocation 2016-2018

Nov 17th 2018

ISBR Business School, Electronic City, Bangalore, celebrated their Annual Convocation on 17 November 2018 at Electronic City Campus.

Shri Basavaraj Horatti, Chairman of Karnataka Vidhana Parishad, Mr. Gert Heijkoop, Consul General of Netherlands and Mr. Guliano Bonato, Chairman Indo Italian Chamber of Commerce and Industry delivered the convocation address. 140 students were given their graduation certificates and various students were awarded gold medals for meritorious performance (GEMS of ISBR) in various streams.

Key Highlights being,

The prestigious Platinum Award in succession by CII and AICTE.

Many international recognitions – Singapore, France, Spain, SAARC, Israel, Italy.

National Accreditation by NBA

Research Centre for PhD Students

Launch of the prestigious ISBR TEDx Program

Launch of Skill Capital 2018 - an initiative to provide skill based internship with 60+ companies.

As part of CSR 'Abhinandana' awards were given off to Women Achievers

Launch of Law College at its New Campus along with the UG Courses

Introduced various certification courses in Skill Management and Sports

Association with various governing bodies like NASSCOM and CII.

Delivering the convocation address, Hon'ble Sri. Basavaraj Horatti expressed his views on ISBR International Standards cross culture learning and appreciated the institution for shaping





students to attain global exposure. He proudly shared his humble beginning - that his mother made him minister facing the challenges being a middle class family in the village. He also shared his experiences and contribution for justice of teachers and education system. He advised the students to stand on the oath and keep the sacrifices of their parents in the mind and appreciated the performance of the students.

**Gert Heijkoop**, delivering the inaugural address, congratulated the students and mentioned that his visit to the country was beautiful. He announced scholarship programs to the students drawing comparison with Netherlands and its economic growth. Spoke about the current job trends, health care, global life expectancy and



estimated the future in 2050 expecting to be much healthier, longer and richer in his country.

**Guliano Bunato**, being from Italy stated that his country is not only about wines and pizza but business and growth. He also gave guidelines on internships in Italy and various international collaborations. He congratulated all the passed out students for their excellence in the journey of ISBR.

**Manish Kothari**, Managing Director of ISBR group of Institutions, congratulated the graduating students. He dedicated the success of students to the parents and showed his love and respect to his father, Mr. Prakash Kothari, the chairman of institution.







# ISBR Alumni Meet - Rendezvous

Nov 17th 2018



The name of the event was chosen as “RENDEZVOUS 2K18” and the theme of the event as Red Carpet. With respect to all fields of management, this event also went through detailed planning, organizing, delegation of work, ownership of tasks, leading and controlling.

Let us take a look at how this event was organised in the points listed below.

The purpose of the Alumni Meet was to bring the ISBR Alumni and the pursuing batch students of ISBR on a common platform and let the alumni share valuable insights about the contemporary work environment in different organizations and how they could be turned employable. This purpose was crystal clear as it was in sync with the event name “RENDEZVOUS” which means “a meeting at an agreed time and place”.

The vision of RENDEZVOUS 2K18 was to increase the interaction between the alumni and enhance industry connect of the ISBR students.

As the theme was Red Carpet, it was decided that the alumni will be given a memorable Golden

Ticket at the entrance. The designing of it was done by Shadab of 2009-11 batch. Also, the students requested the alumni to dress up like a celebrity while reaching to the Alumni Meet and walk through the red carpets. Few students were put in charge of the registration desk to welcome the Alumni with a rose bouquet and chocolate and honour them with the issue of the golden tickets. Amphitheatre was planned to be decorated in the Red Carpet theme by keeping celebrity posters all over the amphitheater. The Main gate held an arch that had the clippings from all the old gen film sequences from Indian languages. To keep the





alumni excited about the event and memorable, a percussion band called “SWAHAABAND” was invited to perform at the event. Swahaa are an Indian based percussion band hailing from the city of Bangalore. Students used their creative minds in decorating the cinema posters.

Credit goes to Sandeep Sharma. It was his idea and he was good in convincing the leadership team of the Alumni Meet to bring Swahaa band to ISBR to perform. This turned out to be the hallmark of the alumni meet as each and every person present in the Alumni Meet was enthralled by the Swahaa band and keep the Alumni dance with the existing students.

#### Build good rapport with your team members

Being apart of the organizing team made each student a good team player and their relationship with each other enhanced in the process. The students got to know each other’s areas of strengths and weaknesses and they exchanged roles accordingly keeping the success of the alumni meet in picture.

Organising and Co-ordinating - adapt as team dynamics change

The One Year PGDM (2018-19) students of ISBR were given the opportunity to organize the ISBR Alumni Meet 2018 as their Major Project supported by the coordinator.

The planning had been done by them and then went in to the execution phase of the event. On the day of the Alumni Meet, all the students came early to ensure that the things are in place. Based on the situation, the students were adaptable and flexible in ensuring that the alumni stays back in the college by engaging the alumni in fun activities and by interacting with them.

#### Musical Night with the Swahaa Band

We had on board 158 Alumni for RENDEZVOUS 2K18. It was exciting to see the event finally taking shape. The Alumni of ISBR dressed up like

celebrities as per the theme of Red Carpet. There were plethora of events such as the following.

- 1) Singing performances from Bodhayan Pal, Sandeep Sharma and other Alumni
- 2) Ramp walk
- 3) Dance Performances : both cultural and traditional.
- 4) Fun games to engage the Alumni.
- 5) Impromptu singing performances.
- 6) Distribution of prizes for the alumni who actively participated in the fun activities.

And the finishing touch of the event was the scintillating performance by the Swahaa band group members. The crowd went gaga over the band members. What an amazing musical night it was! The Alumni as well as the students present there had a fantastic time and it was a night to be remembered for the ages to come because of the mind-blowing performance by the Swahaa band and the Alumni.

RENDEZVOUS 2K18 was indeed a grand success.





## ANNUAL REPORT 2018-2019

The past year and its achievements are summarized and showcased in the form of a report. They might be factual and to the point, but the emotion behind these achievements is great.

# ANNUAL REPORT 2018-2019



ISBR Leadership team is pleased to present the annual report for the year 2018-2019. Year after year the saga of journey at ISBR is becoming more and more interesting and fulfilling. Off course the year is decorated with the bouquet of novel ideas, creative events and progressive initiatives.

I present to you in a nutshell the vision, the dream and how we are moving towards achieving them.

### 1. Unveiling success traits:

a. ISBR Business School once again is ranked as “Platinum Institute” under AICTE-CII Survey 2018 successively for the third year.

b. Grand Jury Award -Quality of Campus Life for providing the best of facilities in the campus by Education World.

c. Grand Jury Awards – Student Diversity for celebrating diversity and demonstrate a commitment to create a safe and supportive community

d. Dr. C. Manoharis elected is as a chairman of National Committee on Education & Skill Development, IACC Mumbai and Manohar serves as a chairman, Karnataka & Kerala Chapter, Association of Indian Management Schools, Hyderabad.



**Dr. Manasa Nagabhushanam**

Director - ISBR

## 2. New projects And Initiatives:

As ever ISBR has continued to spread its wings and mark its footprints by expanding its horizon.

- a. We have started ISBR Law College and integrated as well as independent law program supplemented by certifications courses in constitutional law, cyber law, intellectual property. We are committed to create the most productive learning ecosystem for these programs to become a success.
- b. We have added much new age specialized courses such as BBA in Aviation management and MBA affiliated to Bangalore University.
- c. Adding another feather in a cap as an initiative to support working professionals we have started an evening college offering B.Com.
- d. We have expanded the coverage of PGDM program in New Delhi to service that needs of industry in the northern region at the National Level.
- e. We have launched PGDP program in association with Nanyang Technological University- Singapore.

## 3. Internationalization:

While we have deepened our relationship with European universities, our partnership is sought after by institutions in the SAARC region. We have an MOU (memorandum of understanding) in place with renowned Prime Asia University Bangladesh while new channels are being open with Srilanka, Nepal and Burgundy School of Business, Spain and to encourage Research collaborations, exchange of students and faculty and share best practices.

## 4. Academics:

During the yearend report, over 240 students enroll themselves under MBA and PGDM Programs going through ten specialization streams. We may admit with pride that we have achieved results of 98%.

- I. We are happy to announce that our PGDM program is NBA accredited. NBA accreditation directly relates to the career & employability of the graduates in the school and pursuing a specific program. The accreditation of NBA clearly indicates the commitment to excellence.
- II. We are happy to announce that we have received AIU equivalence for PGDM program.
- III. We also have one year PGDM program of Bangalore University, all under the umbrella of BET.
- IV. Our faculty have contributed research papers and undertaking consultancy assignments with industry/Chamber of Commerce and Business Establishments.
  - a. ISBR welcomed its PGDM Batch 2018 students in the month of July 2018. Sri. G Kumar Nayak ( Vice president , Bangalore management association , MD, Karnataka power corporation ltd), and Mr. K. Raghu (Member, Board ,board of international Federation of accounts, USA, Past president Institute of Chartered Accountants , India) Graced the occasion as chief guest for PGDM



2018 Batch inauguration respectively and blessed the new joiners.

b. ISBR conducted several panel discussions, Guest lectures, Workshops, Seminars with active engagement from industry.

c. C talk Series: In order to bring the best of creative and management leaders from corporate we have launched a series of C talks. Mr. Vikram V kant , VP ABB India and Ms. Poornima Matthan, Head Corporate communications, Lenovo India and South Asia and many more corporate leaders have come and shared their valuable experiences under C talk .

d. Internships: Skill capital, internship fair 2019, was held on 28th and 29th that have helped in recognizing and augmenting the business skills in different domains through internships providing practical exposure in real life situation. We received abundant response. Over 69 companies participated and engaged the talent. The process involved strategically mapping the student's skill to expectations of the organizations. The students committee along with the placement department induced a base of 60 companies from the industry to map over 180 students. The companies that were on board this time included IBM, Myntra , Future Group, Microland, TUV Rhineland, 3M , Taj West End , L&T Constructions , Ernst & Young , Volvo, ITC, JIO, WIPRO and many more.

e. International Exposure: Under student exchange program ISBR students visited Group Esc Troyes, France, HOF University, Germany similarly French students from Troyes studied at ISBR a full semester. All the PGDM students visited Singapore, Malaysia, under International Study Tour Program.

f. Students' development beyond classroom: As ever students were engaged throughout the year in organizing and hosting a number of events academic and cultural.

g. Mentoring: Mentorship Program at ISBR is setting a benchmark in its class among the best of

B School in the country. Mentors from within and from industry have contributed a lot.

### **5. Research Centre:**

a. Research team is expanding. Many new research scholars have joined the team. On 13th May, we had a new PhD batch inauguration for 2019 batch.

b. Four Research scholars completed their Ph.D from our Research Centre and were awarded doctorates

c. We have hosted International Research Conference in association with AIMS (Association of Indian Management School) recently on 7th April 2018. We are launching a series of research publications covering sector studies and innovative topics.

### **6. Placements:**

Placements for the batch 2017-2019 had over 100 recruiters on board to hire 150 students to the talent connect drives.

Startups to top companies from automobile, Retail, manufacturing, E-commerce, Infrastructure, BFSI, FMCG, Information technology, Consulting and Healthcare sectors participated in the recruitment process. Top brands like Morgan Stanley, Arvind Group, Amazon, Flipkart, Berger Paints , Byju's, HSBC, Reliance Retail, Page three industries, JP Morgan, Thomas Cook, Biocon, E&Y, Bank of America, Cognizent , and many more offered challenging roles in analytics, IT, Marketing , HR, Supply Chain and International Business with salary in the range of INR 4 LPA to 20 LPA.

### **7. Admission:**

This year we started ICAT, an online admission test for our various programs. We have seen 50% increase in no. of applications.

**8. PMP Program:** This year we delivered a powerful Pre Master's program for PGDM



aspirants which help the applicants to come on the board for the PGDM program well prepared. They come with the clarity of learning objective which help them to be more effective in absorbing and augmenting their learning

### 9. Executive Education Program:

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

### 10. CSR:

CSR at ISBR has been a part of our life Art of Living has partnered with us for inculcating healthy living practices and spreading Indian ethos and values.

a. World water day: We played the major role in water conserve awareness. We share the community concern for nature and environment. We took up the water crisis of our city Bangalore and in association with (Electronic city industry association) EICIA organized walkathon in electronic city. A skit on “nature for water” was

enacted by the students at the event of Bangalore water supply and Sewerage board (BWSSB) to generate the social awareness. Many CSR activities such as Kerela Relief Fund, Waste Management workshop, World Water day, Plantation Drive.

b. Abhinandana 2019 - Year after year Abhinandana is becoming more popular. Women achievers from different walks of life are honored and awarded this year too. We have preveiled to have achievers like Ms. D. Roopa, IGP, and Environmentalist Padmashree Awardee Saalumarda Thimmakka.

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

Presented by:

Dr. Manasa Nagabhushanam

- Director, ISBR Business School

- Executive Council Member, Central University of Karnataka, Kalaburagi

- Executive Council Member, CESS, Bangalore





## AWARDS & ACHIEVEMENTS

It was a year of achievements for ISBR. Rankings and certifications added quite a few feathers to your cap.

## Recognized by Forbes



It is an honor to be recognized as "Great Indian Institutes 2018 by Great Place to Study" by board for Forbes Marquee Edition. We aim to provide best-in-class management program to aspiring management students, make them industry-ready and to develop them as global management leaders. Our success is an outcome of the hardwork and dedication of our faculty and enterprising students.

## Platinum Institute for Successive Third Year

It is a moment of pride to share with you that the AICTE-CII survey, October 2018 ranks ISBR Business School among the "Platinum Category" for the third consecutive year! We would like to thank the ISBR family, the Industry and corporate associates for reposing your faith in our system and students, year on year.



## Mr. Manish, MD, ISBR as Panalist of ASMA



Our notable educationist, Mr. Manish Kothari (Founder, MD ISBR) is one of the esteemed panelists of the ASMA Annual Convention Awards 2018 - India's biggest platform for academicians to connect and collaborate. Mr. Kothari gave a pathbreaking session on the latest innovations, best practices and trends impacting higher education in areas such as Digital and Social Media, Edu-Tech, etc. His inspiring words have made us reflect on the unusual ideas to adopt.

## ISBR Founder Mr. Manish Kothari Represents India at Education Forum in China

Mr. Manish Kothari, Founder and Managing Director of ISBR Group of Institutions represented India at the Education Forum for Asia Annual Conference – 2018, held in Chengdu, China, from September 20 to 22, 2018.

The conference was a platform for communication and dialogue between governments, businesses and NGOs to explore and provide sound solutions to the forefront issues facing today's education field.

Mr. Manish Kothari addressed the Conference on 'University Mission in Community of Shared

Future for Mankind'. He traced the global trends and developments in higher education, research, development and entrepreneurship. He professed that the climate of mutual trust, confidence and respect were essential to realize the enormous potential of partnership among nations and thereby, "we can contribute to peace, stability and prosperity, give new direction and energy to the global economy".

The mission of any university is to create knowledge that would transform humankind, enhance the quality of life and create a stable, secure and peaceful future, he advocated.

However, diverse and different the ideologies, tone and tenor of religions were, the philosophy of life was one and the same. Shared future could emerge only through sustainable environment. Mr. Manish Kothari deliberated on the need for achieving integration in global education system and policy environment.









# Placement Report Batch 2017-19

OVERVIEW	
BATCH SIZE FOR PLACEMENTS	115
NO. OF PLACED STUDENTS	105
NUMBER OF PPO	15
MAXIMUM SALARY(LPA)	12
AVERAGE SALARY(LPA)	6
PLACEMENT PERCENTAGE (%)	91.3
NUMBER OF SECTORS	15
PLACED % THROUGH ALUMNI	16
% OF NEW RECRUITERS	39

Student Name	Company Name
Shreekara Bhat	Decathlon
Matha Praneeth	Olimpio
Pooja Sharma	CMC
Mohammad Ayan	CMC
Saurav Singhania	JARO Education
Sativada Ramya	BlueInd Consulting
Atish Nair	BlueInd Consulting/ Expat Partners
Anirban Mukherjee	Mind spring Consulting
Avuthu Sushmitha	IBM
Amit Dey	CRISIL
Himani Narang	Artech
Meena Goda	Expat Partners
Mounika S	Microland
Sai Charan	EXPAT PARTNERS
Avesh Sharma	Vedantu Innovations Pvt Ltd
Pratik Sen Gupta	ConvertCart / BYJU's
Surabhi Pandey	ConvertCart
Swayam Sen	ConvertCart / BYJU's
Prithwish Sarkar	BYJU's
Abhinav Pratap Singh	BYJU's
Sayantani B	STANTON CHASE
Ankur Chakraborty	HSBC

Student Name	Company Name
Abhijith O	Spandana Sphoorty/ Kotak Life
Ankit Gupta	Spandana Sphoorty
Bowdhayan Pal	Spandana Sphoorty/biocon
Soumitra Mandal	Kotak Life Insurance/HSBC
Bonissan Prasad	Swiggy
Kulkarni Deepti Deepak	Swiggy
Preeti Singh	HSBC
Dripta Ghosh	HSBC
Bandlamudi Gopi Chand	HSBC
Hemant Kumar Rao	HSBC
Hardik Bhatt	HSBC
Shaini Paul	HSBC
Manisha Paul	HSBC
Vaishanavi Heda	State Street
Jaspreet Kaur	EXPAT PARTNERS
Mudulaghar Yamuna	RAHI SYSTEMS
Shivam Singh	FUTURE GROUP
Vinayaka B S	MAX LIFE
Ekta Singh	DECORPOT
Pragya Ashok Kumar	DECORPOT
Aswin Anand	JARO Education
Kowshik G R	Seventh sense



Student Name	Company Name
Vasudha Kataria	CARGILL
K H Vishnu Sharman	CARGILL
Yash Kalra	BIRA
Kothapalli Venkata Naveen	NORTHEN TRUST
Swagat Patnaik	PINCLICK
Sarika Das Pattnayak	PINCLICK
Pavan Kumar V	PINCLICK
Pallavi Parmar	OPPO MOBILES / INTELLIPAAT
Gajula Sai Pavan Kumar	GODREJ & Boyce
Somishetty Rahul	GODREJ & Boyce
Mahesh Parameshwar Bhat	CEASEFIRE
Sai Lakshmi	INTELLIPAAT
Jupalli Vijay Krishna	INTELLIPAAT
Gagandeep Kaur	INTELLIPAAT
Aman Ray	INTELLIPAAT
Abhilash K Siddarkar	Lake chemicals
S Deepan P	LANDMARK GROUP, SPAR
Sreeja Sengupta	JARO Education
Amisha Shukla	NORTHEN TRUST
Anshuman J H	JARO Education
T Sushmita	SHELBY
Katta Deepa	F3FINANCIALS
Indrakshita	VEDANTU INNOVATIONS PVT LTD
Jyothi	VEDANTU INNOVATIONS PVT LTD
Aayushi	ALLEGIS
Poonam	ALLEGIS
Sayantika Kar	ALLEGIS
Rishabh	ALLEGIS
Nihal	NINJACART
Venkatesh	NINJACART
Sidharth	NINJACART

Student Name	Company Name
Bvnp Sushmita	CONNECT ECHO
Aithiya	CONNECT ECHO
Anusha	CONNECT ECHO
Ayushi Gupta	CONNECT ECHO
Abhishek Tomar	NORTHEN TRUST
R.K Naidu	NORTHEN TRUST
Aditya Rakesh Kedari	EDUREKA
Sriman Narayana	NORTHEN TRUST
Keerthi Naidu	NORTHEN TRUST
Pritham	TEMPLE YARD
Yaswanth	TEMPLE YARD
Deepika	HR ANEXI
Devanshi	JPSTRIVE
Shiva	XCELERATOR
dipraj	XCELERATOR
Abhilash	Bajaj Finserve
Thangella Sowkya	IndusInd Bank
Deepak Sharma	IndusInd Bank
Bijaylakshmi	POWER BRIDGE SYSTEMS
Mishell	State Street
Akhshay	HNI INDIA
Ramya	IndusInd Bank
Rahil	IndusInd Bank
avijeet	IndusInd Bank
Neha	SHELBY
Rishav	Bajaj Finserve
Injamanul S	Bajaj Finserve
Sam Steve	ARYAN SOLUTIONS
Vani	AASAN JOBS
Reena	ATTRA INFOTECH



# List of Gold Medalists - Convocation 2018

## Batch 2017-2019 - Program : PGDM

Sl. No.	ISBR Gold Medalist	Student's Name
1	Best Student Award	Anjali Mahato
2	Best Student Award	Mona Maneck
3	Academic Excellence Award	Anjali Mahato
4	Project Topper Award	Poulami Ghosh
5	Project Topper Award	Subhojeet Baidya
6	Project Topper Award	Sammidi Paidi Pratibha
7	Project Topper Award	Anjali Mahato
8	Project Topper Award	Rohith Srinath H
9	Shri Prakash Kothari Award	Anjali Mahato
10	Marketing Excellence Award	Tania Sarkar
11	HR Excellence Award	Mini Jain
12	Finance Excellence Award	Anjali Mahato
13	R&SCM Excellence Award	Puralasetty Anil Kumar
14	International Business Excellence Award	Prachi Saxena
15	Banking & Insurance Excellence Award	Sridhar Darbha
16	Travel & Tourism Excellence Award	Puralasetty Anil Kumar
17	Information Technology Excellence Award	Sammidi Paidi Pratibha

Sl. No.	ISBR Gold Medalist	Student's Name
1	Project Topper Award	Desale Chaiali Rakesh Rao
2	Project Topper Award	Abhilash C
3	Project Topper Award	Mary Aneetta P A
4	Project Topper Award	Pandey Rahul Dinesh Kumar
5	Project Topper Award	Suraj Thapa
6	Project Topper Award	Desale Chaiali Rakesh Rao
7	Project Topper Award	Nyloosha Baradari
8	Project Topper Award	Rahul Saha
9	Project Topper Award	Nidhi Dattatray Chaoji
10	Project Topper Award	Aayush Mishra
11	Smt. Rasila Kothari Award	Desale Chaiali Rakesh Rao
12	Marketing Excellence Award I	Mihir Raj
13	HR Excellence Award I	Desale Chaiali Rakesh Rao
14	Finance Excellence Award	Niyooosha Baradari
15	R&SCM Excellence Award	Sedhram N
16	International Business Excellence Award	Ugale Atul Kadu



# Invites

## Convocation 2018

**BANGALORE EDUCATIONAL TRUST**

**ISBR Business School**  
REAL WORLD. REAL LEARNING.  
International School of Business & Research

**PROGRAM SCHEDULE**

- Registration:
  - For Graduating Students: 8:00 am to 9:00 am
- Briefing Session Graduation Students 9:30 to 10 am
- For Guests: 10 am
- Group Photo: 10:15 am
- Graduation Procession enters 10:30 am  
(Audience rise & remain standing until guests are seated)
- Invocation & Lighting of the lamp
- Welcome Address
- Presentation of Report
- Declaring the Convocation Ceremony open
- Administering the Oath
- Award of Gold Medals
- Commencement Address
- ISBR Outstanding Achievement Award Ceremony
- Address by Guests of Honour
- Release of *ISBR GEMS*
- Conferring the Certificates
- Vote of Thanks
- National Anthem
- Graduation Procession leaves
- Lunch

INVITATION

**CONVOCATION 2018**

Saturday, 17<sup>th</sup> November 2018

**ISBR Business School**  
107, Electronics City – Phase One, Behind BSNL Telephone Exchange,  
Bangalore - 560100

For any guidance, contact: 080-4081 9500, 9379711119  
E-mail: convocation@isbr.in

No person was ever honoured for what he received,  
honour has been the reward for what he gave.

www.isbr.in

RANKED  
AMONG  
TOP  
SCHOOLS  
OF INDIA

The Director, Dean, Faculty, Staff & Students of

**ISBR Business School**  
Bangalore

takes immense pleasure in inviting you to the

**CONVOCATION 2018**

on Saturday, 17<sup>th</sup> November, 2018

Time  
For Graduating Students: 8:30 am  
For Guests: 10:00 am

Venue  
ISBR Business School  
107, Electronics City - Phase One  
Behind BSNL Telephone Exchange  
Bangalore - 560100

Kindly Grace the occasion and  
bless the graduation students

**ISBR Business School**  
REAL WORLD. REAL LEARNING.

Commencement Address by Chief Guest  
**Hon'ble Sri Basavaraj Horatti, MLC**  
Chairman, Karnataka Vidhana Parishad

Special Guests of Honour  
**Sri Gert Heijkoop**  
Consul General of The Netherlands

**Sri Giuliano Bonato**  
Chairman, Indo Italian Chamber of Commerce & Industry

Conferring Suvidyanidhi Prashasti Award  
**Prof. M R Doreswamy**  
Founder & Chancellor, PES University & Institutions

Chairperson  
**Sri Prakash Kothari**  
Chairman, ISBR Group of Institutions  
Director, Globus Builders

Presided by  
**Sri Manish Kothari**  
Managing Director, ISBR Group of Institutions  
& BET Group of Colleges  
Director, Oxford College, Hubli

**Dr. C Manohar**  
Dean

**Dr. K S Anandaram**  
Sr. Director

**Bharat Jain**  
CEO

**Dr. Chandra Niranjan**  
Dean - Academics

**Dr. T Karpagam**  
Director - Academics

**Prof. G R Nair**  
Director - Admissions

**Abbas Ali Uppin**  
Head - Corporate Relations

Corporate Partners



### PGDM (1 Year) Inauguration

**ISBR**  
Business School  
*REAL WORLD. REAL LEARNING.*

**BANGALORE EDUCATIONAL TRUST**  
"28 Years in service of society"

**International School of Business & Research**  
Cordially invite you to grace the occasion of  
Inauguration of PGDM (1 Year) Program 2018-19  
On  
**Saturday, 20th October 2018 at 10:30 am**  
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore 560100

**GUESTS OF HONOUR**  
**Mr. Mohan Rajamani**  
d r r r r r r r r r

**PRESIDING**  
**Sri Manish Kothari**  
d r r r r r r r r r

<b>Dr. C Manohar</b> Dean	<b>Dr. K S Anandaram</b> Sr. Director	<b>Dr. Chandra Niranjan</b> Dean - Academics	<b>Mr. Bharat Jain</b> CEO
<b>Dr. T Karpagam</b> Director - Academics	<b>Prof. G R Nair</b> Director - Admissions	<b>Mr. Abbas Ali Uppin</b> Head - Corporate Relations	

### PhD Inauguration

**ISBR**  
Research Centre  
*REAL WORLD. REAL LEARNING.*

**Bangalore Education Trust**  
"28 Years in service of society"

**ISBR Research Centre**  
Cordially invite you to grace the occasion of  
**Inauguration of Ph.D Programme 2018**  
on  
**Sunday, 13th May 2018 at 10:00am**  
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore - 560100

**INAUGURATION**  
**Sri. R S Deshpande**  
Former Director, ISEC

**Guests of Honor**  
**Dr. Indumathi Madaiah**  
Former Vice Chancellor of Davanagere  
University & Professor of Economics  
University of Mysore

**Release of Academic Planner and Researcher's Handbook**  
**Mr. Tomoyuki Yamato**  
Resident Partner  
World1 Solutions

**Presiding**  
**Sri Manish Kothari**  
Founder, ISBR Group of Institutions

<b>Dr. K.S. Anandaram</b> Senior Director	<b>Dr. C. Manohar</b> Dean & Director Strategy	<b>Dr. Chandra Niranjan</b> Dean - Academics	<b>Dr. T Karpagam</b> Director Academics
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### Abhi Nandana - 2019

**ISBR**  
International School of Business & Research  
*REAL WORLD. REAL LEARNING.*

**Bangalore Educational Trust**  
Cordially invite you to grace the occasion of

**ಅಭಿನಂದನಾ 2019**  
"Abhi Nandana 2019"  
An initiative of ISBR, ELCIA, PR Forum & Book Paradise-Chambers Academy  
Presentation of SHRAMA Awards to Women Achievers by Men of Distinction on

Wednesday, 1st May 2019 at 11:00 am  
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bengaluru - 560100.

**INAUGURATION**  
**Smt. Gangambika Mallikarjun** Mr. Sudhakar Shetty  
Worshipful Mayor, Bangalore President FKCCI

**Mr. Chiranjiv Singh, IAS** Prof. K R Venugopal  
Former Ambassador of India to UNESCO Vice Chancellor, Bangalore University

**Mr. Manpreet Singh Sachdev** Ms. Michelle Wade  
Vice President, IACC-SIC Commissioner to South Asia  
State Govt. of Victoria, Australia

**SPECIAL GUEST OF HONOR**  
Lifetime Achievement Award  
**Padma Bhushan Saalumarada Thimmakka**  
Environmentalist

**Mr. Manish Kothari**  
Managing Director, ISBR Group of Institutions  
Presides

**MAHILA SABALEEKARANA PRASHASTI**  
Institutional Award for Empowerment of Women

**COWE**  
Confederation of Women Entrepreneurs, Karnataka

**WOMEN OF DISTINCTION Award**  
**Ms. Ashwini Nachappa** Ms. D Roopa, IPS  
Athlete Inspector General of Police

**Ms. Michelle Wade** Ms. Pranitha  
Commissioner to South Asia Cine Star  
State Govt. of Victoria, Australia

### PG Diploma Inauguration

**ISBR**  
Business School  
*REAL WORLD. REAL LEARNING.*

**BANGALORE EDUCATIONAL TRUST**  
28 Years in Serving to Society

**International School of Business & Research**  
Cordially invite you to grace the occasion of  
Inauguration of  
**Post Graduate Diploma in Management 2019-21**  
(All India Management Association)

**Chief Guest**  
**Mr. T R Parasuraman**  
Vice President, Bangalore Chamber of Industry & Commerce  
Dy MD, Toyota Industries Engine India

**Guest of Honour**  
**Mr. Kishor Jagirdar**  
Board Member, ASSOCHAM National Council for Start-ups, New Delhi  
CMD, Infopace Management

**Presiding**  
**Mr. Manish Kothari**  
Founder, ISBR Group of Institutions & BET Group of Colleges  
Director, Oxford College, Hubli

on Saturday, 23rd February 2019 @ 11AM  
at ISBR Auditorium, Electronic City, Phase One

<b>Dr. C Manohar</b> Dean	<b>Dr. K S Anandaram</b> Sr. Director	<b>Mr. Bharat Jain</b> CEO	<b>Dr. Chandra Niranjan</b> Dean Academics
<b>Mr. Abbas Ali Uppin</b> Head, Corporate Relations	<b>Prof. GR Nair</b> Director, Executive Education		



# Founders Day



*"If you want to Shine like a Sun,  
first Burn like a Sun"*  
-Dr. APJ Abdul Kalam  
*So teachers towards achieving excellence*



ISBR postulates Character and Capacity Building through **INTEGRITY**, realising **SUPREMACY** of Self to enjoy the **BEAUTY** of Life, enriched by **RAY** of HOPE.

ISBR logo symbolises its core values, it is an epitome of rising Sun.

Rising Sun! Is there one? If we believe the Earth revolves around the Sun, then there's no sun rise or sun set! A sun set in one place is simultaneously a sun rise some where else. A constant evolution, continuous movement forward, meant progress, is the only truth!

The central crust, in deep red, is iconic of human values – trust and faith, and the source of eternal energy.

Around this is the white space, representing truth and transparency, shining face of life, bright and bold.

The outer golden yellow crescent reflects the value transformation, from latent 'potential' into 'real'. As the gold would have passed through hard drilling, crushing, smelting to finally becoming precious gold, students transform through the process of vigorous training, coaching and mentoring, with dedication and hardwork, to becoming fine human beings and then effective managers!

The beaming rays around the crescent reflect the facets and tenets of skills and knowledge, with non-linear waves, assuring freedom and flexibility for self expression.

The risen and revealed SUN (through Stimulate-Understand-Nurture cycle) is what is evolved, but what's beneath and down under is more important and precious, deep inside for the individual to discover, emerge and rise, to the REAL WORLD through REAL LEARNING.



International School of Business & Research  
107, Electronics City, Phase One Behind BSNL Telephone Exchange  
Bangalore - 560100

For any guidance, contact: 9341733331, 9379711119



## International School of Business & Research



### BANGALORE EDUCATIONAL TRUST FOUNDERS DAY 2018



Dr. A P J Abdul Kalam Memorial Awards for  
Educational Excellence & Entrepreneurship

www.isbr.in

INVITATION



## TEACHERS EXCELLENCE AWARDS

### Life Time Achievement Award "Saarthaka Jeevana"

**Dr. C Jayarama Rao**  
Founder Secretary, Vidyaniketan Institutions  
Tumkur

### Leadership in Academic Excellence

**Dr. N S Ramegowda**  
Former Vice Chancellor, KSOU  
CEO, Adichunchanagiri Shikshana Trust

### Leadership in Management Education & Advocacy

**Dr. Anil Rao Paila**  
Sr. Dean, WE School & President, AIMS

### Teacher Extraordinaire

**Dr. Kerron G Reddy**  
CEO, Principal & Director, AIMS Institutions  
Bangalore

### Leadership in Promotion of Academic Research

**Dr. K Shivachithappa**  
Associate Professor of Economics  
University of Mysore

### Outstanding Teacher in Medical Electronics

**Dr. S B Bhanu Prashanth**  
BMS College of Engineering

Institutional Award for Teacher Education  
R V Teachers College, Bangalore

### Outstanding Contribution in Sports Management

**Mr. Enrico Piperno**  
MD, CS&MS

### Visionary Leadership in Management Education

**Dr. K S Anandaram**  
Sr. Director, ISBR  
**Dr. Ashok H Chachadi**  
Former Professor, Dean & Director, KIMS  
Karnataka University, Dharwad

### Young Entrepreneur \ Edu Poshaka

**Sri Niranjan S Karagi**  
Entrepreneur, Belagavi

### Quality Guru

**Dr. Sunil Patwari**  
Quality Consultant

### Transformational Teacher Award

**Smt Kavitha**  
Director, Pathashila, Bangalore

### Outstanding Teacher

**Dr. T Indira**  
Principal, Devanga Sangha First Grade College



You are cordially invited to the  
BANGALORE EDUCATIONAL TRUST

ISBR FOUNDERS DAY

### Dr. A P J ABDUL KALAM MEMORIAL AWARDS 2018

On Friday, 7th September 2018 at 10:30 am

#### Chief Guest

**Sri G T Devegowda**  
Hon'ble Minister of Higher Education  
Govt. of Karnataka

#### Guests of Honour

**Prof. N R Shetty**  
Chancellor  
Central University of Karnataka  
"Guru Brahma" Awardee

#### Prof. J Philip

Founder & President  
XIME Bangalore  
"Saarthaka Jeevana" Awardee

#### Sri C Valliappa

Past President- FKCCI  
Chairman, SONA Group of Institutions  
"Udyama Acharya" Awardee

#### Chairperson

**Sri Prakash Kothari**  
Chairman, ISBR Group  
Director, Globus Builders

#### Presided by

**Sri Manish Kothari**  
Managing Director  
ISBR Group of Institutions

**Dr. K S Anandaram**  
Senior Director  
**Bharat Jain**  
CEO  
**Prof. G R Nair**  
Director Admission

**Dr. C Manohar**  
Dean  
**Dr. Latha Krishnan**  
Chief Academic Officer  
**Prof. P N Nanaiah**  
Director Industry Interactions

**Dr. Chandra Niranjan**  
Dean Academics  
**Dr. T Karpagam**  
Director Academics  
**Mr. Abbas Ali Uppin**  
Director Corporate Relations

Venue: ISBR Campus, Electronics City, Phase one, Bengaluru, 560100

# ISBR in Media

## 'ಸತ್ಯಚಿಗಲನ್ನು ರೂಪಿಸುವಲ್ಲಿ ಶಿಕ್ಷಕರ ಪಾತ್ರ ಅಪಾರ'

### ಶಿಕ್ಷಕರ ದಿನಾಚರಣೆ ಕಾರ್ಯಕ್ರಮ



ಆಸೀಸಲ್, ಸಿ.ಐ. ಜಗದಲಲ್ಲಿ ಲಕ್ಷಣ ಶಿಕ್ಷಕರಲ್ಲಿ ಸಾಧನೆ ಮಾಡಿದ 20ಕ್ಕೂ ಹೆಚ್ಚು ಶಿಕ್ಷಕರಿಗೆ 'ಗುರು ಕ್ರೇಡ್' ಪ್ರಶಸ್ತಿ ನೀಡಿ ಗೌರವಿಸಲಾಯಿತು.

'ಇಲೆಕ್ಟ್ರಾನಿಕ್ಸ್' ವಿಷಯ ಐಎನ್ಐಆರ್ ಬ್ಯೂಸಿನೆಸ್ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಕಾಲೇಜಿನಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿ ದ್ದ ಲಕ್ಷಣ ದಿನಾಚರಣೆಯ ಅಂಗವಾಗಿ ಸಾಧಕರಿಗೆ ಸನ್ಮಾನಿಸಿ ಗೌರವಿಸಲಾಯಿತು. ವಿಶೇಷವಾಗಿ ಅಂಧ ಸಾಧಕರೊಬ್ಬರನ್ನು ಗುರುತಿಸಿ ಗೌರವಿಸಿದ್ದು ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಮೆರುಗು ನೀಡಿತು.

ಕಾಲಾ-ಕಾಲೇಜು ಲಕ್ಷಣರ ಐತಿಗೆ ಭರತನಾಟ್ಯ, ಗಾಯನ ಕ್ಷೇತ್ರದಲ್ಲಿ ಸಾಧಕರನ್ನೂ ಗುರುತಿಸಿ ಸನ್ಮಾನಿಸಲಾಯಿತು. ಸರಕಾರಿ ಕಾಲೇಜು ಇಬ್ಬರು ಲಕ್ಷಣರಿಗೆ ಪ್ರಶಸ್ತಿ ನೀಡಿದ್ದು ವಿಶೇಷ. ವಿದ್ಯಾರ್ಥಿಗಳಿಂದ ಸಾಂಸ್ಕೃತಿಕ ಕಾರ್ಯಕ್ರಮ ನಡವಿದ್ದು, ಪ್ರಶಸ್ತಿ ಸ್ವೀಕರಿಸಿದ ಲಕ್ಷಣರು ತಮ್ಮ ವೃತ್ತಿಯ

ಅನುಭವಗಳನ್ನು ಹಂಚಿಕೊಂಡರು. ಅತಿಥಿಯಾಗಿದ್ದ ಎಲ್.ಟಿ.ಎ. ರಮಾ ಮಹತಾನಿ, ಲಕ್ಷಣ ವೃತ್ತಿ ಅತ್ಯಂತ ಪವಿತ್ರವಾದುದು. ಭವಿಷ್ಯದ ಸಮಾಜದ ಅಡಿಪಾಯ ಲಕ್ಷಣರಿಂದಲೇ ಆಗುತ್ತದೆ. ಮುಂದಿನ ಪೀಳಿಗೆ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಸ್ವೀಕರಿಸುವಲ್ಲಿ ಲಕ್ಷಣರ ಕೊಡುಗೆ ಬೆಲೆಕಟ್ಟಲಾಗದ್ದು ಎಂದರು.

ಬೆಂಗಳೂರು ವಿವಿಯ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಪ್ರಿನ್ಸಿಪಲ್ ಡೀನ್ ಡಾ.ನಾಗರಾಜು ಅದರಿಗೆ ಪ್ರಶಸ್ತಿ ನೀಡಿ ಗೌರವಿಸಲಾಯಿತು.

ಲಕ್ಷಣ ಸಂಸ್ಥೆಯ ಮುಖ್ಯಸ್ಥ ಮನೀಶ್ ಕೊಠಾರಿ, ಎಚ್. ಆರ್. ಸಮೀರ್ ಸಂಸ್ಥೆಯ ಸಿ.ಐ. ಆರಿಸ್ಥ ನಾರಾಯಣ ಮಿಶ್ರ, ಭರತನಾಟ್ಯ ಗುರು ಸತ್ಯನಾರಾಯಣ, ಐಎಸ್ ಬಿಆರ್ ನಿರ್ದೇಶಕ ಆನಂದರಾಜ್, ಸಂಸ್ಥೆಯ ಡೀನ್ ಡಾ.ಮನೋಹರ್ ಉಪಸ್ಥಿತರಿದ್ದರು.



ಭಾರತೀಯರಾದಲ್ಲಿ ಏನು ಬಾಕಿ ಬಿಟ್ಟಿರಲಿಲ್ಲ

## 'ಹಸಿವಿಲ್ಲದ ಭೂಮಂಡಲ ನಿರ್ಮಾಣ ಆದ್ಯತೆಯಾಗಲಿ'

ಬಹುಮಾನದ ಬಾಕಿ

ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕಾಡುವ ಇಂಥ ಮಾತು ಈ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಅಧ್ಯಯನ ನಿರ್ದೇಶಕರು ಹೇಳಿದರು.

ಮುಂಬರುವ ಬ್ಯಾಚ್‌ನಲ್ಲಿ ಉಳಿದು ಬಾಕಿ ಉಳಿಸುವುದು 175 ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಸ್ತು ಸಿದ್ಧ ಆದ್ದು ಎಂಬ ಮಾತು ಕೇಳಿದರು. ಡೀನ್ ಡಾ.ನಾಗರಾಜು ಅದರಿಗೆ ಪ್ರಶಸ್ತಿ ನೀಡಿ ಗೌರವಿಸಲಾಯಿತು.

ಲಕ್ಷಣ ಸಂಸ್ಥೆಯ ಮುಖ್ಯಸ್ಥ ಮನೀಶ್ ಕೊಠಾರಿ, ಎಚ್. ಆರ್. ಸಮೀರ್ ಸಂಸ್ಥೆಯ ಸಿ.ಐ. ಆರಿಸ್ಥ ನಾರಾಯಣ ಮಿಶ್ರ, ಭರತನಾಟ್ಯ ಗುರು ಸತ್ಯನಾರಾಯಣ, ಐಎಸ್ ಬಿಆರ್ ನಿರ್ದೇಶಕ ಆನಂದರಾಜ್, ಸಂಸ್ಥೆಯ ಡೀನ್ ಡಾ.ಮನೋಹರ್ ಉಪಸ್ಥಿತರಿದ್ದರು.



### CONVOCATION FOR GRADUATING STUDENTS

International School of Business and Research held its annual convocation 2018 for the graduating students of 2015-17 on June 3. The convocation was commenced by A S Kiran Kumar, chairman, Indian Space Research Organization. He was also the recipient of this year's Eminence Award. The guests of honour included N Muthu Kumar, chairman of Confederation of Indian Industries and president of Automotive Axles Ltd and Raghunandhan CB, president, Electronics City Industries Association, vice president, Wipro Technologies.



ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ವಿಷಯ ಐಎನ್ಐಆರ್ ಬ್ಯೂಸಿನೆಸ್ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಕಾಲೇಜಿನಲ್ಲಿ ಆಯೋಜಿಸಿದ್ದ ಲಕ್ಷಣ ದಿನಾಚರಣೆಯಲ್ಲಿ 20 ಶಿಕ್ಷಕರಿಗೆ 'ಗುರು ಕ್ರೇಡ್' ಪ್ರಶಸ್ತಿ ನೀಡಿ ಗೌರವಿಸಲಾಯಿತು. ಈ ವೇಳೆ, ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಪ್ರಿನ್ಸಿಪಲ್ ಡೀನ್ ಡಾ.ನಾಗರಾಜು ಅದರಿಗೆ ಪ್ರಶಸ್ತಿ ನೀಡಿ ಗೌರವಿಸಲಾಯಿತು. ಎಲ್.ಟಿ.ಎ. ರಮಾ, ಲಕ್ಷಣ ಸಂಸ್ಥೆಯ ಮುಖ್ಯಸ್ಥ ಮನೀಶ್ ಕೊಠಾರಿ, ಭರತನಾಟ್ಯ ಗುರು ಸತ್ಯನಾರಾಯಣ, ಎಚ್.ಆರ್. ಸಮೀರ್ ಸಂಸ್ಥೆಯ ಸಿ.ಐ. ಆರಿಸ್ಥ ನಾರಾಯಣ ಮಿಶ್ರ, ಭರತನಾಟ್ಯ ಗುರು ಸತ್ಯನಾರಾಯಣ, ಐಎಸ್ ಬಿಆರ್ ನಿರ್ದೇಶಕ ಆನಂದರಾಜ್, ಸಂಸ್ಥೆಯ ಡೀನ್ ಡಾ.ಮನೋಹರ್ ಉಪಸ್ಥಿತರಿದ್ದರು.

### दीक्षांत

बैंगलूरु के इलेक्ट्रानिक्स सिटी स्थित इन्टरनेशनल स्कूल ऑफ बिजनेस एवं रिसर्च में रविवार को दीक्षांत समारोह का आयोजन किया गया जिसमें इंडियन स्पेस रिसर्च ऑर्गेनाइजेशन के पूर्व चेयरमैन एएस किरणकुमार, सीसीआई के चेयरमैन डॉ एन मुखुकुमार एवं इलेक्ट्रानिक सिटी उद्योग एसोसिएशन के अध्यक्ष रजुनंदन सीबी एवं कॉलेज के पदाधिकारी व प्रोफेसर आदि उपस्थित थे।



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<b>PGDM</b>	<b>PGDM</b> with International Study Trip	<b>PGDM</b> with One Semester Abroad	Global <b>PGDM</b>
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### Program Details and Architecture

Foundation Courses	Self Awareness, Self Management & Self Development	Mentorship Based Learning for life	Innovation & Entrepreneurship
Effective Execution with C-Talk Series	Social Responsibility & Sustainability	Domain Specific 13 Specializations	Modules for Attitude, Skills & Knowledge Improvement
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Inagurations -2018



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Workshops



Conference



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CSR Glimps



Panel Discussion



International Study Trip



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ISBR Convocation



Alumni Event



Annual Report



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