

# ISBR SCE



# An Annual Magazine

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AUG 2018 | XIII ISSUE

#### **Exclusive Interviews With**



Debarati Sen Managing Director, 3M India Ltd.



Former International Tennis Player



Former Chairman, ISRO



#### ISBR Ranked as Platinum Institute

For the Second Consecutive Year

#### Success of Global PGDM

Chris Rezi, Student, Shares his Experience

#### TEDxISBR Bangalore

The Youngest TEDx Event of South India



#### International Conference

In Association with AIMS

#### C-Talk Series

Lively Interactive Sessions with Leaders











# **ISBR: A Leader in Management Education**

Achieved 28+ Years of Excellence in Top Quality Education

- Ranked **No. 1 New Generation B-Schools of India**By DM B-School Survey
- Ranked in India's Best B-School for 5 Consecutive Years By Dalal Street Journal
- Awarded Best B-School Campus Excellence Award (South India)
   By Discovery Education
- Ranked as **12th Best in South India**By Bhaskar Lakshya 2011-12, a Dainik Bhaskar Group
- Ranked 10th Best in Industry Interaction
   By Silicon India Survey
- Ranked as **34th Best Brand B-School** of India By Business Barons
- India's **Top 29th Institute**By Silicon India Survey
- Awarded Business Excellence
   By Bharti Group
- Awarded National Championship for Entrepreneur Activities
   By National Entrepreneur Network
- Awarded Centurion Award
   By Centum Learning Centre



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- One Year PGDM
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#### **Management Team**

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#### Dr. C Manohar

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Dean, Finishing School

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**Director-Industry Interaction** 

#### Editor-in-Chief

#### Asst. Prof. Yukti Raj Kishore

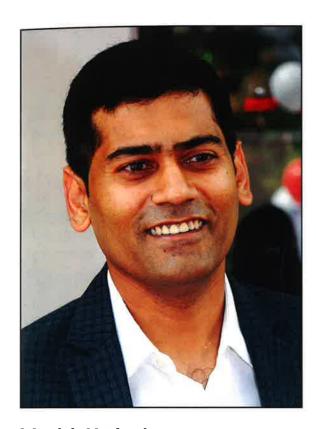
**Article and Other Contributions** 

Deepika Singh Bisen, Gauree Bhave, Aditya

Vardhan Reddy, Vinayaka B S, Srividya



# **Special Note from The Managing Director**



Manish Kothari
Managing Director
ISBR Group of Institutions

Success is a science; if you have the conditions, you get the result.

-Oscar Wilde



Dear Readers,

Another issue of Voice and another year that was full of fun, learning, and new ventures. Looking back, it feels like we have achieved so much.

In July 2018, we launched an innovative program – PGDM in Sports Management. Although sports remain a celebrity career in India, there is a tremendous potential for it. Building on this idea, we designed a new program, PGDM in Sports Management, which offers aspirant students the opportunity to make a career in sports. Former International Tennis Player, Padma Shri Somdev Devvarman inaugurated this program.

A flurry of awards added to our achievements this year. To highlight just a couple, for the second consecutive year in 2017, ISBR was ranked Platinum Institute under AICTE-CII Survey. We were also awarded the Most Upcoming Business School of the Year for Higher Education at the ASSOCHAM Higher Education Summit 2018 held in New Delhi.

Diversifying and making education accessible to every aspirant, we expanded our horizons by starting ISBR Law College, an integrated as well as independent Law Program supplemented by certification courses in Constitutional Law, Cyber Law, and Intellectual Property. We also added new age specialized courses such as BBA in Aviation Management affiliated to Bangalore University.

Developing industry-specific skill sets are a prerequisite in today's world and two of our programs require special mention in this effort. The one-day workshop on Turnaround Management conducted by the Center of Executive Education at ISBR Business School in 2017 covered the skills required by every manager to keep his ship afloat.

Skill Capital, a two-day internship fair organized in May 2018, added to Talent Connect, our placement drive, and focused on mapping students to the industry requirements. With 60 companies and 200 students present, the fair was a sparkling success.

These are just the highlights of a very fruitful year, and congratulations and a heartfelt thank you to each and every one of our ISBRians who was with us along the way.



# **Editor Speaks**



Asst. Prof. Yukti Raj Kishore Editor-in-Chief

Dear Readers,

Here we present before you yet another year (2017-18) on a platter garnished with different spices and smoked with flavors; be it elated students at their convocation or a nervous and excited lot brimming with enthusiasm at their orientation, Voice 2018 reflects and encompasses the diversity inherent to the academic and extra-curricular spaces in ISBR.

The highlights of this year in Voice are the heart-to-heart talks by Mr. A.S. Kiran Kumar, Former Chairman, ISRO; the charismatic lady with so much passion and energy, Ms. Debarati Sen, MD, 3M India; and Padma shri Somdev Devvarman, Former International Tennis Player in the 'Unveiling Success Traits'.

The Writers' & Media Club enthusiastically captured the journey of the whole previous year. I am thankful to each and every member of the team for helping me pull this through. I express my considerable appreciation to ISBR Management Team for their continuous support and contribution. These contributions required a generous amount of time and effort. It is this willingness to share knowledge, concerns and special insights with fellow beings that has made this magazine possible.

Let the Voice of ISBR echo...



A dream doesn't become a reality through magic. It takes sweat, determination, and hard work.

-Colin Powell





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 three such unique leaders.

# The Power of 'Skillful' Learning

An interview with 3M's Magical, Majestic, Magnificent MD- Debarati Sen



Being born in a middle class family to becoming the Managing Director of 3M India Ltd. and 3M Sri Lanka Pvt. Ltd., how has been your journey so far?

The journey has been very exciting. I was primarily led by my rules which essentially meant that don't follow any rules. Look at what the world is, look at what you want to make it and make that world your own. So being at every step of the journey, if anybody told me I couldn't do something, whether it be girls can't be good in math or you can't become an engineer, you can't go to the United States, each time

when somebody told me that I couldn't do something, I made it a point to do it. That just opened up new doors and new vistas and it's been just so much fun along the way.

3M is one of the most preferred employers. What is it that excites the employees or recruiters to look for in the company?

I am so blessed to be in 3M. I'm in my 21st year. And I can tell you, for all our employees, there is something about being a 3Mer that excites us. One



of our longest serving CEOs of the company, William McKnight who was very well known for several of his principles, we call them now McKnight principles. He talked about the fact that management should hire good people and let them be. Smart people will make the rules, make their own world and make sure that they are innovative.

3M is a very innovative company. We all like being

appreciated for our spirit, for our innovation and our thought process. We also brought in the 15 percent rule, which means 15 percent of the time we can work on something that is our passion. He also said, "Don't put fences around people, then you get sheep." So none of us are sheep. We are spirited 3Mers and we love being 3Mers.

talking about learning, to truly inspire people to become curious, to pursue intellectual curiosity for the sake of it.

We need to move away from

talking about syllabus to

Today attrition rate is very high. On one side, we have high attrition and on other side, we have lack of quality talent pool. What is your ideal hiring process to acquire and retain the right talent?

Really good question and tough question for India in particular.

So we look for people who are led by purpose and if you can provide a greater purpose, a purpose that's higher than the monthly paycheck, a purpose that's higher than the percentage growth targets that we put on people, purpose that's about applying science to life and transforming human lives, when you give such purpose to people, they stay with you for a long time.

In the present VUCA business scenario, what is that management style that leads you towards success?



To excel in this world of VUCA, one should have learning agility. It's not about knowing, it's about knowing how to learn, knowing how to find a path ahead, and adapting yourself and again bringing it back to learning agility. That's how you deal with the VUCA world.

What's your view on higher education in India and what should be done to excel globally?

That's probably one of the deepest questions we are facing right now as we look at skilling. We call it -'Skilling' because learning is not getting people to a skilled state that industry can hire or work with. There's still work to be done. But in

higher education in India, I think we need to move a little bit away from talking about syllabus to talking about learning, to truly inspire people to become curious, to pursue intellectual curiosity for the sake of it. That will help us move towards this learning-agile VUCA-ready workforce that can be trained no matter what dimension we are hiring them for. So that would be my message, "Forget the syllabus, forget the degrees, and forget the stamps. Teach students how to learn."

What was that most difficult situation in your career where you made a tough decision and you succeeded?

I would say in my career, each time there was a tough challenge or a tough problem, I raised my hand. Very soon, your signature becomes, "Here's a person who can come, and on behalf of the company and for the company, solve some of the toughest problems."

Let me go back about three years. I was the part of 3M's global oil and gas business. I was a Global Business Director heading the oil and gas business. When I started that role, oil was at \$141 a barrel. When I left that business, oil was trading by \$36 a barrel. I remember going to the committee of our CEOs and the heads of our company and saying, "You need to fire me. You need take my job away because this is no longer relevant to what we set out to do. It's no longer right."



That was probably my biggest challenge and I can tell you that day around the table and at the highest levels of our company, I won the respect of each and every person in the room. So from those challenges come your greatest opportunities and you become who you are.

# What are those four values that define Debarati Sen?

Several ...

First and foremost ethics - An absolute commitment to bringing about energy into ethics, not just knowing, not just being; but driving ethics. I grew up with a set of parents who instilled that into me at a very early age and I've never had to look anywhere else. I am anchored in ethics. The second piece that I think I talk about all the time is humility. I look to hire people who are humble because if you're not humble, you cannot be a learner. The third thing that is really important for each one of us no matter where we are in our careers is an absolute dedication to discipline and I articulate it as - work harder than anybody else you know. Now of course that could be your college, that could be your first job, that could be the board room that you're in. If you're working harder than anybody else you know, your brand starts growing, starts being known very easily.

So those I think would be the anchors. Those are the foundational blocks that makes me-'Me'.

#### Your views on youth engagement to social media.

I'm addicted to social media. I have to say that I am probably a bit of an anomaly in my generation. I used to be Twitter agnostic. And in the last two months, I said, "I turned 50, I better learn Twitter," because social media brings a different level of power to CEOs, to corporate leaders to spread the good messages. Now I have the power of the followers that I have as LinkedIn connections. I have the Facebook family. I have the power to spread the messages that I believe in, and I believe are important to society. So I am bit of social media addict now. But when I do it, I do it in a disciplined manner because you can give your entire life to social media and you stop achieving. So I see what's happening in the world, at night I look at how the world ends today, any messages for me to spread from my day or the message that others have posted that I need to learn about or get some ideas from.



So I think social media has given tremendous power to leaders that we didn't have before. You would learn about leaders from books. Today you experience leaders, hear them, watch them almost real time, so it's very powerful.

#### Your clarion call to this new millennial generation.

Every generation tells the next generation that they are not getting it right, the earth and the world is in trouble because they are not doing something. My only advice to the generation is do what you think is right, do what you feel is right. I don't think people who died 300 years ago would have seen this world. People like us who won't be there when you're in your 50s and 60s don't know what the world you would be facing would be. So do what feels right.

Listen to your heart, adapt, be agile, learn and you can create the world that we don't even know about today.



# Eye Beyond the Blue in Tribute to Green

An interview with Mr. A.S. Kiran Kumar, Former Chairman, ISRO

You have been a scientist of high accomplishments. Can a common man benefit from technological revolution?

India is rising high in the field of space technology. Technology should not be confined, it should pervade to the downstream of society with tangible benefits. The objective of technology development is the upliftment of society and improving the quality of life. ISRO is one such example where space technology has not only helped India rise in the global space technology map but has also brought visible, perceivable and tangible benefits to common man – be it weather forecast, treasures of the earth, water management, oil and gas, oceanography or even a simple case of fishermen being able to optimize their catch, thanks to the useful information provided by ISRO channels.

Where are we headed in terms of frontier technologies?

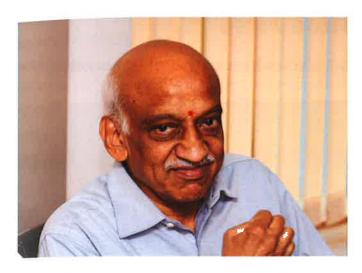
India has tremendous opportunity in frontier tech, whether it is bio technology, aerospace technology or nano technology. For these technologies to fructify, it is necessary that appropriate infrastructure and hardware systems are established. Equally important is technical and scientific human capital.

How has organizational culture helped ISRO achieve what it has?

The organizational culture in ISRO is strong and symbiotic to bring out the best in people. Right from the beginning, ISRO has great visionary leaders like Dr. Vikram Sarabhai, Prof. Satish Dhawan, Dr. Kasturirangan and others. All of them made sure that the people working in the organization should







look at the end product reaching out to the society. Whether it is technology deployed for navigation for fishermen or information to the government, agencies for monitoring and planning in all these areas, there is a direct link from the technology to

the usage. As long as you can bring in the linkage, the people working in the organization are ready to take up any of these challenges.

# What are the challenges you think a leader faces right now across organizations?

When organizations face challenges, it is up to the leaders to make sure that his/her entire team is ready to deliver and for that to happen, they need to ensure that they have the adequate talent pool available. So that is one of the difficulties that they have. Another challenge leaders face is how to deliver with the available talent pool.

#### What skills and traits are in demand today?

As we know, the previous generation had the advantage of a slowly changing world. Today the world is changing at such a pace that the process of learning is more important than what you learn itself. That's why we are talking about learning, unlearning and relearning. This is an essential and a lifelong activity. However, the whole process is shrinking fast and you need to act faster and faster; that is the prime requirement.

#### Who is your role model?

Dr. H. Narasimhaiah, the principal at the National College was the first person who made a great influence on me directly. His simplicity and his commitment to share his knowledge for the good of the society is what actually influenced me.

In terms of reading, it was Swami Vivekananda's teachings and readings.

#### What are you most proud of?

I am proud of India's contribution to space technology and societal benefit. Though we may be the 5th or 6th country in the world in terms of technological advancement, today the world has recognized that India has made the best use of space technology to make our lives better. I am part of it and I am proud of it.

#### What are your thoughts on ISBR?

India is poised for a great

leap in the world. You need

you have acquired to solve a

specific problem we are facing

to commit the knowledge

in the society.

Today, students need to have actual exposure to the work culture and that is possible only when there is a good linkage with the industry and they get to know what's happening in the industry. Converting that knowledge into skills, ensuring how the information you have acquired can be practically applied is very important and that is where

institutions like ISBR have made a mark and it's a good thing to see. For example the 'Gems of ISBR' where they are trying to capture some of the students who have done well and recognizing those students is a good gesture.

#### What is your message to the young generation?

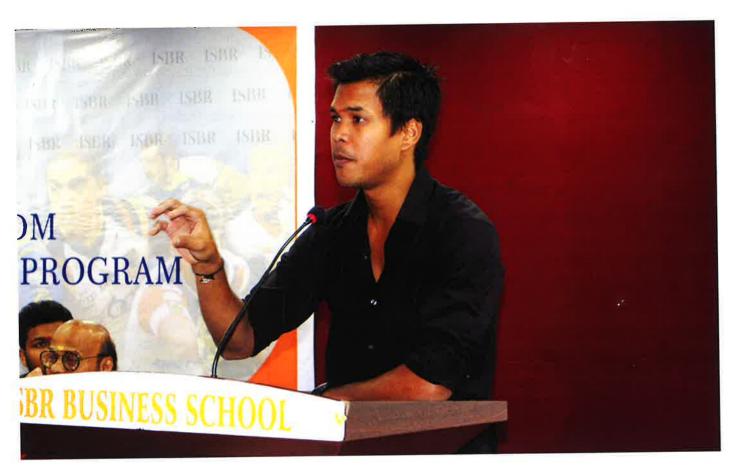
"What you learn, pass it on society and add value."

Primarily what the students of today have to appreciate is, India is poised for a great leap in the world. You need to commit the knowledge you have acquired to solve a specific problem we are facing in the society. Then you can make a difference. How to make use of this knowledge is a huge responsibility. We want students to take that responsibility because they have had a great privilege of participating or getting this knowledge from such an institution. It should be actually brought into effective use.



# The Secret Behind the Left Shoe First

Interview with Padma Shri Somdev Devvarman, former International Tennis Player



From a nine-year-old boy in Chennai to being awarded with the prestigious Arjuna and Padmashree awards as your contribution to sports, how has your journey been so far?

My journey has been incredible and I had never imagined it would be. I had never dreamed that I would ever win the Arjuna Award; definitely not the Padmashree Award. My passion helps me accomplish anything because I have lot of it. It means a lot to me and hence very easy for me to invest a lot of my own self and believe in what I do. So that's pretty much in the journey so far.

In your career you must have faced failures also, what kept you driving?

Yes..! Failures are part of sports.

I think one of the coolest lessons that you learn from sports is how to deal with wins and losses. As you grow, you start realizing that it's really not about wins and losses but more about what you can learn through them. In fact, you learn a lot more from losses before you win. Through your losses, you learn about yourself, you learn how to improve which gives you a direction to know exactly what went wrong, what went right, gives you the perspective for what needs to be worked on.

#### What's your fitness mantra?

I make sure I stay active. I cycle a lot; in fact I cycle to work on most days. Apart from that I am into playing various sports with my friends, being active and social. Whether it's adventure sports or anything that's fun, I can keep my fitness going.

Any rituals that you use to follow before you prepare yourself for the game?

A ritual is nothing but getting into a routine that you are very comfortable with and helps you perform your best in the right mind space. One of the things



that I used to do was I always wear my left shoe before my right shoe.

Even Rafael Nadal, an all time Tennis Star, got a lot of small things; with his bottles and when he is walking, jumping over lines, going around the court or so. I have them like everybody else and I think it's something that helps you remain focused.

#### How can the educational institutes help in building the culture of sports in India?

Educational institutes have a humongous part in building the sporting ecosystem in India. But more importantly I think from the grass root level, the preliminary education level and 10th or 12th level. lot of athletes face problems because they got driven into a situation where they have to choose between studies and sports.

However, things are changing slowly. Education system in India should start giving sports its due importance. Why sport is important; it's not only about winning, it's also about the learning life skills, lifestyle and health. A simple way to ensure good health is to make sure that we engage in sports regularly. It's something that's fun, it's something that's social, you can do with your friends, and you can do alone. You learn teamwork, dedication and understand wins and losses; you can understand the feelings you have before a big match, similar to what you feel before the big exam or a job interview.

These skills are applicable to real life regardless of your profession. The education system in our country needs to take initiative to make sports popular and thus build a culture of sports.

#### How can the government and the sports authorities help in structuring sports to nurture talent?

I think government has a big part to play because every sporting federation in our country falls under a government body. There are 52 national federations, so naturally the government does have a very important role. There is good news and a bad news, the bad news is we need to get lot better; the good news is we are getting a lot better.

Being a little more proactive in getting more athletes involved in administration and also getting CEOs who are accountable, confident, and motivating have changed the sporting ecosystem in India for good.

#### What are your views about this course of PGDM sports management that ISBR has launched?

Sport is not only about creating champions, it's about creating lifestyle, and creating a culture. So in a sporting ecosystem, if you look at something as simple as organizing an event there are so many aspects such as event management, athlete management setup marketing, social media, sales.

The fact that the great institutions like ISBR who have started to understand the importance of sports and how it can actually benefit our future is a very important step. I am very happy to be associated



with ISBR; it is great business school encouraging the sports system in our country which is evolving: it may be at a nascent stage but on the bright side we something to look forward to.

#### We are glad to hear about your foundation, Life is a Ball. How has it been able to nurture young talent?

Life is a Ball was started in Chennai by a couple of friends and I. We provide free sports programs to underprivileged kids and work with a lot of government schools. It all began with an orphanage very close to where we lived, which had about 30 boys. We thought about organizing a football match and gave them some food and other basic necessities. It was a huge hit and the kids loved it. We also realized that kids need to play consistently in order to actually yield all the benefits and succeed in the long run, which requires continuous efforts.



From a humble start with 30 kids, I am very proud to say that we worked with about 17,000 kids across India. We now have a kid who represents India which I think is incredible. Success has become a byproduct of our system so we really focus and make ensure that everybody gets the benefits of sports and it becomes accessible in places where it's currently not.

What is that difference in sports culture you find here in India and in other countries? How can we bridge this gap?

One of my best experiences that shook me was my time at the University of Virginia where I joined as a student athlete. The structure and system was incredible because they have an inbuilt culture of sporting success that starts from the base level. During the first month of my stay there, I

wanted to practice late at night around 12 o'clock. I went along with my friend to the local courts but we couldn't play, not because it was dark or the courts were locked, but because all thirteen public courts were taken by people who loved playing tennis. To me that was a very cool experience. My dream is to bring that similar kind of culture to India and right now a great place to start is educational institutes because most kids love playing. We just need to encourage them and give them a platform and make it easy for them to go out and play.

#### What are your interests besides tennis and academics?

Besides tennis and academics, I am a big fan of music. I have been bitten by the entrepreneurial bug so I'm helping others create more properties for sport development. I am finding ways to take the sporting culture to the next level and create a real sporting ecosystem. I am also getting married next year; very fortunate to have found a very lovely wife.

#### Congratulations Somdev! The one word that defines Somdev is?

One word to define myself is ... passionate. I am a very passionate person when it comes to my music, my tennis, sports, business and anything I work with. That is what really drives me.

Your message to this young millennial generation?

Always be very eager to learn.

That is the base of evolution and is applicable to any segment whether it is a business or a new job. I think what is that going to help you succeed is to find the best version of yourself and have the ability to learn from every situation.

I invite you to join ISBR, I am proud to be associated with the institution. Sports management is the future. Follow your passion. Join ISBR's PGDM in Sports Management. Sports teach you ethics, leadership, commitment and teamwork.



A great place to start is

educational institutes because

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need to encourage them and



Inauguration

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

# PGDM (2017-19) Batch Inauguration

"A student learns a quarter from teachers, a quarter from their own intelligence, a quarter from fellow friends, and rest in course of time."



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

Inauguration of every batch is a new beginning for both the enthusiastic students, parents, well-wishers as well as for the ISBR family. It has been 28 years since ISBR held the realm of providing excellent education with real life experiences.

ISBR has excelled positively every year and aims for the betterment of its students, making valuable contributions to society. Its aim and glory can be explicitly recognized by the number of students that

appeared for the batch of 2017-2019 which is approximately double the batch size of the year 2016-2018.

15 July 2017 was the day which brought all the future stars of ISBR to the auditorium where they were welcomed warmly. They were congratulated and motivated by the dignitaries thus formally consolidating them in the ocean of knowledge; 'ISBR'.

The Inaugural Program was organized in a dignified manner. It was indeed an honor to have Sri G Kumar Naik (Vice-President, Bangalore Management Association, MD, Karnataka Power Corporation Limited) as Chief Guest, Prof. N Ravi IFS



(Retd) (IIM-B) as Guest of Honour along with Mr. Manish Kothari (MD, ISBR), Dr. K.S. Anandram (Senior Director, ISBR), Dr. C. Manohar (Dean, ISBR), Dr. Chandra Niranjan (Dean, Finishing School, ISBR), Dr. T. Karpagam (Director, Academics, ISBR) and all the faculty members of ISBR. Corporate leaders of organizations such as Wipro, eBeam, and InRootz also graced the occasion.

Dr. Anandram proposed the welcome speech making the students understand the importance of the '3Es'

(Employment, Empowerment, and Enhancement) in one's prosperous career.

Dr. Anandram and Dr. C. Manohar said, "ISBR is a platform which makes you selfsufficient to an extent that you need not follow jobs, instead

jobs would follow you." They motivated the students and filled the room with inspirational vibes.

to society.

Honorable Chief Guest Sri G. Kumar Naik enlightened the students by granting them the knowledge of the origin of management studies, history, and its current position. He also enlightened on how Bangalore rose as a heart of both public and private sector and how fortunate one is to be here. He recalled Gandhiii's quote, "We all are trustees of the Nation." And asked the new students of ISBR to take on the responsibility of contributing to it.

Dr. Chandra Niranjan then addressed the

gathering and gave the students important tips on being successful, "Before you talk, listen; before you speak, think; before you criticize, wait; before you spend, earn."

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

The charismatic leader of ISBR has excelled positively ISBR, Mr. Manish Kothari assured parents that the every year and aims for the students would be engaged in betterment of its students. various activities the throughout their tenure at making valuable contributions ISBR. ISBR being in Electronic city, the industrial exposure becomes the most obvious plus point. He additionally ensured

> that the entire course would be beyond the classroom and would assist overall growth of the students. He concluded the speech by sharing a story on how a young boy who did not know how to take a single bucket of water was able to help an elderly person in time of need, depicting the power of inner voice which is in absence of distinct societal pressures. Through this story he requested students to acquire an intellect and bring out their best throughout life.

> This Inauguration was concluded with a vote of thanks by Dr. Karpagam, followed by a delightful lunch served for all.





# Vihang - 2K17 A New Flight: MBA Inauguration

"Knowledge gives discipline, from discipline comes worthiness, from worthiness one gets wealth and from wealth one does good deeds and from that comes joy."



It has been just a fortnight since ISBR has started its batch of PGDM 2017-19 with great glory and energy. These two weeks of introductory sessions, industrial exposures, workshops etc. appeared to be a long lasting festival. To add colors and make this feast more remarkable, the sparkling faces of MBA 2017-19 started marking their entry and it's time to give them a grand welcome in ISBR way. As always, it's the new bunch of students (PGDM 2017-19) who gained enthusiasm in this short span and took up the responsibility to welcome their fellow mates in this haven where dreams turn to reality.

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

Academics, ISBR) and all the faculty members marked their presence and added flavor to the gathering.

Dr. Anandram formally inaugurated the batch and gave an enthusiastic speech. He shared his views on how ISBR differentiates and stands out among other Premium B Schools which produce thousands of graduates. He explained the significance of '3Es' (Employment, Empowerment, and Enhancement) in one's successful career. He recalled Dr. A.P.J. Abdul Kalam's Words, "Dream is not something that you see when you are asleep; it's something that will not let you sleep!"

Dr. Chandra Niranjan addressed the gathering and shared her views about how Pre Master's Program proved valuable inculcating the desired qualities amongst students, and how it boosts the confidence of the students before starting their first step 'on-campus'.

Chief Guest K. Raghu shared his experience of Harvard University visit and gave important inputs on how adopting the technology in today's world is absolutely necessary. He advised students to get modernized with the current happenings like GST. He also emphasized on how to cope up in the corporate world. He said, "In management we have to be familiar with modern technologies. As management professionals, we have to bring good corporate regime." He concluded by delivering the success formula: hard work, humility, set your goals, chase your dreams.



Inspiring students to keep themselves renewed by learning new skills, Guest of Honor, Muralidhar Halappa said, "Skill the youth during their studies irrespective of their backgrounds." He expressed that his learning of management capabilities came through Mr. Jai Ram Ramesh Ex-Union Minister. He united with the government school children in the audience by speaking in Kannada and drove the desire to accomplish their goals. He closed his speech by stating, "Make your mother's dream a reality." He also expressed his desire to collaborate with ISBR to promote short-term skill development courses.

Sangeeta mobiles owner, Mr. Subhash Chandra Reddy took the opportunity to share his life events, experience and the 43 year old journey with Sangeeta. He was glad to share the bond he had with his father, and explained how the transformation of gramophones to cell phones.

This was followed by distribution of new school uniforms to the indigent children by Mr. Bhasali and Mr. Solanki. They have been engaging in CSR

activities for years. ISBR as a part of 'Umeed' program got the privilege to join hands with these personalities. Thus, marking its care for the 'Umeed Run' 2K17 was also announced on 3rd September. This part of the program was eye catchy as well as the tribute to the society by the corporate world.

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



Mr. Manish Kothari thanked every Guest and said, "This is an auspicious day and a day of great learning, where leaders from corporate, government, IITs, IIMs gave their useful sights and inspired the young minds on a positive note." He then encouraged the students to overlook the black dots (weaknesses)

and encouraged them to emphasize on white portions in the papers of life

Dr.Karpagam, then formally concluded the event by delivering a vote of thanks which was accompanied by felicitation of guests, star invitees, and

faculty members. The function further concluded with the National Anthem and lunch.



Dr. Anandram formally

inaugurated the batch and

differentiates and stands

Schools.

shared his views on how ISBR

out among other Premium B



## Ph.D. Inauguration



Studying for a Ph.D. is a worthy experience. It is an opportunity to become an expert in one's chosen field and to mark both academic and practical contribution to knowledge. ISBR Research Center offers Ph.D. in Management and Commerce under the University of Mysore.

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Ph.D batch 2017 was inaugurated on 13th May 2018 under ISBR Research Center. The eminent guests who graced the occasion were Sri R. S Deshpande (Former President, ISEC), Dr Indumathi Madaiah (Former Vice Chancellor of Davangere University & Professor of Economics), Mr Tomoyuki

Yamato (Resident Partner, World1 Solutions) along with Mr. Manish Kothari (MD ISBR), Dr. C Manohar (Dean ISBR), Dr. Chandra Niranjan (Dean-Finishing Schools, ISBR), Dr. K S Anandram (Senior Director ISBR) and other faculty members and staff.

The inauguration was accompanied by a panel discussion on 'Emerging Practices and Opportunities for Research and Innovation in the Global Economy', which was moderated by Dr. C Manohar(Dean & Director-Strategy ISBR).

The event concluded with a splendid lunch.





# **One Year PGDM Inauguration**

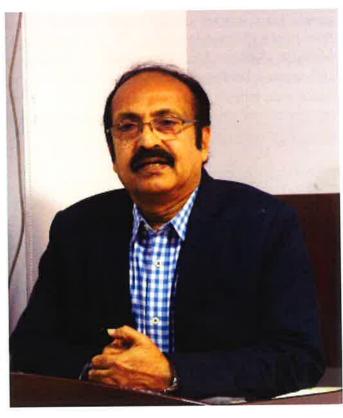


ISBR welcomed the new batch of 2017 of One Year PGDM on 16th September 2018 at ISBR campus. The inauguration commenced by lighting the lamp and invocation song.

Prof GR Nair, Director Admission ISBR addressed the audience. In his welcome address, he discussed the growing need for skill enhancement by corporates and thus the evolving need to cater this requirement. He in additional said, "We have come up with One Year PGDM program affiliated to Bangalore University to bridge this gap and help working professionals who want to upgrade their career with management degree."

Dr, Karpagam, Director Academics said, "I look forward for each one of you making the most of this course with the best faculty, infrastructure and opportunities available to you. I wish you all the very best in this journey."

Dr. Aditi Priya spoke about the curriculum and syllabus of the course.





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 5-Day Orientation Program

The students of PGDM Batch (2017-2019) started their orientation with Mr. Deepak Justin aka DJ on 16 July 2017. This orientation program gave them a fantastic opportunity to know what to expect in the coming years and also their implementation.

The session began with introducing them in a creative way. DJ told the new batch, "No matter which part of the country you have come from, it's all in your past. We now belong to one big family which is ISBR."

The five-day program included ice speaking sessions, public speaking, leadership qualities, new product launch, CSR initiatives and much more. Each session had an agenda to groom the students, helping them become better professionals. Best performances from each session were then selected to represent their ideas and skills on the Valedictory Day, which marks the conclusion of the orientation program. Students thoroughly, enjoyed, learned and participated in a lot of activities and displayed their talent too.

Sharing her experience, Ms. Deepika of PGDM 2017 said,"DJ's 5-days session was fantastic, I got to know people of my batch. We worked in teams and enjoyed a lot. Those sessions have made me more confident and prepared."









# **Independence Day Celebration**

Sare Jahan Se Achha Hindustan Humara...

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

15th August 2017 marked the 70th Independence Day of India and this day was glorified at ISBR campus with great enthusiasm and zeal. The vibrant and festive look of the campus was enhanced by creative decorations, floral arrangements, and tricolor ribbons. The Chief Guest of the event, Prof. Arun Swaminathan, an architect, academician, cartoonist, artist, and writer kicked off the ceremonies with the flag hoisting ceremony in the presence of directors, all faculty, staff, and students of the college. Students received motivation to adapt and inculcate the human values of truthfulness, honesty, integrity, compassion, non-violence and become a better citizen of the country from his speech.

Student representatives, Bodhayan, Ankur and Manish performed the song, 'Yeh Jo Desh Hai Tera', which invoked patriotic feelings among the audience. Another group of students performed a dance that instilled a sense of pride in the audience.

Dr. K.S. Anandram (Senior Director), Dr. C. Manohar (Director - Strategy and Dean) and Prof. G.R. Nair (Director Admissions) spoke.







# **Teacher's Day Celebration**

Being a good teacher is the highest privilege, having a good teacher is a blessing!

5th September 2017, the birthday of Dr. Sarvepalli Radhakrishnan is celebrated as Teacher's Day to honor his contributions to India and its youth.

Students of ISBR went to a great length to organize a grand event for the entire faculty on this day. The program boasted of speeches, songs, and dances from the students and fun-filled activities for the faculty and senior management which made the day explicable. The



institute's band played songs from yesteryears which resulted in a choir session. The students took a great effort to ensure that the faculty enjoyed every minute of the program.

The faculty and management proved that grown-ups can let their hair down and have fun too. It was fun and exciting to see all our faculty members behaving like students themselves which strengthened the bond between them and the students.

Like any other function, there were cakes, snacks and much more.

# **Rally for Rivers**

"This is not a protest. This is not an agitation. This is a campaign to raise awareness that water in our rivers are depleting. Everyone who consumes water must Rally for Rivers." – Sadhguru



Rally for Rivers is a nationwide public awareness campaign aimed at rejuvenating India's rivers, started by Sadhguru, Founder, Isha Foundation. On 9th September 2017, the campaign was held on the Palace Grounds, Bangalore. CM Siddaramaiah was the Chief Guest of the event, which was also escorted by other dignitaries including Union Minister Anant Kumar, DV Sadananda Gowda, State Major Irrigation Minister M B Patil etc. Sadhguru Jaggi Vasudev, presided over the event. The program started with Ms Usha Uthup's songs.

India's rivers are experiencing a drastic change. Due to the increased pressure of population and development, our perennial rivers are rapidly becoming seasonal. Many of the smaller rivers have already disappeared. Floods and drought have become frequent as rivers turn disorderly during the monsoon, and disappear as the rains are over. To cope with this devastating situation and to spread awareness about this grave problem, spiritual leader-Sadhguru Jaggi Vasudev conceived the idea of Rally for Rivers which is a nationwide awareness campaign to revive our rivers. The campaign proposes ideas to replenish rivers which are to create a kilometer-wide tree cover on riversides and half a kilometer for tributaries. If we do not act now



to reverse the serious decline of these lifelines, the next generation will pay a very heavy price.

The rally took place with the volunteers covering 16 states. Each state and its governing body vowed its support to the cause. A large number of students along with ISBR students had come to attend the rally. The dignitaries addressed the students and asked them to vow and join hands for this noble cause and protect our most crucial natural resource i.e. water. The receding water level of the river has become a matter of great concern and if we do not take some serious steps right now, our future generation is going to pay heavy prices for our mistakes.



# Fresher's Day 2017



"The magic in the air tuned into the chords of pulsating rhythmic hearts and bonds for the year that lay ahead."

One of the memorable rituals of college life is the Fresher's Party. On 19th September 2017, students from batch 2016-2018 of ISBR organized a splendid Fresher's Day event for the batch of 2017-19- the theme for the event was: "Why so serious?". The objective of the event was to make every student of the new batch feel like an integral part of the ISBR family. It is a day when seniors and juniors bond and unite together to celebrate signifying part of the institute. Jovial smiles and high spirits marked the fresher's Day event for the students. The event was organized in the campus's amphitheater and displayed youth and their enthusiasm was in full flow. With pulsating ambience, flashing lights and foot tapping music, the event began with a blast.



Seniors and junior students performed various musical acts including dance and singing. Students also showcased their talents and took part in Mr. and Miss ISBR contest.

As the mercury began to rise, the dance floor was left open for some unrestrained energy. Joy and happiness could be seen in students of each and every course at the college. They were having the time of their lives. The students followed a dress code of Red and Black and conscious of the latest fashion trends; the fresher's dressed in their best. Abhishek Tomar and Preeti Singh were crowned as Mr. and Miss ISBR respectively. Several other titles such as Mr. and Mrs. Gotham, Most Popular Student, Best Nautanki etc. were also given to students. The event was very well designed and the all the credit goes to second year students, faculty, and the nonteaching staff. Their efforts reflected in the success of the program. On the whole, the entire program can be summed up as amazingly astounding.



#### Radio Mirchi Event

India's hottest radio FM station, Radio Mirchi 98.3 FM, hit the school's campus for a promotional event for Act Fibernet on 24th September 2017 with an enticing contest held at the amphitheater. The much talked about event sent the students into a tizzy as the event reached the campus.

The program started with an interesting game

separately for boys and girls and the winners were announced from each group separately. Radio Mirchi in association with Act Fibernet provided students a worthy platform to showcase their talent. The students came one by one and presented their talents in the field of singing and dancing. The students and the faculty thoroughly enjoyed the performances. The program ended with distribution of interesting goodies to the participants.



## Women's Day Celebration

International Women's Day was celebrated on March 8th, 2018 at International School of Business and Research, Bangalore. First instituted by the United Nations (UN) on March 8th, during the International Women's Year of 1975, the day symbolizes a significant opportunity for individuals, communities, and countries to celebrate the progress, great achievements, contributions, various challenges faced by women, build broad support for women's rights, and work towards the full and equal participation of women within all areas of society.

The Guests of Honour for the event were Mrs. K.Kirthana, a 41-year-old athlete, who won a bronze medal in the women's 35+ 400m hurdles in the last edition of the World Masters Athletics held in Brazil and Mrs. Reshma Mahaboob who is successfully Working in a Managerial post at a multinational



company for many years. The lively program at ISBR, organized by students' groups and the college's cultural club, featured a wide variety of events,



including a skit based on harassment, self-defense techniques, musical performance, poetry etc.

The event was highly significant because, it provided everyone an opportunity to recognize the monumental contributions of women to our society, and it helped spread awareness amongst the youth about the same. This sentiment was shared by many of the events' participants and attendees including the faculty members, students, and the guests. One of the program's great highlights was the skit based on harassment and gender inequality performed by 1st year MBA students.

Worldwide, women continue to contribute to social, economic, cultural and political achievements. Same time the progress towards the gender equality has slowed down in many places. As per the World Economic Forum prediction in the year 2014, it would take 2095 to achieve global gender parity, however, one year later in 2015, they estimated a slowed down progress in the already glacial pace of progress. This meant that gender parity wouldn't be



achieved until 2133. Everyone - men and women can pledge to take a concrete step to help achieve gender parity more quickly - whether to help women and girls achieve their ambitions, call for gender-balanced leadership, respect and value difference, develop more inclusive and flexible cultures or root out workplace bias. Each of us can be a leader within our own spheres of influence and commit to take practical actions to accelerate gender equality.

## **Blood Donation Camp**

International School of Business and Research, Bangalore organized a one-day blood donation camp on 10th March 2018 in collaboration with BMST (Bangalore Medical Services Trust) from 11:00 AM to 2:00 PM, motivating the students to come in flocks and donate to save precious lives of the needy. The camp started at 11.00 am with a short inaugural function where Dr. Keshav with his 5 member team were given a warm welcome. Dr. Keshav expressed his gratitude to ISBR for its continuous endeavor in this regard. He also emphasized the growing need for blood in the state and commended the young volunteers for this noble act.

In this camp, a remarkable number of volunteers from different department of college had participated with vivacity including teaching and non-teaching staff and students. The camp was organized in a very disciplined manner, keeping in mind all the aspects of the health of the donors, starting from providing details about any prevailing health issues of the donor, checking the hemoglobin, weight etc. and then deciding whether to allow the



candidate to donate or not. The blood donors were provided with refreshments and a blood donation certificate by BMST.

After the camp, Academic Director Dr. Karpagam appreciated the donors for donating blood & congratulated the organizers for successfully organizing the camp.



## **Farewell Party**

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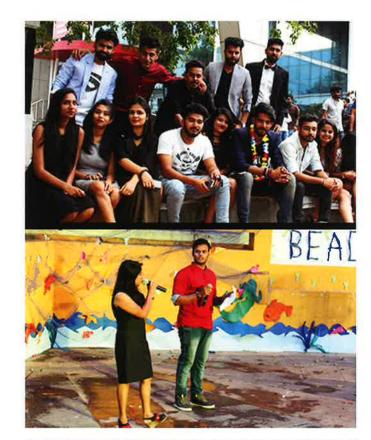
ISBR Business School organized a farewell for batch 2016-2018 on 21st March 2018. It is often said that the best days of life for anyone is their college days. Undoubtedly, it's the golden era, which they recollect nostalgically for the rest of their lives. These golden years for students of batch 2016-2018 came to an end on the 21st of March.

It was time for students to leave, where they spent the last two years of their lives. The farewell took place in the amphitheater, decorated with strips of multi-colored paper, balloons and fancy lights for a beach theme. Though there was an atmosphere of joy and excitement, yet it was tinged with an air of melancholy and sadness.

The program started with many impressive performances of stand-up comedy, songs and dance performances by students of junior batches. Many games were also organized along with giving titles to all the students of senior batch like Mr and Ms Charming, Party animal etc.

Then the professors addressed the students, encouraging them to keep up the name and prestige of the institute. They told them that they should never forget their alma mater and its great ideals. Finally, we all wished the students a brilliant success, not only in the forthcoming examination but in their life and respective careers.









ISBR Founders Day A day of great celebration and fun, ISBR 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 Business School commemorated its Annual function on the evening of 7th September 2017 with a tremendous celebration including a series of cultural programs prepared with exceptional efforts and perfection. The cultural program was held in the auditorium on the occasion of Founders day at ISBR to celebrate the institute's meticulous year. The day was celebrated amidst great fervor, zest, and enthusiasm in the college.

With the arrival of the guests of honor, other dignitaries and students in the arena, a series of wonderful events began unfolding which left the audience awestruck. The items included plays, dance dramas, musical representations, stand-up comedy and dance performances.

The program began with a scintillating welcome song followed by felicitating all the staff and faculty members for their years of dedicated service to the institute. The students of batch 2016-2018 were then awarded for their significant contribution and performance in the field of studies and many other co-curricular activities like singing, dancing, student of the year, best media person, best sportsperson and many more which acts as an impetus for the stellar performance by the students. The heartwarming performances included many outstanding pieces out of which one was a skit staged by the ebullient students of the institute spreading awareness about the negative impact of social media on the present generation, ways to overcome it and the viral and life threatening Blue Whale game. This entailed the orchestra where the students played and sang a mash up which was followed by Western and Bollywood dance performances, performed by students with enthusiasm and unmatched zeal and rhythm. Stand-up comedy by the MBA student-Vikram Bhosale was the comedy spark of the evening.







The vote of thanks was proposed by the emcees and with this, the program concluded.



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 Art of Living (AOL) Ashram



A disciplined, organized and sustainable environment is what our industry needs to adapt. Utilization of resources efficiently is critical which we look forward to imbibe in our day-to-day activities to transform our lives eventually.

Visiting Art of Living Ashram was indeed a treat to the eye and a great learning for the students of PGDM 2017-19 on 17 July 2017.

Sri Sri Ravishankar Ashram is located at Kanakapura Road, Bangalore with the campus engulfed in greenery, resembling a small ecosystem.

Mr. Ishwar, 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.

Students were accompanied to the majestic Vishalakshi Mantap (named after Guru Sri Ravi Shankar Ji's mother) which is nothing less than an architectural marvel, with intricate details, standing 108 ft. tall comprising of 3 floors. It resembles a blossomed lotus with over 1008 petals.

Students boarded the bus that drove past Radha Kunj garden, Panchakarma and arrived at the Gurukul. It had a mystical feeling of being amidst the ancient Indian



Vedic ages. The entrance of Gurukul had a temple in which three ods (Panchmukhi Ganesh, Maha Vishnu and Mahalaxmi) idols were elegantly decorated.

They proceeded further and met a techie Mr. Binay, who worked with the IT industry for a decade and yet chose to preach the ancient ways of living. He highlighted the issues with our generation and at the same time explained to us how Vedic and ancient techniques are superior.

Visit to efficiently managed Bio Gas Plant and water treatment plant was a great learning experience for students.

Then was the showstopper Annapurna mega kitchen (also featured on National Geographic), a gigantic kitchen that serves an average of 5000 meals each day. During Navaratri the demand spikes to 1 lakh meals. In reality, only 12 staff members run the system supported by the mass number of volunteers.

Managing different tasks at the ashram was a challenge. The visit exposed the students to learn how things are organized and managed at ease. The transformation from barren land to greenery all around required a lot of passion, hard work and a driving force to achieve such a great fest.



# Industrial Visit to Akshaya Patra: India's Mega Kitchen

Akshaya Patra
Unlimited food for education
In partnership with Infosys foundation

"Mystical objects have always been a part of Indian

mythological stories. How thrilled would you be to witness one such object up-close?"

ISBR B-school organized a visit to ISKON AkshayaPatra on 21 July 2017.

"Akshaya Patra" was handed over to the pious Pandavas by the Sun God during their 13 years exile to provide them with an inexhaustible amount of food. It has now traveled through time and has entered the present to same noble facilitate the objective of vanquishing hunger. ISKON took this initiative in the year 2000 and is operating as an NGO: their primary focus is to provide mid-day meals for the studying children poor government schools.

For management students, it is essential to understand how such huge units are managed in an untarnished manner for years. After visiting the temple, students headed to the production unit of Akshaya Patra where they were

divided into a batch of 3 consisting 20 students each. Here they were strictly instructed to wear head cover and slippers to maintain hygiene. The supervisor took the students through the entire kitchen and informed them of the whole process.

Few questions asked by students to the Unit manager of Akshay Patra were:

What are the challenges faced while training the employees?

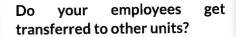
Most employees are uninformed, so they are

taught methods of maintaining hygiene in the kitchen and time management.

# How do you manage traffic in order to reach your destination at a specified time?

Actually we search the most suitable and short distance through Google Maps and on that basis we send our vehicles. We also find out which routes have more traffic signals. If we have less stoppage time, then we send more vehicles on that route and

vice versa.



Yes, sometimes we shift our employees to other locations, but it largely depends on the requirement.

# How do you manage to retain your employees?

Actually, besides their salary, the additional facilities provided to them are education for their children, medical assistance, financial support for marriage etc. These make them stay connected to the organization.

# How profitable is your organization?

AkshayaPatra works on funds provided by different corporate giants like Tata, Infosys, the government and various others industries. The interest earned through these deposits are used for development purpose. After 5 years of tenure, principle amount has to be returned. To do

that, we are becoming self-sustained through Akshaya Nidhi- a subsidiary to Akshaya Patra. It runs a canteen, which earns profit by providing the meal to different corporates and other associations.

After the questionnaire session, all had a delicious lunch at Iskon Prasadam.

What they learned was immense; from process to automation of the unit. It was a wonderful experience.







# Industrial visit to Vindhya E-Infomedia Pvt.Ltd

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ISBR College organized a visit to Vindhya E-Infomedia for PGDM 2017-19 batch on 18th July 2017. The students were given an introduction to the company before they left the campus.

Ms. Pavithra Y S, Managing Director, Vindhya Infomedia, a first generation entrepreneur who has a childlike approach towards doing things, shared the story from inception. She informed that the company started its operation in 2006. Sign language is the official language here. She taught few basic signs like good morning- a gentle gesture- placing right palm onto the left followed by a rising sun animation with the same hand, sorry-placing your closed fist on your heart.

She expressed their vision-"To be a socially responsible enterprise that aims to create impact over the specially-abled people and at the same time strike a balance in the company with profit & philanthropy."

Post her talk; students had Q&A with the MD, Ms. Pavithra Y S.

#### What kind of challenges did you face initially?

I, like many others, had the same conception about specially- abled people and I was not aware of the term RISK and knew my husband will support me at my worst. With this open mind, I began this organization employing the disabled. Passion is all that is needed to achieve your dreams. Life is not at all easy straight corridors. I never think of failure, fear is just around our ego. Only by learning and evolving myself, I have achieved this stature.

#### Did you have any difficulty in training the employees?

For that, we have sign language as the official language of the organization. Our interpreters teach the language to every new employee. Also, Buddy assistance and extensive classroom training are given to make them flawless. They have an impressive record of client services.





'Culture'-culture is very important in organization. Culture, multitasking, self-motivation, and fearlessness are the key indicators of a successful entrepreneur.

We also have accommodations for the outsiders.

#### Vindhya Pvt., how did the name come up?

That is my daughter's name, it represents the Vindhya hills that continue to rise in altitude each year (the only growing mountain), attributing this to her company's growth.

We observed how various departments of the company works. It was similar to any other office. An important lesson we discovered was people working here were given task according to their abilities. A deaf person was given a back-end document job while a vision impaired person worked on voice process.

Vindhya, what an inspiration for all of us! An epitome of courage, passion, zeal to drive forward and never look back even when one has life filled with failures. Let's make this world a better place by developing an inclusive environment. Being diligent, surviving through the critical phases and striving through life is what budding entrepreneurs ought to learn. One important aspect of being an entrepreneur is to multitask, which was depicted by team Vindhya. This experience was something surreal.



# Industrial Visit to Wipro

"The greatest underused territory lies just under your hat," read on the Wipro building.

ISBR B School organized the industrial visit to Wipro for the students on 1st August 2017. Campus Manager of Wipro shared his insights on the corporate culture and importance of professionalism to all the students. Pinnacle is the program that new recruits undergo to have a comfortable transition into the new corporate world. He distinguished the various aspects of communication on different parameters such as.





- **Behavioral Traits**
- **Etiquettes and Manners**
- Accountability and Responsibility

Few of our students, who had work experience, shared their experiences from their respective organizations.

Wipro Staff also spoke about the various facilities Wipro provides to its employees, who come from distant regions so that the employees feel happy to work there. Some of the facilities include-hospitality, apparel stores, grocery stores, Doctors, Pharmacy, Café Coffee Day, and other retail stores.

Along with the need of employees, Wipro also caters to the environment by Rainwater harvesting plant, Biogas plant, Vermicomposting plant, Sewage plant. Sewage plant was designed by the employees of Wipro.

Wipro is the first IT Company to have a Butterfly garden inside the campus and contributes to various CSR activities such as - recycling of waste paper and its distribution to underprivileged students.

The learning outcome from the visit included being a responsible employee who holds ownership of everything he undertakes and inculcates good etiquettes along with professionalism in one's self.



# **Industrial Visit to** Decathlon



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

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

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

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The first store of Decathlon started in Lille, France in 1976 and later on expanded to different countries such as China (in 2003) and India (in 2009). At the huge warehouse of Decathlon, students were informed that their Bangalore office handles the production and manufacturing for South, West and East regions of India. They were taken around the warehouse and showed the working procedure and environment; and informed about how Decathlon has come up with a unique idea of cost optimization. All the stores of Decathlon are very simple, but they make sure that the products they sell are of high quality.

Decathlon Group comprises of different brands of sports like ARTENGO for badminton and tennis, KIPSTA for football, DOMYAS for gym wear, NABAJI for swimming, OXELO for skating and much more. KESHARA is the biggest brand of Decathlon Group.



They also have "Click and Collect" option where a customer can select the products online and later pick it up from the stores. Decathlon has tie-ups with snapdeal and few more online websites to facilitate the sale of their products and to deliver it to their customers in the comfort of their homes.

The working environment at Decathlon exhibited that it is essential to believe in teamwork rather than simply relying on technology in order to accomplish

# **Visit to Monkey Box-**Food-tech Startup

The co-founder of Monkey box Mr. Sandeep

narrated the story behind keeping the name "Monkey Box" when ISBR Students visited their office in August 2017.

One fine day when Sandeep was home he found monkeys had attacked in the kitchen and messed up the area. He noticed that they only touched the healthy food and not the other food items. Mr. Sandeep and Sanjay who are classmates from a very long time also had a problem with the food consumption of their children. The food that is made in the morning was not healthy or got spoilt by afternoon. This problem is faced by many parents who are working in terms of giving proper food to their children. So they came up with the idea of Monkey Box to provide healthy and nutritious food.

Students were welcomed and were given masks and head guard for the safety and hygiene. One of





the employees explained the key principles they follow while preparing a variety of hygienic and nutritious food. They informed, "Every day the food menu is changed on the basis of the understanding and liking of the students. They give two options so that students can decide as per their interest. That is why they take the order a day before so that they are able to make proper three times meals."

Monkey Box started with their first kitchen in Jayanagar, Bangalore. Slowly they started to serve to schools providing food to the age group of ten months to 24 year olds. Raw supplies and spices are sourced from authentic organic suppliers only. Money Box takes online orders through Monkey Box App.



The students witnessed a great teamwork, passion, and dedication to work, excellent management of people and processes as well as innovation at work.

# Experience Work Day at The Adecco Group

Experience Work Day is a global movement powered by The Adecco Group to help career starters on their first steps to give them a real taste of working life. Their whole agenda of this event was to get in touch with the youth of this generation who are about to start working and to create awareness about their brand. Students of ISBR Business School experienced 'Work Day @ Adecco' on 24th of April 2018.

Students had a wide range of activities lined-up by the people in charge. They were asked to divide themselves into groups based on their career aspirations such as finance/ marketing/ HR/ supply chain. They were then assigned to specialized field professionals who gave them insights. It was a great

experience to gain insights from them about the company and their work specialization area.

Students who chose finance and got the chance to share the wealth of knowledge from Mr. Mark, Chief Finance Officer (CFO), Adecco who has traveled almost the globe and had hands-on experience in the field of finance.

They also had an opportunity to hear from the CEO of Adecco, about Adecco and this initiative. It was a great learning experience for them as they got hands-on corporate exposure.





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.

# **Creativity and Innovation Workshop**

Change calls for innovation and innovation leads to progress.

A creativity and innovation workshop was organized for students of PGDM (2017-2019) by Dr. Pavan Soni at ISBR campus as a part of orientation program.

"Economic climate is changing rapidly and companies look at people as their best and strongest asset to help them survive and thrive."

Dr. Pavan Soni, an innovation evangelist by profession, gave students an idea about the current scenario of education and opportunities for management graduates in India.

The economy is rapidly growing due to automation of the entire industry. Hence the three mantras by Indra Nooyi were highlighted by Dr Pavan for creating new jobs:

Be a lifelong learner

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- Put all your senses into whatever work you are
- Allow people to grow along with you

Students were then split into teams and visited places like petrol pumps, traffic signals and construction sites to find out the problems faced by them. They then came up with new, possible creative solutions for their problems. This was done by analyzing the problems.

The problems of petrol pump staff was given a solution by providing face masks to all the workers at minimum charges to reduce the exposure to petrol. They also proposed this idea to help traffic policemen requesting different organizations to include this as a CSR activity.

This entire exercise, organized by Dr Pavan Soni, gave students an idea about how they could develop their creative skills and use a range of creative thinking methods, tools and techniques to generate ideas and solve problems beneficial for them and for people around them.







# **Parichay: Lead Yourself Workshop**

It's not the most intelligent who will survive, but those who can manage change best.

PARICHAY: "Lead Yourself", a signature program exclusively delivered for the freshers as a part of the Orientation program at ISBR. It is an eight hour program which starts off with the ice breakers and set expectations for the audience. The workshop focused on the importance of understanding "Self" and the power of intrapersonal and interpersonal communication.

The session was a power packed energizer, delivered by Prof. Preeja Sreedhar, corporate trainer and faculty in the area of communication and HR.

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

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

A brainstorming activity was conducted where students noted their weakness so that they can develop and transform this into strength by consistent and constructive effort.

After this the students had a very interesting activity where they were divided into 6 groups and had to present a role-play on the topic 'imitation'. The session ended with a discussion on James Marcia's stages of self-identity.

The session helped students learn the importance of development and how this will help them to scale greater heights in the corporate world.











# Case Analysis Workshop

Real situations equip you for real life challenges.

The Case Method is a powerful teaching approach that combines academic theory with practical application. Business decision-making is often marked by ambiguity, uncertainty and limited information. Case studies bring real management situations into the classroom where learners are exposed to a thought-provoking business decision-making environment.

In view of this, ISBR Bangalore organized a Case Analysis workshop for the MBA and PGDM students on 5th and 12th of August 2017 by Prof. P.K. Thomas. The primary goal of the workshop was to introduce the processes of case analysis and inspire participants to use more cases in the learning process. The workshop also focused on practical sessions which helped the students to sort out and analyze data presented in the given case, consider relevant theory, draw conclusions, and present solutions. The



An introductory workshop through the wonders of Excel



In this era of digitization, application software are of immense benefit to work life. One of the important application software is Microsoft Excel, which is a spreadsheet program used to store and retrieve numerical data in a grid format of columns and rows. Excel is ideal for entering, calculating and analyzing company data such as sales figures, sales taxes or commissions.



session was quite interactive where each participant was given a copy of the Harvard Business School case on Bill Gates and Steve Jobs. Various student groups presented their analysis and later, the facilitator discussed the way it should be seen and presented.

One such Excel workshop was organized on 8th August 2017 by Dr. T. Karpagam, Director, Academics at ISBR.

Excel offers far more tools for calculating trends, deciphering profits, creating numerical formats and visual data. The Excel program can turn a spreadsheet of numbers into a pie chart, bar diagram or a variety of other visual diagrams. Excel can also be used to store text-based data such as client lists, employee data and mailing lists.

Excel can be used to create the supporting data for a written report which might include selecting a particular range of data by date, department or personnel. Examples of company reports might include financial summaries, compliance documents or personnel reports outlining vacation and sick days.

This workshop that introduced Microsoft Excel was very beneficial for the batch to cope up with further technologically advanced applications. Each student after attending this workshop was looking forward to learn more and gain more knowledge by using this application to make their professional life more technologically equipped and easier.



### **AOL Workshop**

The soul always knows what to do to heal itself.

This youth empowerment and skills workshop organized by the volunteers of Art of Living, was a powerful life-skills program, designed to charge the youth with a fresh breath of vigor, enthusiasm, excellence and responsibility. It enabled the students to absorb the freshness, the repose and all the positivity around them, and helped them to discharge stress, inhibitions, bad habits, and barriers.

The workshop was a brilliant mix of antiquity and the contemporary, a smooth blend of ancient wisdom, yoga, pranayama (breath control), and



meditation, fused with contemporary intellectual exchanges, music and games. And of course, it included Sri Sri Ravi Shankar's powerful and famous breathing technique, the Sudarshan Kriya which helped them to unleash the leader inside them, live their unbounded potential, showcase their exuberant personality, contribute their greatness to the planet, discover their true self.

### Reward YOUR Self (RYS) Workshop for Parents

Behind every child who believes in himself is a parent who believes first.

Parents shower love on their children throughout their lives and motivate them to pursue higher goals in life. To celebrate their unconditional love for their children and applaud their selfless love, ISBR Bangalore, dedicated an entire event to them on the occasion of Convocation 2018. ISBR organized a workshop for the parents of graduating students on June 3, 2018.



The workshop named Reward Your Self (RYS) welcomed parents who were present to rejoice the accomplishments of their children. Esteemed faculty at ISBR, Ms. Preeja Sreedhar, Behavioral Coach, Trainer, was the program facilitator. The program commenced at 3:00 pm in ISBR Campus. RYS served as an exceptional platform that appreciated the dedication with which parents raise their children to be successful in life. RYS is a unique concept which helps parents to rejoice in their ward's achievements and collect some unforgettable memories of the same.

The RYS workshop received tremendous response from parents who were delighted to be present. Through a wide range of interesting activities, games, role plays and interactive sessions, RYS was an immense success at capturing the positive emotions of parents on the success of their wards and reminiscing the journey that brought them to this beautiful destination. With the grand success of RYS, the proud parents left with some lovely memories of the day.



**Executive Education Program** 

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Workshops that shine the light on management and businesses are always welcome events in a Business School. The workshops we had the previous year were especially enlightening as they gave students first-hand experience on what each profession entails. A diverse range of participants from different sectors made the experience worthwhile.

### Workshop on Turnaround Management

There is a lot of pressure on corporates from banks, government, employees and other stakeholders to maintain not just profitability, but also ensure credit ratings and address cash flow pressures.

Turnaround one-day workshop on Management conducted by the Center for Executive Education (CEE) at ISBR Business School on 22 July, 2017 addressed the skills which every manager need to know to keep the ship afloat.

The workshop had participants from diverse sectors - public sector, private sector, doctors, entrepreneurs, young start-ups and chartered accountants.

Dr. Ananth Rao, Dean, University of Dubai; Prof. Kiran Bindu, Financial Expert and Founder Mentees Capital; and Prof. Naniah, Marketing Expert and an entrepreneur, each discussed how an organization can turn around when faced with a crisis through relevant case studies, examples and one-to-one discussion of the participants' problems and doubts.

The workshop concluded with a wrap-up by Dr. Ananth Rao, Dr. C.Manohar and Dr. Chandra Niranjan.

The Valedictory Address was given by Dr. K.S. Gupta, Director, CEE, ISBR.

Feedback from the participants showed that the workshop provided useful information with ample opportunities for clarifications.

The sessions were interactive with real world case studies that elaborated on realizing the situation, financial analysis, KPI, what not to do in business and always keeping a positive attitude.







# International Workshop on Research and Innovation

Being systematic is th ideal path to research.

ISBR Business School had conducted two days' workshop called International Workshop on Research and Innovation on 5 and 6 of August 2017 in ISBR Auditorium.

The workshop was inaugurated by eminent scientist, Dr. T.K. Anuradha, Project Director, ISRO Bangalore.

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

Research process is the path for managing the total change. The change management remains difficult because either people do not change or follow change blindly.

Serve your passion then serve the community.

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

Dr. Padma Srinivasan observed, "Research is the weapon in your hands," and talked about the important aspects of processing data like research notes, collaboration, graphic details, and data management.

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

Dr. Pavan Soni said, "Research is a profession of trading knowledge." He explained Management as a circle with three interconnected aspects – Economics, Sociology and Psychology.





It was an excellent workshop, in which industry and finance were covered well. Collaboration and data | management skills were enhanced. The workshop gave clarity and provided a professional and systematic approach to research.





# Digital Marketing and Branding Workshop

Digital media is the most powerful tool in marketing today,

A Digital Marketing and Branding Workshop was organized at ISBR Business School on 13 October 2017 by Dr. K.S. Gupta, Director, Executive Education Program. The facilitators of the workshop were Prof. Shiva Prakash, Founder, Think Tank IMC and Mr. Suresh Babu, Founder, Web Marketing Academy.

Digital and social media have changed the way we communicate, interact, transact and do business. Understanding the consumer psyche and the brand values together with digital and social media concepts is crucial to do business today.

This program focused on examining best practices in Marketing Communications related to business and the use of digital marketing and social media.

This workshop included:

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- Strategic marketing planning
- Integrated marketing communications model
- Core concepts of digital marketing and planning digital marketing strategy
- How to allocate budget and identify resources
- Search Engine Optimization and basics of Google Adwords
- Blogging for business, content creation, optimization and marketing, Instagram, LinkedIn, Twitter

The participants gained good insights into high levels of Strategic Marketing Communications through the digital way focusing on tools, case studies and hands-on activities. They also developed the marketing and communications plan, content and branding, a digital marketing plan, choosing the right channels for specific industry and equipped themselves with latest tools and free resources.













Mentorship Program 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 Challenge I: Movie Review

Learning is a lesson that will follow its owner everywhere.

Almost all the management students devote a major part of their time to their studies and their course and get very less or no time to do anything else like watching a movie. Still there are a number of movies that management students must see. Each one of these movies can teach you something useful and productive like finance, ethics, marketing, team management, whistle blowing, and communication skills as all of these qualities are major components of managerial studies.

On 21 September 2017, ISBR conducted a movie review challenge for the 1st year PGDM & MBA students as a part of their Mentorship Challenge to let them showcase their flair in conceptualizing management concepts and theories by the means of entertainment such as movies.

The movies which were shortlisted for the challenge were Airlift, The Wolf of Wall street, Rocket Singh: Salesman of the Year, Drishyam, The Founder, Ghazi Attack, Kung Fu Panda, and Coach Carter.

Students from each mentorship group then started reviewing the movie and came up with the lessons learned it. Some shared entrepreneurial lessons, some shared business ethics, while some spoke about the art of negotiation, teamwork, the attitude to never give up and how to learn from our failures. The judge's final verdict was out and the movie, The Founder, was declared the best movie to be reviewed. Ghazi Attack was declared the first runner up and Kung Fu Panda the second runner up.

The overall event proved to be very productive for the students as it aimed towards their personal and soon to be professional lives.









# Mentorship Challenge II: Startup Spirits

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

MBA and PGDM are not mere degrees but targets for an overall development of students, which ISBR believes in and works towards. On 11 November 2017, ISBR organized Startup Challenge: Startup Spirits for the MBA and PGDM students under the Mentorship Challenge II. Each mentorship group from MBA and PGDM batches went through a selection process and a total of 24 teams were selected. Three teams from each of the 8 mentorship groups gave presentations on 3 different kinds of startups.

- 1. Successful Indian startups
- 2. Indian startups that failed
- 3. The new big idea

The team that won in the category of successful Indian startups was the team that presented Bira91, a beer startup. The team that won in the category of failed Indian startups was the team that presented the story of the downfall of Tiny Owl. The team that came up with a new and innovative idea and was declared the winner in the third category was the team with the idea of Good Morning Box.

This challenge helped students to learn the ins and outs of starting a new business and the technicalities one must know in order to go for a startup.



### Mentorship Challenge III: Book Review

Reading a good book is like taking a good journey.

On 27 November 2017, ISBR organized a book review session for the MBA and PGDM students under the Mentorship Challenge III, in order to motivate students in understanding the managerial perspective behind each book by reviewing a book of their choice in front of jury members. A total of 8 groups participated in the challenge, one group from each mentorship group reviewing the book of their choice related to management. The jury evaluated each book review on the basis of the selection of the book, theme of the book, presentation style, and teamwork being depicted during the challenge.

The event was a huge success as the competition was very close that it ended up with a tie among the teams. This event helped students in enriching them with a great learning experience.





### Mentorship Challenge IV: My Net

Social tools are not just about giving people a voice, but giving them a way to collaborate, contribute and connect.

In this advancing digital era, if we aren't using social media to keep up with professional relationships and organizations, there is a risk of being left behind.

So, to identify professional development with formal degree and training programs, ISBR conducted mentorship challenge named My Net: Social Media Challenge on 17 April 2018 along with all mentors and co-mentors with their mentees. Social media has the ability to amplify a management graduate's reach through expansion of personal learning network, which can be aptly utilized for enhancing one's professional growth. There were three categories for the My Net challenge which included, Facebook, LinkedIn and others (YouTube, Instagram and so on).

The ubiquitous video sharing site, YouTube has more than 1 billion unique monthly users. Shreekara Bhat, first runner up for this category thinks that one can possibly find video resource about every topic imaginable. The huge variety of instructional video

available on YouTube makes it the number one interactive social media tool for professional development.

Sandeep, winner of the category (others) uses Instagram as a social media platform to connect to people in music industry and refine his aspirations of being a singer.

According to Abhinav Pratap Singh, winner of Linkedin category, to ensure maximum utilization of Linkedin, your profile should be complete and professionally oriented.

Facebook for Bonnisan Prasad, winner of this category, seems to have introduced an extensive array of tools throughout its evolution that can be used effectively for professional growth.

Prof. Kiran Koppada, judge for the event, spread the message that to be industry ready, one must design their social media profiles according to career orientation. The event was pulled off by a melodious song, sung by Vasudha Kataria and Sandeep which had the calm and soothing effect on the audience.







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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.

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### C-Talk by Vikram V. Kanth

Dreams don't work, unless you do.

The above quote is what was conveyed by Mr. Vikram. V. Kanth, Vice President, Marketing, ABB India, on 16 March 2018, which was the first C-Talk of the year for the 2nd semester students of ISBR.

Mr. Vikram interacted with the students using his years of expertise and a pinch of humor in his speech, which made his interaction with the audience far more interesting and engaging than expected. His simplicity clearly reflected in his words and the way he put forward his thoughts and ideas, made him an inspiration for the students. He shared his own life experiences, personal and professional through a life graph and explained, step by step, how he climbed the stairs to success that helped the students in understanding and learning from his experience.

During the entire session he kept taking questions



from the students and very happily answered them adding as much knowledge and details as possible. This session of C-Talk series was a very different experience for all the students, very fruitful and extremely inspiring.





### C-Talk by Ms. Poornima Matthan

"Success isn't just about what you accomplish in your life, it's about what you inspire others to do."

April 6, 2018 was the second session of the ongoing C-Talk series of ISBR Business School.

Ms. Matthan was able to connect to students and their areas of interest very easily due to her experience of 20 years in the field of marketing and corporate communications. She lived in the US for three years and studied Marketing Communications at the University of Washington and worked at a hitech PR Consultancy.

During the C-Talk, Ms. Matthan talked about the importance of social media and different social networking sites in the field of marketing. She also discussed in detail about brand building, crisis management, media relations, blogger and influencer



engagement, strategic counsel, external marketing communications.

She also suggested the young aspiring managers to take charge of their lives, to keep upgrading themselves and instead of just marketing, learn and concentrate on target marketing. This C-Talk gave students clarity and direction regarding how to go about their career and how to prepare for it to come out as a capable and skilful manager.

### C-Talk by Prof Mehboob Ali

The core rules of entrepreneurship are globally the same.

Prof Mehboob Ali, Professor, Dhaka School of Economics, Bangladesh addressed ISBR students under the International Guest Lecture series. He discussed how the definition of entrepreneur has evolved from one century to another and got a proper definition in the 18th century. He discussed the importance of innovation in creating new product and encouraged students to think beyond and out of the box to find solutions. He explained how ethics is important in the life of an entrepreneur by giving examples.

Prof. Ali also discussed the case study of various companies and how entrepreneur skills are evolved to reach great heights. He explained the rules of uniqueness, stability and existence rules to settle down in any business.

Overall it was quite an engaging and productive session for students getting exposed to global perspective of entrepreneurship.







Cells & Club **Activities** 

Extra-curricular activities bring out the best in students. The students exhibited planning, coordination, teamwork, and competitive spirit. Our various clubs brought a ton of fun into the campus with their varied events, ranging from quizzes to contests.

### **Marketing Carnival**

Marketing Club Event

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Good marketing makes the company look smart, great marketing makes the customer feel smart.

The Marketing Carnival, organized by the Marketing Club, brought the organizing, marketing and managerial skills of the students and laid a platform for the students to put their acquired knowledge into practice.

The event took place on 7 October 2017 for a span of two hours. The students became entrepreneurs, geared up business with a limited capital, registered their stalls, marketed their products and found unique ways of advertising. This process took a week and on the day of the Carnival, students came up with their innovative ideas, products, a photobooth, spin and win game, misal pav, esprique, kulkki sarbath, handmade arts, secret admirer, 7 up and 7 down, angry birds with lovely hugs, and coin games. Students competed to make high profits and win excellence certificates. Students were rated based on their ideas, decoration and presentation skills by the judges. Finally, 7 up and 7 down was a big hit and made high profits.

The whole event was designed in such a way to make the students understand the concepts of marketing, business, accounts and their application in the real world.

Students were excited to share their learnings:

#### **Learning Outcomes:**

- "I learnt that every business is risk-involved and requires some techniques to be used.
- Investing without planning is useless." Anusha Meda



- "Always plan and concentrate on your target market; this will definitely bring profits." Ramva Sativada
- "Learnt how to attract customers and how to boost profits." Atish Nair
- "I learnt that we have to make customers, not iust sales." G.S. Pavan
- "I learnt how hard it was to convince and attract customers." Deepak Sharma





### **FESTOJ**

#### **HR Club Event**

The HR Club of ISBR Business School organized an event Festoj on 11th November 2017 in ISBR Campus. The purpose of organizing the events was to bring the students together, help them develop interpersonal skills needed in the corporate world and encourage them. The plethora of activities in the event included food stalls put up by the students, interesting games and competitions like treasure hunt, poster competition on any topic related to HR or organizational behavior and the grand finale of Rays of ISBR.

The poster competition depicted the creative side of the students by showcasing amazing and out of the box thinking of the students in the form of amazing posters.

The Rays of ISBR grand finale proved to be very interesting as all the student speakers who participated were outstanding. Rays of ISBR is a process of identifying best student speakers promoted on various platforms which promotes student branding and leadership development. Srividya Kamesh of PGDM was declared the winner and the best speaker. Organizing the food stalls and game stalls helped the students in learning the skills a manager should possess in order to carry out any task efficiently and effectively.



### **Fintopia**

#### Finance Club Event



Who knew finance activities can be fun too?

The Finance Club conducted the event named Fintopia under the guidance of club coordinator Dr. Aditi Priya Singh on 27 November 2017. The main objective behind this event was to create an interest towards the field of finance and also create a holistic learning process through games and some brainstorming activity.

It was a great successful event as more than 90 students and 30 teams participated. The whole event was divided into 5 rounds – Fin Puzzle, Debit and Credit, Symbols and Logos, Financial Dumb Charade and a Mega Quiz for the Winning Team. The quizwas based on the current economic environment.

The main objective of this round was to select the best participant where one was selected as the winner of the whole activity.

The event was a great learning process for the finance club in testing their knowledge in finance and their organizing and management skills.





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### Entrepreneurship Club Event

On Saturday, 18 November 2017, the concept of weekend for the young generation of ISBR Business School completely changed when Entrepreneurship and Innovation Club of the Institute organized Chaupal, under the guidance of Prof. Nannaiah.

For entrepreneurs, there's nothing called a weekend, a working day or a holiday when you have the spirit of your venture going on in your mind. Chaupal acted as the discussion forum where all the students who want to see themselves as independent entrepreneurs got a very good opportunity to learn more and clarify their doubts by interacting with some of the leading young entrepreneurs who were guests of the event. The guests included Mr. Rupesh (Agasa Fabricare), who runs a successful laundry service with doorstep delivery service in AECS Layout, and Mr. Gaurav Singh from National Entrepreneurship Network who talked to us about how to get investors for your venture with the help of mentors and necessary tools required for growth of your venture. We were also introduced to the challenges faced by Mrs. Needhi Singh while switching her career from a scientist to her startup in food and beverage sector, Samosa Singh.

The interaction with these leading entrepreneurs gave students an insight about the do's and don'ts of starting one's own business, how to approach the right investors, never to lose hope, keeping your spirits high and to love what you do. It gave us a platform to put our ideas into a frame and go ahead with our plan following a proper strategy no matter how many difficulties and obstacles come in our way.







#### Workshop on Innovative Thinking

The Entrepreneurship Club at ISBR organized a workshop on Innovative Thinking on 9 May, 2018. It Was conducted by Think Tank Inc., a startup ad agency on brand communications.

As innovative thinking is the stepping stone for any entrepreneurship, students were exposed to the skills of creativity, most often latent in each one. If nurtured and put to productive usage, what better than innovation!

Today, India being youth-dominated, one of the biggest challenges it faces is providing jobs to all. Keeping in tune to our Hon'ble Prime Minister Shri Narendra Modi's initiative of Make In India, the clarion call today is to motivate youth towards entrepreneurship.

Hence this workshop was designed to plant the seed among the students to inculcate innovative thinking and entrepreneurial skills.



### **Sports Day: MILAAP 2018**

Sports Club Event



Sports do not build character. They reveal it.

The annual sports week MILAAP 2018 was organized on 23, 24 and 25 March 2018 for indoor and outdoor games at ISBR Business School.

All the students participated with enthusiasm and passion in the 3-day event with both indoor and outdoor games. Outdoor games included cricket, throwball, football, tug of war, kabaddi, badminton etc. Indoor games included carrom and chess.

The first day had only indoor games. The second day had outdoor games like cricket, relay race and shot put. The third and the last day was equally remarkable with nerve-wracking football and volleyball matches along with Kabaddi. The continuous support and inspiration from a huge

audience who were cheering the teams and supporting their team mates was a great energy booster for all the players on and off the ground. The preparation for this day included hard work of several months and days by a dedicated team of students of ISBR to make this event a huge success.

This event was a pleasant break for the students from their hectic schedule and everyone participated whole-heartedly and enjoyed the three days to its fullest.

The Sports Club at ISBR looks forward to host such sports activities at regular intervals to keep students physically fit and provide them with a much needed break and learn team spirit, sportsmanship, leadership and the joy of bonding and togetherness.







### **OORJA 2K17**

### CSR Club Event and Activities

True to its motto, Real World. Real Learning, students of ISBR are groomed to face the realities of the business world without compromising on humanity and deep-rooted Indian values of concern of the society.

The CSR Club at ISBR has been a trendsetter to other B Schools with many immersion programs on social issues, namely waste management, water conservation, air pollution, and green environment. Students learn to be socially responsible citizens.

#### OORJA 2K17 - A CSR Event on Waste Management

Theme: Reduce - Reuse- Recycle.

With civilization comes various nuisances. One among them is the waste that gets generated. As one's standard of living moves upward, it throws down waste beyond one's capacity to manage. Rapid unchecked growth has given way to growing piles of waste.

Before we could think of Reuse and Recycle, we should aim at Reducing Waste. To drive home this message among the youth of today, the CSR Group at ISBR B School had an event on 18 November to create social awareness on waste and also on other social evils of the society. The students came up with many innovative creations from waste given to them to recycle.

The event was in to parts:

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Part I - Waste to Wow! Here we saw some great creations made from waste which can find a place in our living rooms as decorative and useful items. Waste cartons, plastics bottles and newspapers were put to a more innovative use. Prizes were given away for the best works.

Part II - Cultural Program of Skits in the form of street plays to drive home the message on social evils like dowry, child marriage, drug addiction, domestic violence etc.

The Chief Guest for this unique event was Ms. Silvia de Vaan from SweepSmart, a Dutch Government NGO which is trying to provide





technology and know-how to its Indian counterparts for efficient management of waste thereby creating 'Wealth from Waste' by a recycling process.

#### Other Initiatives of the CSR Club

Rally for Rivers: 9 September at Palace Grounds A social awareness campaign to revive the rivers of India

The CSR Club volunteered in mobilizing registrations to actual participation of ISBR students.

World Sight Day: 13 October at ELCIA

Rally to focus on global attention on blindness and vision impairment

Individuals from various organizations and institutions in Electronics City took part in the blind walk from ELCIA Complex. The participants willingly



walked blindfolded to experience how it feels to be blind for a day and took the pledge to be sight ambassadors.

The CSR Club volunteered in supporting ELCIA in conducting this event. ISBR staff and students participated to support this cause.

#### New Year Gift for Underprivileged Children

The CSR Club initiated a social campaign to generate contributions from students and staff for the cause. A sum of Rs. 13,000 was collected for facilitating 130 sets of new dresses for the underprivileged children enrolled in government schools associated with ELCIA.

#### **Creating Awareness about World Water Day**

In reply to the UN call on water crisis, ISBR took up the water crisis of our city, Bangalore, which is heading to Zero Day like that of Cape Town in South Africa where water is rationed. Below activities were performed to create awareness.

- 1. Walkathon in association with ELCIA in Electronics City spreading the message on water conservation
- 2. Skit on the theme, Nature for Water was enacted at the event of BWSSB at the Grand Ashok Hotel.

### **EUPHORIA**

#### Cultural club event

EUPHORIA, the cultural club event, as the name suggests, a state or a feeling of intense happiness, joy and excitement, was one of those entertaining and exuberant evenings that the Cultural Club of ISBR "21 OAKS", could boast of organizing. They successfully did it with absolute proficiency and professionalism that still does the rounds.

EUPHORIA was the first major event organized and conducted by the Cultural Club in the first semester, which was held in the month of October 2017. The members of the club managed to contribute effectively and efficiently towards pulling off the event with pride, passion, zeal and the tenatcity to make it successful.

A series of events such as solo singing, group





dance, solo dance, two minutes to fame, the most awaited and anticipated event of the evening, The Fashion Show, and last but not the least, the show stopper, the DJ night were aligned.

The event saw crowd pouring in numbers and created that ambience, which helped gathered audience even outside our gates. Such was the stature of it.

The winners were felicitated with the prizes and the day came to a close with a thanks giving ceremony.





# **QFIESTA**

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Writers' and Media Club Event and Activities



Wisdom is not a product of schooling but of the lifelong attempt to acquire it.

-Albert Einstein



Knowledge is a powerful acquisition in life which, when given to someone, does not decrease. To check the knowledge of students and to prepare them for the upcoming challenges in their career and life, ISBR Business School organized a quiz competition, QFiesta: In pursuit of a purposeful recreation as a part of club activity by Writers' and Media club for the students of the institute.

Students from both MBA and PGDM streams participated in the quiz with great enthusiasm and spirit. The quiz was organized in two parts to encourage maximum participation by the students i.e., prelims with 23 teams participating and then final competition for which 6 final teams were shortlisted through prelims. The competition was aimed at developing the knowledge and excellence base among the students through a healthy and highly motivating meet. The students prepared themselves with tremendous general knowledge for the quiz. Intuitive and interesting questions were asked to the students, testing each aspect of the educational knowledge base like current affairs, literature, science, sports, politics, entertainment etc. Six highly different rounds were set up for the quiz. Twenty separate questions apart from normal rounds were put up for the audience too. The quiz also had a rapid fire round which made it more exciting for the students and the audience both.

The quiz competition was won by team, Fact



Hunters, while the first runner up trophy was bagged by team, Master Minds and the second runner up trophy by team Quizzards.

The quiz was conducted by the entire team of Writers' and Media Club ably supported by the club coordinator, Ms. Yukti Kishore. The interactive and thought-provoking way in which it was conducted made the event a great success and a memorable one.

Writer's Club also organized various other online fun contests with deep messages to unleash the creativity part of students.

1. Umeed Run Selfie
Contest: This selfie
contest was
organised during
the Umeed Run
where students
were asked to share



their selfies with ISBR logo while they participated in the run.

2. Kill The Devil in You: This online contest was organized by the Writer's and Media Club during Dussehra, asking students to share





pictures depicting one thing (devil) that they need to change in themselves, inspiring students to identify the change and become better human beings.

3. Spread a Smile: In this online contest, students were asked to share one incident where they did something that brought a smile



on someone's face to inspire students to spread more smiles and to make the world a better place to live in. 4. Photopoint Contest: In this online contest, students were asked to share photographs of their favorite spot in the ISBR campus.



5. ISBR Storified
Contest: Here
alumni and
students were
asked to share
their ISBR story
close to their
hearts with a
picture.



6. Father's Day
Contest: Our
audience
enthusiastically
took part and
shared pictures
with their fathers
with an inspiring
story mentioning
#MyFatherMyInspiration.



7. Yoga Day Contest: Yoga is a way of leading a fulfilling life. We got overwhelming response on our FB/Instagram pages for this contest where people shared photographs of their



favorite yoga poses with #YesForYoga.

The daily activities included maintaining the board of information and daily Q & A.

SI. No.	Contest	Winners
1	Umeed Run	Sri Vidyā
		Shashi Michael
2	Kill the Devil In You	Aitihya Chandra
		Dipraj Mukherjee
3	Spread the Smile	Jyoti
4	Photo Point Contest	Dripta
5	ISBR Storified Contest	Reshma Menon
		Pranoy Poricha
6	Father's Day Contest	Aitihya Chandra
7	Yoga Day Contest	Nikhil Agarwal



**Abhyudaya** 2018

the

Meeting our peers always brings excitement. And there was lots of it in our Abhyudaya, our Intercollegiate Management Fest. Students from other management colleges of Bangalore came together with ISBRians, in an event organized by the students of ISBR, excelling as leaders.

### Abhyudaya 2018 - An Intercollegiate Fest

Abhyudaya 2018, an intercollegiate management fest, was organized on 11 April 2018 at ISBR Business School campus. It provided ISBR students as well as students of other management colleges of Bangalore a great platform to showcase their leadership and organizational skills. By organizing the whole event, it made the students clearly see themselves as leaders who were capable of taking initiatives and organizing variety of activities. The students learnt to coordinate, manage, interact and work together as a team with an aim of achieving a common objective. Platforms like Abhyudaya offered great opportunity to students to polish their managerial skills.

Abhyudaya, which was organized on 11 and 12 April, 2018 comprised of two sets of events:

Management Fest	Cultural Fest	
<ul> <li>Corporate roadies</li> <li>Finance speculates</li> <li>Marketing maestros</li> <li>HR stalwarts</li> <li>Bezopedia</li> <li>Photography</li> </ul>	<ul> <li>Singing</li> <li>Group dance</li> <li>Solo dance</li> <li>Beat boxing</li> <li>Battle of bands</li> <li>Fashion show</li> </ul>	





The event started with a Vandana by Bowdhayan Pal, which was followed by lighting of the lamp by the Chief Guest Mr. Salim E.A.

Mr. Salim then congratulated all the students who had worked day and night for the fest. He asked them to make a change, move forward, explore opportunities, take risk and make situations favorable.

Ms. Mansi Aurora, the Guest of Honor reminisced her college days and said, "College days are back, but I can't live them again." She asked students to keep themselves surrounded by successful people, keep growing, practice human value and have the hunger for knowledge and always be dressed for success.

While giving the presidential address, Mr. Manish Kothari (Managing Director, ISBR) shared his college experiences about how he organized a fest, Zenith in his college with a bunch of friends. He told students that they can learn only by doing and by putting their heart into it.

Finally vote of thanks was given by Dr. T. Karpagam (Director Academics).

Management Fest: The day started with an exciting management fest that prepared the ground for the students to showcase their individual selves and also to take up responsibilities as team players. Abhyudaya Management Fest comprised of various events related to different aspects of management roles. It covered vast sections of management through fun-filled events and activities.

Cultural Fest: The evening continued with a funfilled and energetic cultural fest which had been playing a predominant role in student's life. In recent years, students have managed to etch a significant place for themselves in the academic calendar through these activities. There is a growing consent that a college festival is not just about fun but that it also augments a student's learning experience. It saw a few outstanding performances from students of ISBR as well as from students of other participating institutions. The performance of the band from Alliance Group in the Battle of Bands was the show stealer.

Abhyudaya showed a certain degree of inflation in the excitement levels of students, whose days are hectic and primarily revolve around studies.







### participation in Other School / College Events

Sai Charan of PGDM batch 2017-19 secured first place in Fuego 2018 organized by Krupanidhi College of Management in paper presentation. He received Rs. 3000 cash prize with trophy and certificate appreciation.

Congratulations! May you bring many more such laurels home.





ISBRian Bowdhayan Pal made us proud by winning Fine Tune (solo singing competition) at MIME ÉCLAT organized by MATS Institute of Management and Entrepreneurship (MIME) on 24 March, 2018. Bowdhayan was challenged by the talented participants of more than 40 colleges.

Heartiest congratulations to you! Keep making us proud.

Hardik and Abhishek Tomar of MBA / PGDM (2017-19) won the first prize in the Finance club event (Agamotto) at Infinito 2018 and added another feather to our cap. The event was held on 13 April 2018 at Presidency College. Sharing his experience, Abhishek mentioned, "The experience was very good. At first, I never thought of winning but we just kept on doing well as we succeeded from one round to another and we won. It feels good to win for the team and for our college. It was my first time competing outside of college. Overall it was a great learning for me."

Congratulations! Keep up the good work.



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 ISBRian.

### **General Awareness on Specialization**

An informative panel discussion was conducted at the ISBR Business School on 6 March, 2018. The topic of discussion was General Awareness on Specialization. The second semester students were briefed about the core subjects of Marketing, HR, Finance, Retail and Supply Chain Management, Entrepreneurship and IT. Industry experts from various specialization areas interacted with the students to help them decide their specialization to make rapid progress in their career.

The esteemed panelists for the sessions were Mr. Sreeram Iyer, Regional Manager, Tata Trent Hyper (Star Bazaar); Mr. Deepak B.H., Manager, Purchase,

Toyota Kirloskar; Naveen Kumar C.S., Manager, Supply Chain Management, Alstorm Transport; Nirmal Narayan, Founder, Keystone Enterprises; along with moderator Prof. Nanaiah, Director, Industry Interaction, ISBR.

The panelists enriched the students by sharing their life experiences and insights of the corporate world. They discussed the scope, current trends, employability factors and job market for particular specialization. The session also included the insights about how marketing has

evolved from olden days and how it has changed in the current scenario.

Specifically, Mr. Deepak gave wider perspective of the happenings in Toyota which dragged the attention of the students.

Mr. Nirmal Narayan, Founder, Keystone Enterprises inspired the students by sharing his fascinating journey from corporate world to a successful entrepreneur.

At the end, the session was open for Q&A. Students utilized this opportunity to clarify their doubts and got more knowledge from the panelists.





### International Study Trip

-Renu Lakra

Student of PGDM, Batch (2016-18)

When I was asked to write a column on International Study trip, I was really honored to have this opportunity and genuinely blank as to where to start to the package of abundant experience and memories.

Now starting from Singapore, the most expensive city in the world and where we first landed by Silk Airlines is a wow factor in my mind. We were led by Dr. Chandra Niranjan and Mr. Anoop through the entire trip.

Two buses were booked and we traveled to the hotel, spellbound at the beautiful roads, the greenery, and the cleanliness of the city. We reached the hotel and after resting for some time, we went to Marina Bay (Clarke's) for dinner.

It was an amazing feeling to have dinner with friends beside a man-made lake and luxurious business space all around.

The next day, it was a day for visiting NEWater where the processing of water takes place for Singapore. The guide took us through how every pipeline is linked to come down to the storage of NEWater and filtered through various micro neuron pipes and UV. We learnt how much the Singaporeans valued every drop of water. We marveled at how attractive they had made the Visitors' Centre. They also gave us an option of signing a pledge on how we could save water and the earth. We were also served water to taste.

Visiting the National University of Singapore was amazing with their sprawling acres, swimming pool and sports arena. Sports are a priority for any educational institution in Singapore.

Our next visit was to the Tiger Beer (Brewery). We toured around the whole factory to observe the entire process of manufacturing – from raw material to the finished product. (in the hot oven-like factory).





It was fun though.

Singapore is a hot humid country but I have to say, the van we traveled in was as luxurious as those in a James Bond movie.

In the evening, we had our first experience of the Singapore Metro Travel (MRT) and reached Marina Bay to see the magnificent view.

The visit to Universal Studio was one-of-a-kind; we saw the amazing creatures of the ocean all in different colors and multiple species through a glass

Visiting the National

University of Singapore was

amazing with their sprawling

acres, swimming pool and

sports arena. Sports are a

institution in Singapore.

priority for any educational

ceiling. We spent hours watching them. It was amazing to see the technology and management of the whole setup.

Our visit to The Merlion, and the Sound and Light show, Wings of Time at the Sentosa Island was absolutely spectacular. We relaxed at the Silosa Beach to see the sunset, the Indonesian border and the

ships laden with oil, learnt the economics of this trade and also the sudden lighting up of the ships which felt like it was another show. We were amazed at the lightning that looked like it touched the ground and felt the light rain on the beach. On the whole, it was an awesome experience.

We were lucky to have visited Singapore during the Chinese New Year and witness the famous Lion Dance. The story doesn't end here. We traveled all the way from Singapore to Kuala Lumpur (Malaysia) by bus at night. We were told by the bus coordinator not eat anything in the bus because any mess can be fined upto 100 SD. This was an eye-opener; how they valued cleanliness.

Visiting Malay University was one of my most insightful visits of the entire trip. A talk by Dr. Samir; professor of information management on big data, future skills required, research activities, and Malaysian history was brilliant. We had authentic Malaysian lunch in the university. There is no word to describe that!

We visited the Petronas Twin Towers and spent

the entire evening with fun and laughter, sitting along the pavement. There was a slight drizzle which romanticized the environment.

My most exciting moment was going to Genting Highland which is 6,118 ft. above sea level. We traveled all the way to the Gondola Ride amidst clouds! We got down at the Chan Swee Station. The clouds were literally inside the building and we couldn't see anyone beyond 50 meters. We climbed to the Buddhist Pagoda to the amazing, unforgettable sight; the heavy jungles and hills with fresh cold

breeze touching your face.

The mega day event where most of the places we covered were 500 acres from Putra Jaya, taking pictures near the prime minister's office, Sultan's Palace and International Convention center. The 3-tiered Putra bridge was a sight to see. The beautifully planned city and roads were amazing.

Royal Selangor which depicts culture, custom of Malaysia producing handmade Pewter products is a sign of excellence. What's amazing is all the workers are women. In 1994, F1 trophy was made here. Some of my friends also bought some unique pieces from the store.

The next stop was the Batu caves. It is a naturally formed limestone caves which has 270 steps and it was tiring but awesome.

The last day was again an unforgettable experience. We reached KIAL airport and the whole group shopped for chocolates. With the baggage, we boarded the plane only to be delayed by more than 45 minutes due to heavy rain. We reached Singapore Changi Airport, where we were received by the airport staff and were made to run to Singapore Airlines aircraft as the plane was waiting for more than an hour for our group!

We had a sumptuous dinner on the plane and reached Bangalore at 10:30pm. 8 days of travel went by just like that! Wake up, get ready and there is new destination to go every day. That was our schedule.



## **Success of Global PGDM**

### 1. Why did you join Global PGDM?

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I have come across this Global PGDM Program by ISBR and realized that as a student, this program will give me a great exposure to the outside world. In a competitive environment with students from all over the world with different ethnicities, I will get a chance to meet them all. I will get a chance to travel and understand how things work here in Europe.

As the education system here in Germany is vast, the knowledge gained from the professors will be the one of the main reasons to choose Global PGDM.



### 2. Once enrolling for program which abroad university you chose?

I chose Hochschule Hof (Germany).



#### 3. What preparations did you make before you set out for the Global PGDM?

With the help of our college management team, the visa process was hassle free and everything gotaligned in a proper way. I did started learning German and their culture.



#### 4. How was your first day in university?

It was -16 degrees and we had to wear two jackets to cover ourselves from cold. It was a warm welcome from the international team and there were students from different countries where I got a chance to introduce myself. The college arranged a dinner for us at one of the local restaurants and got a chance to taste the local cuisine. It was amazing to meet new friends who were showing so much interest in becoming good friends.



#### 5. Your Daily routine?

My day starts with an early morning jog followed by yoga. It is a pleasure to jog outside in the fresh air watching the sun rise. The rest are the classes and once the classes are done, we all meet up at the local bars and try different dishes. We talk, we dance and then finally we say goodbye and see each other next morning.



#### 6. Places You Visited?

I am a huge fan of world war historical sites and it was a great opportunity for me to explore them all. The countries here are very nearby and one can travel to another country in just like 4 or 5 hours. I have visited Prague the capital city of Czech, I really enjoyed the time in Prague.

#### 7. Friends you made?

Most of my friends here are from different countries like Germany, Italy, Czech, Egypt, Jordan, South Korea and many more. I love spending time with them.

# 8. Your achievement/contribution/ things you discovered?



In a class of 50 international students, I have never seen anywhere back in India, the way the international students presented during their presentations. There were so many surprises and I enjoyed each and every moment of their presentations. When it was finally my turn I was very nervous and I geared up my courage and gave the presentation where everyone appreciated me. The whole session was so enriching. What I saw, that was great a learning for me. The professor was very helpful.

#### 9. Funny moments, memories?

We have something or the other events running in our college and I signed up for this Running Dinner where I was put into an international group and then each group will cook their cultural food. I am not a chef but I managed to cook a desert "Gajar ka Halwa". People liked it and I also got a chance to taste each

countries cultural food. After the dinner we had small funny games where we all have to participate and there is this one Korean game where as a Korean person shouts, we must lift both hands and shout like him, the one who does late will lose. It was very funny and we enjoyed a lot.

#### 10. Cultural Exposure?

I have experienced so much of cultural exposure here, each people from different countries have different cultures and it was a great opportunity for me to experience them.

#### 11. Career in German Economy?

In a world with heavy competition, it is not that easy to start a career here in Germany. But with proper planning and requisite qualifications, one can find opportunities here in Germany. Only the finest and some with luck are able to start their career here in Germany.

#### 12. Food and locals?

When it comes to food, Germans eat a lot if schnitzels, salads and lot of pommes frites, and not to mention the local beer. The local's brew their own beer and to be honest they taste really good. I fell in love with German beers. Every week there are these Beer festivals and I love attending them. The locals are very friendly and welcoming. Wherever I go, I go as if its my hometown and everywhere people smile and say hello. It is good to see everyone welcoming wherever I go.

#### 13. Your tips to this Global PGDM aspirants.

At this point of time when I am sharing my experience, I am still pursuing this program in Germany and I only want to say that Global Exposure has made a huge positive difference in my perspective in all the aspects whether it is career or life. It has opened a whole new door of opportunities for me. To all those aspirants, I would recommend this program for sure.

\*Danke (Thank You)

\*Guten Tag (Good Day)

-Chriz Rezi

(Global PGDM student of batch 2017-19)

(\* In German)



# TEDxISBR Bangalore: The Youngest TEDx Event of South India

On the 10th of March 2018, the city of Bangalore witnessed its youth brimming at one of the youngest TEDx events of the country- TEDxISBRBangalore, held at Jagriti Theatre in Whitefield.

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The global platform of TED i.e. "Technology, Entertainment and Design" has gained superior outreach in India after the TED Talks India- Nayi Soch being hosted by Shah Rukh Khan off late. TED and TEDx have now become new media for sharing great ideas in a community through a simple medium of expression. They provide platforms to ideas that are contributors in nature for a certain segment of the society by people who are usually not that famous but have "IDEAS WORTH SPREADING".

The young students of ISBR in Bangalore conceptualized the whole event with a marvelous theme- Rubik's- Find Your Right Place with subtopics- Art, Leadership, Technology, Creativity,

Leadership and Youth Expectations. They also mapped the theme to their choice of speakers who came from different walks of life and works. Their speakers included:-Anupam Nair, a Bollywood Singer; Arun Varma, the founder of BBQ Ride India; Deepak Justin, motivational speaker and life coach; Dheeraj Kolla, a Micro Artist; Isaac Kehimkar, the Butterfly Man of India; Pramod Siddagangaiah, the founder of Live Green India; Vahbiz Bharucha, the Former captain of India Women's Rugby Team and Yathaarth Murthy, a 12 year wonderboy from Bangalore who can sing 215 National Anthems. The event was also lined up with power packed performers like Sandeep Sharma, a budding vocalist and guitarist from ISBR Business School; Rajasekharan Parameswaran, the Guinness World Record Holder for creating the world's largest Edakoodam- the Indian Grandpa of the Rubik's Cube; Swahaa Band, a Indian classical fusion band and Eliath Fernandes, a violinist, who has been performing since the age of 5. The audience seemed to be very much curious to see this 12 year old kid who could sing a whopping 215 National Anthems because this is no mean feat. And he lived up to their expectations when he coined a new term by saying, "I want to become an "Anthem"ologist!!!"

The attendees were a curious lot of 100 that included corporates from all over the southern region of the country and students from across various schools and colleges of Bangalore.

The event was hosted by a young and electrifying Emcee- Sathvik Shetty who set up the tone for the whole event and entertained the audience wherever required.

Overall the event was a great success and the Team TEDxISBRBangalore signed off with the promise of living up to the benchmark that they created in their first event itself.







# International Conference in Association with AIMS



International School of Business & Research (ISBR) Bangalore organized the International conference on 'Current Trends in Global Business Practices and Management Education'. conference witnessed the confluence of ideas generated and shared by esteemed dignitaries from academia and industry as well as research scholars and faculties present.

Dr. Abdul Hannan Chowdhury, Vice Chancellor, Primeasia University, Dhaka, Bangladesh was the chief guest at the conference. The eminent dignitaries included Dr. Anil Rao Paila, President AIMS, Senior Dean Welingkar, Bangalore, Dr. Jitendra Kumar Mishra, Executive Board Member-AIMS, Mr. Robert De Bos, Director-Bangalore Plant First Pvt. Ltd, Sri N Ramachandran, Managing Director - MEL System & service Ltd, Indo- America, Sri. Vijay Venkatesh, Senior Vice President -Head Hunters (India) Pvt. Ltd. And Mr. Tarun Khushalani, Director- Dart Global Logistics India.

Dr. Anandram senior Director, ISBR B School welcomed all dignitaries, faculty, research scholars and students. In his address he said," Business world is changing too fast. Even if you have to remain where you are, you have to keep running." He also mentioned to focus on EPR (Education Process Restructuring) so that India will become the premium destination for education.

In his inaugural address, Dr. C Manohar spoke about the relevance to focus on current trends in global business practices and how to bridge the gap between industry and academia.

An MOU (Memorandum of Understanding) was signed between ISBR B School and Primeasia University to encourage research collaboration, exchange of students and faculty and share best practices.

Congratulating ISBR B School for organizing the International Conference and exposing the participants to industry - institute - interaction, Dr. Abdul Hannan Chowdhury said," B Schools need to bring fresh perspectives, impart a cross-cultural experiential learning environment, provide solutions, encourage adapt, innovate and learn.

At last participants were awarded certificates and medals in valedictory function.



## Abhinandana 2018: Celebrating the Success of Women Achievers



1st May, celebrated worldwide as International Labor Day, had a different meaning altogether for a business school in Bangalore. International School of Business and Research (ISBR) felicitated women stalwarts on this day. It was the 6th edition of Abhinandana Awards this year. The whole concept of this series of awards is to felicitate women achieving various milestones by their counterpart.

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The chief guests of the event were Dr. S. Japhet, Vice-Chancellor of Bangalore Central University, Ms. Dana Kursh, Consul General of Israel in Bengaluru and Mr. K Ravi, President FKCCI.

Prof S Japhet is a member of faculty with the National Law School of Indian University since 1990. He spoke about contribution of women to the post and pre Independence era (Annie Besant, Indira Gandhi, Sarojini Naidu) to the recent feat of women fighter pilots of Indian Air Force (Avani Chaturvedi, Bhawana Kanth, Mohana Singh).

The next chief guest was Ms Dana Kursh- Consul General of Israel for South India. Ms Dana presented herself in a very poised and dignified manner, which indicated her success as a diplomat. Having had an experience with Israeli defense services, she

understands people far better. Along with celebrating felicitation of women, she also celebrated the commonality between India and Israel and dissolution of political barriers.

The last prominent chief guest, Mr. K Ravi, President- Federation of Karnataka Chambers of Commerce and Industries (FKCCI); spoke about evolving entrepreneurship and being a global citizen.

The award ceremony was commenced by felicitating Association of Women Entrepreneurs of Karnataka (AWAKE) with the Institutional Award.





# **ISBR Convocation 2018**

ISBR Business School, Electronic City, Bangalore, celebrated their Annual Convocation on 3rd June 2018, at Electronic City Campus.



Shri. A. S. Kiran Kumar, Vikram Sarabhai Professor Chairman ISRO delivered former convocation address. Dr. N. Muthukumar, Chairman, Confederation of Indian Industry, Karnataka & Shri. Raghunandan C. B. President, Electronics City Industries Association delivered the convocation speech. "GEMS of ISBR" book on outstanding performers was launched

175 students were given their graduation certificates and 49 students were awarded gold medals for meritorious performance in various aspects of academics, international relations, best transformation, best team player, leadership and creativity, outstanding service, discipline and special recognition.

Dr. K S Anandram, Director of ISBR Business School welcomed the gathering. Dean Dr. C Manohar set the theme of convocation and delivered the Annual Report of ISBR 2017-2018.

Delivering the convocation address, Shri A S Kiran Kumar spoke of the outstanding contribution of India in Space Technology and its use for social development of the country. He emphasized that with a good team efforts India could achieve the impossible-alesson for graduating students. Besides he also mentioned that technology should be put to sustainable development of the country.

Dr. N Muthukumar, delivering the inaugural address mentioned the various facilities of the government for the youth and the initiatives for a better India- Make In India, Skill India, Digital India, Clean India. He emphasized on four mental abilities that the youth should develop- Intellectual Emotional, Spiritual and Wellness quotient.

Shri Manish Kothari, Managing Director of ISBR group of Institutions, congratulated the graduating students mentioning the key findings of ASSOCHAM, namely out of the graduating MBA students only 7% are employable, while the remaining unemployable mainly due to attitude and common sense. ISBR has managed to be part of that 7% employable segment. An achievement as ISBR gives emphasis on skill development. He emphasized on three connectivity skills- listening, observing, and strategic planning.



### **Reconnect 2K18: Alumni Reunion**



With the motive of connecting the ISBRians and strengthen the bond with their alma mater, International School of Business and Research (ISBR) Business School, Electronic City, Bangalore, organized the ReConnect 2k18 on June 3, 2018. The event was a great success as it gave a chance to the alumni to reconnect with each other and relive the good old college days. Dr. Chandra delivered the welcome address for the event whereas esteemed ISBR faculty member, Preeja Sreedhar, delivered the faculty address. The hosts for the event were ISBRians Rahul Pandey and Jithu James who kept the enthusiasm level high throughout the day with their excellent oratory skills. The Line Dance was the ice breaker as it encouraged interaction among the guests. A couple of performances lined up for the day kept the entertainment quotient high for the audience as Bodhayan and Manish Paul sang a melodious note whereas a talented group of ISBRians danced on a peppy Western mix beats. The Institute also planned for a High Tea where a vast range of mouth-watering snacks delighted the guests. The Kulfi Corner was the main attraction when it came to desserts.

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As a part of the Alumni Reunion, ISBR had conducted #Storified Contest in the week prior to the event. The winners of the contest, Reshma Menon and Pranoy Poricha, were felicitated during the event. The guests had a gala time during the Karaoke session. There were some very engaging games as well as a part of the Event to keep the fun quotient high and booming. Alumni Reunions are a great platform to enable students to enjoy and rekindle their relationship with their college. Evaluating the success of ReConnect 2k18, the Alumni committee are also in discussion about expanding possibilities to further engage alumni and provide them a platform to connect with each other on a more frequent basis. There are also plans to support new ideas and initiatives at ISBR through its Incubation Centre.





Annual Report

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 for 2017-18**

ISBR Leadership team is pleased to present the annual report for the year 2017–18. Year after year the saga of journey at ISBR is becoming more and more interesting and fulfilling. Of course, the year is decorated with a 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 2017 successively for the second year.
- b. Award as Emerging B School of Asia in Academic Excellence at the international event-Icons of Learning held in Singapore by The Business **Excellence & Research Group**



This award has again proclaimed the efforts put down by our ISBR Team, which boost the legacy of heing one of the most prominent business schools in Asia Pacific.

- c. 'Best Social Media Integration' Award We have a strong social media presence and we regularly bring out Newsletters containing useful and creative articles and reports. We have featured CEOs of top notch companies sharing their experiences.
- d. 'Most Upcoming Business School of the Year' for Higher Education at the ASSOCHAM Higher Education Summit 2018 held in New Delhi

#### 2. New Projects & Initiatives:

As ever ISBR has continued to spread its wings and mark its footprints by expanding its horizon. While we have deepened our

a. We have started ISBR Law College, an integrated as well as independent Law Program supplemented by certification 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 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

Sd. oon you will witness a PU College.

#### 3. Internationalization:

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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 Primeasia University Bangladesh, While new channels are being opened with Sri Lanka and Nepal to encourage research collaboration, exchange of students and faculty and share best practices.

#### 4. Academics:

relationship with European

the SAARC region.

Universities, our partnership is

sought after by institutions in

During the year end report, over 240 students enroll themselves under MBA and PGDM programs going through 10 specializations streams. We may admit with pride that we have achieved the result of 98%.

a. We also have One-Year PGDM program of Bangalore University, all under the umbrella of BET. We have made significant progress towards NBA accreditation. Our faculties have contributed research papers and undertaken consultancy assignments with industry- Chamber of Commerce and business establishments.

b. ISBR welcomed its MBA and PGDM batch 2017 students in the month of July 2017. Sri G Kumar

> (Vice-President, Naik Bangalore Management Association, MD, Karnataka Power Corporation Limited) and Mr. K. Raghu (Member, Board of International Federation Of Accounts USA, Past President Institute of Chartered Accountants, India) graced the occasion as chief guest for PGDM 2017 and MBA

2017 batch inauguration respectively and blessed the new joinees.

- c. ISBR conducted several panel discussions, guest lectures, workshops, seminars with active engagement from industry.
- d. 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 Kanth, VP ABB India and Ms. Poornima Matthan, Head Corporate Communications, Lenovo India & South Asia and many more corporate leaders have come and shared their valuable experiences under C- Talk.
- e. Internship: Recently held Skill Capital an Internship Fair 2018, on 29th & 30th May 2018 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 skills to the expectations of the organization. The student 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 Rheinland, 3M, Taj West End, L&T Constructions, Ernst & Young and many more.

- f. International Exposure: Under student exchange program ISBR students visited Group Esc Troyes, France, similarly French students from Troyes studied at ISBR a full semester. All the MBA and PGDM students visited Singapore, Malaysia under International Study Tour Program.
- g. Student's development beyond classroom: As ever students were too engaged throughout the year in organising and hosting a number of events academic and cultural.
- h. 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 2018 batch. Our third research journal is already published.
- b. We have hosted International Research Conference in association with AIMS (Association of Indian Management Schools) 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 2016-18 had over 100 recruiters on board to hire 150 students through the Talent Connect drives. Startups to top companies from Automobile, Retail, Manufacturing, E-commerce, Infrastructure, BFSI, FMCG, Information Technology, Consulting & Healthcare sectors participated in the recruitment process.

Top brands like Morgan Stanley, Arvind Group, Amazon, Flipkart, Berger Paints, BYJU's , HSBC,



Reliance Retail, Page 3 industries, JP Morgan, Thomas Cook, Biocon, E & Y, Bank of America. Cognizant and many more offered challenging roles in Analytics, IT, Marketing, Human Resource, Supply Chain & 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 30% increase in number of applications.
- 8. PMP Program: This year we delivered a powerful Pre Masters Program for MBA/ PGDM aspirants which help the applicants to come on board for the PGDM, MBA 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 Turn Around Management, Digital Marketing and many more. This centre offers Executive Education Programs, Faculty Development Programs and Management Development Program in areas of relevance to industry in multiple domains.
- 10. **CSR:** CSR @ 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.

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a. World Water Day- We played a 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) ELCIA organized a walkathon in Electronics 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.

b. **Abhinandana 2018**- Year after year Abhinandana is becoming more popular. Women achievers from different walks of life are honoured and awarded this year too. We were privileged to have achievers like Ms. Dana Kursh, Counsel General of Israel for Abhinanadana 2k18.

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

Presented by

Dr. C Manohar, Dean ISBR

Memher:

National Executive Board, AIMS (Association of Indian Management School), Hyderabad

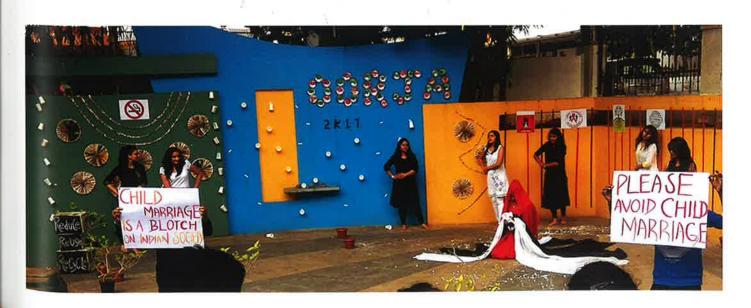
National Executive Council, IACC (Indo American Chamber of Commerce), Mumbai

National Governing Council, IFCCI (Indo French Chamber of Commerce), Mumbai

IACC Southern Regional Board (Indo Italian Chamber of Commerce), Chennai

Managing Committee, ASSOCHAM, New Delhi

Management Committee, BCIC (Bangalore Chamber of **Industry and Commerce)** 





# Gems of ISBR 2018



#### "EACH ONE MAKES A DIFFERENCE"

Every individual is unique by the virtue of his or her personal attributes that he or she tends to carry while dealing with fellow beings. There are certain personality traits that are inborn and some subjective to grow as one gets inputs from the external world. That is where we obviously believe learning is an ongoing process. As zig-ziglar quotes "Learn, unlearn and relearn."

Similarly at ISBR, every single student is dear to us, because each one of them has portrayed different image on the canvas of life. We are indeed proud of them. However, there were few who broadened and challenged their limits and pushed the boundaries to

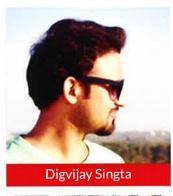
stretch their imagination. They were certainly the positive catalyst who aimed to transcend the border between the known and the right.

We take pride in introducing the Best Managers who could think at the speed of light, be very positive, who gave shapes to their ideas and get the whole campus with their POSITIVE VIBES.

They perhaps believed in the dictum "pass on the baton of knowledge, exert yourself beyond the limit, optimize on each one's strength and race towards the goal of perfect synchronization."

We are sure you would love to know each one of them, here they come.....

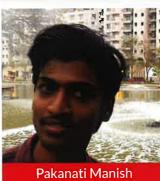


























## Connexions

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International research scholars of more than 17 countries visited ISBR campus on 23 June 2018. some of the delegates that were a part of this event, were from Ethiopia, Jordan, Nigeria, Kenya, Saudi Arabia, Sri Lanka, Nepal, Namibia, Singapore, Egypt, Sudan and many more. The purpose of the event was to strengthen the ties among nations for a better platform to transfer the knowledge and explore possible opportunities of collaboration. The participants indulged in remarkable discussions on contemporary and topical issues of development in terms of socio-economic dimensions in the global ecosystem. The delegates expressed a keen interest in collaborating with ISBR for advanced research, in a collaborative format in multi-disciplinary areas that would impact the global economy. There was also a discussion about enhancing more possibilities for student and faculty exchange program. The deliberations were led by the leadership team of University of Mysore (UoM), including Dr. K Shiv Chitappa and Prof. Shivanna. Additionally, the cohort of more than 50 international researchers and scholars was led by Ala Samy, a Professor from Egypt. It was a privilege for ISBR to organize an event of such a high level that would yield positive outcomes to bridge the knowledge gap and enable countries to work together towards the common goal of conducting research in various fields.







## ISBR Partnered with ICCR

ISBR partnered Indian Council for Cultural Relation (ICCR), Ministry of External Affairs, Government of India and Federation of International Students' Associations, Bangalore (FISA) in hosting the graduation ceremony of foreign students who completed their academic degrees in different disciplines in various universities and institutions in India. The ceremony was held on 25 June at Lalit Ashok. The director of IIM Bangalore, Dr Raghuram, Dr J W Lobo, Director International Office, Christ University and Former Director, ICCR, Mr. R. Dileep, IPS, DIG Police(Security), K Ravi Shanker, Advisor/ Co-ordinator - ISHO (International Students' Hospitality Organization) and Mr. Y S Rajan Former Distinguished Professor, Department of Space, ISRO graced the occasion.





Dean Dr. C Manohar opened dialogue with Raed Abdalla Bukhatir, director of Business development, Saif Zone, Government of Sharjah exploring opportunities for cooperation with UAE universities and business incubators on 26 June, at Vivanta by Taj, Bangalore

Dean Dr C Manohar coming together with Mr. Satya Shah, Associate Director, University of Southern Queensland, Australia for developing partnerships in student and faculty exchange, collaborative research and sharing learning resources and best practice on 17 June 2018, Bangalore.





**ISBR Achievement** 

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



# ISBR recognized as **Platinum Institute for** Successive 2 Years

ISBR Business School has been ranked as "Platinum Institute" under AICTE - CII Survey for 2 successive years. Only 18 percent of the total 900+ institutes of the country have been able to make it to the Top level i.e. Platinum.

AICTE- CII survey is a great initiative to bring industry and institutes close by evaluating their Performances thus bridging the gap between industry and academics. This further strengthens our commitment to our core foundation and value system and encourages us to deliver the best to society.

# **Emerging B School of** Asia in Academic Excellence

ISBR received the coveted Emerging B School of Asia in Academic Excellence Award at the international event- Icons of Learning held in Singapore by The Business Excellence & Research Group. This award has again proclaimed the efforts put down by our ISBR Team, which boost the legacy of being one of the most prominent business schools in Asia Pacific.





### **ASMA Award**

Awarded 'Best Social Media Integration' Award by ASMA (Adoption of Social Media in Academia)

It is a first of its kind social media award initiative in the field of academia. This award seeks to celebrate and honor the institutes with the best social media integration strategies. ISBR was one of the deemed institutes to be conferred with this honor.



## **National Education Excellence Award**

ISBR Business School, Bangalore received the coveted National Education Excellence Award for Higher education from Dr. Satyapal Singh, Honorable Union Minister of State for Human Resource Development at the ASSOCHAM Higher Education Summit 2018 held in New Delhi in Feb 2018. Mr. Manish Kothari, Founder & Managing Director of ISBR Group of Institutions received the award.

The award was instituted by ASSOCHAM and the Association of Indian Universities (AIU) supported by the Ministry of HRD. This award came in recognition of the innovative initiatives taken by ISBR and its outstanding performance in designing and delivering high quality management programs.

Dr. Harshvardhan, Union Minister for Science and Technology and Earth Sciences, Prof. P B Sharma, President, Association of Indian Universities, Dr. M Poonia, Vice-Chairman, AICTE, Vice- Chancellors of leading universities & heads of prominent business schools & engineering colleges, industrialists and policy makers were present at the awards function.





## **Edupravartak Award**



With the growing competition in the industry, every educational institute strives to be the best in terms of delivering academic excellence. Being a pioneer in the field of education, International School of Business and Research (ISBR) Business School, Electronic City, Bangalore, promises to deliver the highest level of educational brilliance. As an acknowledgement of their noteworthy efforts, the young visionary founder and Managing Director, ISBR Group of Institutions, Mr. Manish Kothari, was honored with the prestigious "Edu Pravarthak Award" at the 7th International Multidisciplinary

**CILT Accreditation** 

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ISBR Business School became the Certified Training Provider of the Chartered Institute of Logistics and Transport (CILT International) on 1st June 2018.

ISBR will be conducting the CILT International Certified ADVANCE DIPLOMA IN LOGISTICS AND TRANSPORT. Our students will have the advantage of being connected with more than 33000+ brands across the world. This course also gives the student a Certified Membership from CILT.

Conference on Global Innovative Research Dimensions organized by ICDR, Mysore, Karnataka State Planning Board, ORI, University of Mysore, Naresuan University, Thailand. The ceremony was held at June 22, 2018, at Seshadripuram Academy of Business Studies, KS Town, Bangalore.

It has been a moment of immense pride for ISBR as this award is a testimony of the Institute's rigorous efforts of ensuring that the students receive a value-based education. The Institute believes in creating an appropriate balance between academics and extracurricular activities.

### MOU

An MOU (Memorandum of Understanding) was signed between ISBR B School and Primeasia University, Bangladesh to encourage résearch collaboration, exchange of students and faculty and share best practices.





# ISBR Law College



ISBR Law College is one of the Bangalore's premier law colleges located at Electronic City, Bangalore, the Silicon Valley of India.

The sweeping changes in the global economic and political scenario have necessitated a strong demand for a breed of youngsters passionate about philanthropy, social sector and start-ups.

innovative teaching includes role Our methodologies in the area of law and strategic advice in futuristic areas of law such as those related to Folk Law-Anthropology, Machine Learning, Bitcoins (blockchain), Al & IOT, Drones, Holistic Medical Devices and upgraded Nanotechnology with the potential knowledge of law coupled with the core essentials of national and international law to enhance the knowledge about legal studies.

### ISBR Law College Credentials:

- Our law programs offer students the opportunity to enter the field of legal education.
- To provide for compulsory practical training and mandatory Moot Court practice.
- To develop skills among students that can suit today's industry requirements.
- To create energetic and capable lawyers to stand for justice

### **Graduate Programs**

Our affordable and flexible graduate programs offer many unique tracks, allowing you to personalize your academic journey in law and tailor your education for your unique career vision in the field of law.

- BBA-LL.B- 5 Years Integrated Program
- Bachelor in Law (LLB-3 Years)
- Certificate course in Constitutional Law
- Post Graduate Diploma in Cyber Laws & Information Technology

### **Training and Internship**

Get valuable, real-world experience while you're still in college - with an internship in reputed law firms, police stations and organizations associates with our college. Earn an income, develop your legal and business skills, collaborate in a fun environment, and work on real projects right from the start.

- Round Table + Webinar: Analyzing Civil and **Criminal Liabilities**
- Seminar and Presentation: Recent Trend on Deal Making in India: Inbound and Outbound Deals
- Employment and Discrimination Law Conference: Artificial Intelligence, Robots, Folk Law
- Education Symposium: International Arbitration Law
- Making Commercial Courts Work



## **ISBR** College

ISBR College is one of the Bangalore's premier affiliated colleges and located just south of Bangalore in Electronic City, in the midst of 300 companies like Infosys, Microsoft, Google, Accenture, Wipro and HP -to name few. We offer students extraordinary access to leading-edge opportunities for intellectual, professional, and leadership development to address the increasingly complex challenges of a global society. ISBR College stands apart from other outstanding institutions in Bangalore, Karnataka by combining an exceptional educational theory and practices.



## **Graduate Programs**

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Our affordable and flexible graduate programs offer many unique tracks, allowing you to personalize your academic journey and tailor your education for your unique career vision.

ISBR's under graduate and postgraduate programs help students earn a bachelors and postgraduate degrees for their good careers and administrative exposure, as well as deepen their practice through targeted training and internships programs and personalized their career growth.

- Bachelor of Business Administration (BBA)
- Bachelor of Business Administration (BBA) in **Aviation Management**
- Bachelor of Commerce (B.COM) –Day & **Evening**
- Bachelor of Computer Applications (BCA)
- Master of Commerce (M.COM)
- BBA-PGDM Program (Integrated 5 Years)
- Post Graduate Diplomas

# 3 Years B. Com (Evening) Program (Bangalore University)

The three years graduate program in commerce is the flagship program of Bangalore University. The objective of this course is to cater to aspirants who desire to build their professional competence and surge ahead in their careers in the fields of commerce. It covers a broad ground with case studies and multiple projects. A rigorous and challenging course, fine-tuned to meet the current trends and future needs of the industry. It is specially designed to give the student a holistic experience that goes beyond academics to benefit the student personally and professionally.

The teaching methodology is a blend of theory and interactive sessions, field work, projects and presentations.

#### **CAREER OPPORTUNITIES:**

- PG courses MBA, M.Com, MFA& MIB
- Chartered Accountancy, ICMA, IACSI
- Financial accountancy
- Auditing and Tax consultant
- Cost Controllers and auditors
- Banking & other financial services
- Financial executives
- Civil Services like IAS, IPS
- Both Central and State Government service commission



# **Sponsored Events and Other Updates**



# Indo American Chamber of Commerce(IACC) Visit

A delegation from Indo -American Chamber of Commerce visited ISBR Campus. The delegation consisted of Mr Vikram Mangaram, Sr Vice President, Indo American Chamber of Commerce & MD, Marvel India Ltd, Mr Nagaraj Murthy, MD, Moog India, Ms. Krupa, EC IACC, Sukrupa India, Mr. Nirmal Agrawal, EC IACC, Ms Jitika Narang, Secretary, IACC, Dr. Marianne J Franzen, President, Netherlands India Business Association, Ms. Navya, IACC & Ms. Nandini, IACC.

The delegates interacted with students and had a productive session about Indo-American business relations & cross cultural management. An interaction with such institutions at academic levels exposes the students to happenings of the global economy and gives them an insight of all perspectives, making them a better global citizen.

#### • Project in MROTEK

ISBR students joined the live market research project at MROTEK on 3rd February, 2018. The project was successfully completed on 23rd February, 2018.

#### CWCCI EVENT - on empowering women

A one day state level workshop for startups & women entrepreneurs under Skills Karnataka was organized by CWCCI on 20th June 2017. ISBR was the knowledge partner for this event. The workshop focused on empowering women & youth to entrepreneurship by upgrading knowledge and skills.

The agenda covered on Government schemes like MUDRA loan, MSME, NSIC, GST, Tally, KSFC, company registration, business development, developing leadership skills & brand image.

#### XII convention of Federation of Teachers Councils of Commerce and Management

ISBR partnered with Rani Channamma University, Balagavi Commerce and Management Colleges Teachers' Association and PG Department of Commerce and PG Department of Business Administration, Rani Channamma University, Balagavi to conduct "XII convention of Federation of Teachers Councils of Commerce and Management in Karnataka" and National Seminar on "Business Education in India- Vision 2030" on 24th and 25th February 2018. Many commerce and management faculties from different parts of the country participated in this seminar.



# Skill Capital 2018- An Internship Report



When you walk out to the market today, what is the most important aspect that acts as the key differentiator while you are a student? "Skills," I say! While you are not exposed to the market and still afresh, the innate ability to stand apart comes from the skills that you have acquired till that particular time. Be it the oratory skills, the writing skills, negotiation skills, the presentation skills or for that reason any other "industry applicable skill" that speaks volumes about your personality, it always comes in handy.

The Darwinian Theory suggested that, "The mightiest have the right to survive," but today the industry declares otherwise. "The skilled ones have the right to survive." For a student, specifically a management student, it becomes necessary to first introspect about a particular innate and acquired skill and then try and acquire that skill to make the maximum out of it.

"SKILL CAPITAL – An Internship Fair - Where aspirations transpire into reality!" organized on 29th May and 30th May 2018 focused more on mapping the skills of students to industry requirements. Building on the success of the previous year and learning from the shortcomings, the student committee along with the placement department induced a base of 60 companies from the industry to map over 200 students. The companies that were on board this time included IBM, Myntra, Future Group, Microland, Ernst & Young, etc. The fair was organized under the guidance of Mr. Amit Kanchanbaras, Mr.Abbas Ali, Director of the Placement Department and the student placement committee from among the junior and the senior batch.

The recruiters had come with a clear intent of picking up the students who show promise and competency for delivering for their respective organizations. The way in which the internship is looked upon today has changed radically with time. The companies have integrated the effort of hiring interns into the actual employee hiring process by offering a pre placement offer or a PPO to the deserving and suitable candidates. This not only reduces the intangible efforts of initial screening of the candidates but also reduces the burden of training them and saves both cost and time.

All in all the internship fair- "Skill Capital", proved to be a huge success and created what might be termed as a benchmark for the next batches to come in the college and encourage them to aim higher and bigger in their pursuit of a worthy professional career.

"I came across this new concept called Skill Capital where initially we were thinking that it would be very difficult but with the support of all faculty members we have pulled an event to a next level with worth 70 plus companies on the campus itself. Till now 100 + students have been placed in internship. It was a very positive experience. The pressure was up to the next-level. What is the real thing and real world we got to learn due to this skill capital. It really gave us a glimpse of an organization and how it works. What does a pressure mean in terms of corporate and what are the targets, we got the taste of it. It was a very great working with this recruitment team and being a part of Skill Capital student team, I learnt a lot."

Mr. Bonnison Prasad Intern @ DHL

"I'm very fortunate to be in this skill capital event and I'm very happy that I've got selected in Indiabulls finance limited. ISBR is providing a platform for us to enhance our skills in the corporate world and I am very happy for this."

Kavan, (PGDM 2017-19)
Intern - Indiabulls Ventures

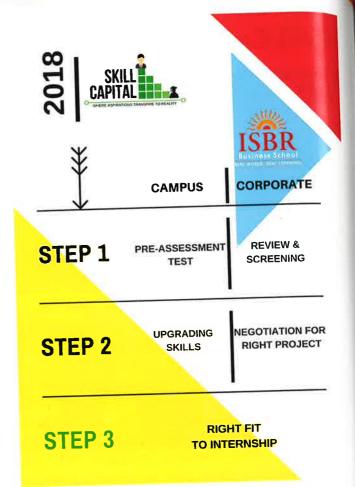


"Skill Capital is a very good platform that the college has provided us to get an opportunity of internship in many big brands from various industries. I feel myself fortunate to be shortlisted for Larsen & Toubro Limited that is LNT and there are interview processes that are going on right now and definitely this platform will help us to reach somewhere close to our passion, our interest, our success and what we dream too."

Anirban Mukherjee, (PGDM 2017-19) Intern @ Future Group

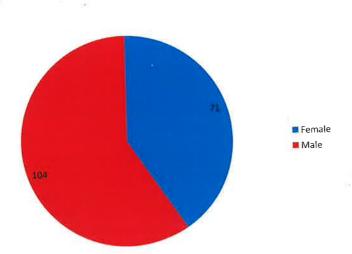
## Skill Capital 2018 Report:

- 181 students (MBA & PGDM) eligible under the ISBR Skill Capital program 2018
- The objective of the program was to assess the current skills – domain and behavioral; identify key gaps and segment them respectively under pre-defined: A, B, C classification
- Basis the above classification; group them & assign them to pre-identified mentors - ISBR faculty / industry experts for up-skilling purpose
- Successfully up-skilling the students on key and critical behavioral skills thus equipping them to be industry interns ready
- Mapping the up skilled students to the respective industry skill requirements for commence their successfully them to internship
- 100% students successfully placed as interns across various sectors

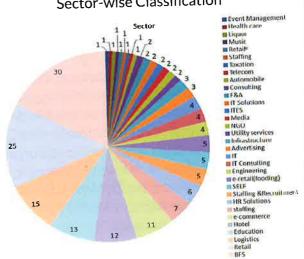


- Key sectors wherein interns placed : BFSI, Retail, Logistics & Supply chain; e-commerce Staffing and Recruitment & Hospitality
- Key recruiters where students pursuing internship: India Bulls, Wenger & Watson, Upwardly, IDBI, Star health Insurance, Future Group, Myntra, Taj Hotels, TUV Rhineland, Microland, IBM, DHL, Tata Trenz, Vindhya e-infotech & Kotak Bank

#### Gender Classification



#### Sector-wise Classification





## Placement Report 2016-18

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

#### Best Practices Followed

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

# Students - Keys Statistics (Batch of 2016-18)

Student strength: 147 23 years Average age Percentage of female students: 40%

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Entrance Exam : GMAT, CAT, MAT, XAT, CMAT

## Specialization Breakup (Batch of 2016-18)

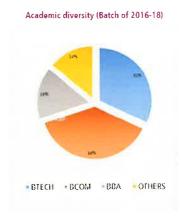
Marketing : 55 **Placements** : 86% Retail & Supply Chain Management: 20 Average CTC : Rs.6.2 lakh : 32 : Rs.15 lakh Finance Highest CTC

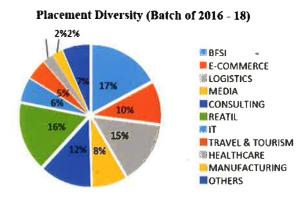
Human Resource : 31 No. of student clubs : 12

International Business : 06 Predominant placement region: Pan India



Student Outcome (Batch of 2016 - 2018)







# List of Students Placed (Batch of 2016-18)

Name of the Students	Name of the Companies
A Arun Prasath	Franklin Templeton India
A Jagadesan	Deloitte
A Kalpana	Capgemeni
A Shanmuga Sundharam	Ricon
A V S Jatin	Kotak Mahindra
Aarthi Devi B	Technosoft Corporation
Abhilash Panigrahi	Pratham Motors
Abhishek	Careernet Consulting
Abhishek Gupta	Infosys
Abhishek K Singhvi	Deloitte
Abhishek Sah	Naukri
Abhishek Sahu	Cease Fire Industry
Abhishek Srivastava	TCS
Abirami L	Sofmax Solutions
Abishek Jain	Franklin Templeton
Aditiya Mehta	TVS Motors
Aishwarya S	FSS
Ajay Singh	TCS
Ajith Nair S	Softmax Solutions
Akhil Jindal	Infosys
Alochana Mahato	Cease Fire Industry
Ambarish Jana	Wipro Infotech
Amit Singh	Pratham Motors
Amit Sinha	Pratham Motors
Amrendra Singh	Cease Fire Industry
Anika R Choudhary	Goldman Sachs
Anil Kumar	Deloitte
Anil Kumar R	99acres
Anil Kumar Sharma	OPI
Anirban Das	Franklin Templeton India
Anita M	Aloft Hotel
Anjan Tewari	DreamGains
Anjeli Vandana Ekka	Team Lease
Ankan Agarwal	Infosys
Anshul Agnihotri	Northern Trust
Anupam Nayak	Blackberry
Anurag Kashyap	Serco
Aravind Ajay R	Cease Fire Industry
Aravind C	IDBI Federal insurance
Arbind Kumar	Reality Lare, Gurgon
Arihant Daftari	Northern Trust
Arjun Purohit	Sofmax Solutions
Arnab Paul	NGS
Arun Kumar	Franklin Templeton India
Arvind Rathore	Ricon
Ashish Agarwal	Franklin Templeton India
Ashish Khendalwal	Ricon
Ashish Tyagi	Cease Fire Industry
Ashutosh Verma	Bank of India

N	Name of the Comment
Name of the Students	Name of the Companies
Ashwani Kumar Dubey	HDFC OPI
Asif Mohmed	
Avdhesh Kumar Mishra	Pratham Motors
Avik Kumar Laskar	Deloitte
Avinash Kumar Pandey	GUD DHANI Restaurant
Avinash Sridhar	BNP Paribas
Azadar Husain	Sofmax Solutions
B Elangovan	Softmax Solutions
B Shraddha	Northern Trust
B Vasanth	Franklin Templeton India
Balaji K	Sofmax Solutions
Balakumar S	Larsen & Toubro
Bhaskarla Praveen Kumar	Softmax Solutions
Bishnu Agrawal	Future Genrali
Bishnubrat Hazarika	Shobe Technologies
Brajesh Gupta	BNP Parivar
Brijesh Pandey	Godrej
C V Ravi Kishore	Softmax Solutions
Chaitanya Kumar Ravirala	Artha Money
Chetan Samadhiya	UMG
Chinmaya Prasad	Ajax Consultancy
Chun Chun Kumar Singh	Indiabulls
D Kannimuthu	Team Lease
D Narasimha Rao	Chennai Safety Door
D Pooja	Cognizant Technology Solutions
D Ranga Sai Kishore	ICICI Lombard
Deepa Mathew	Maplecode
Deepak Prakash Vaidya	Metric Cellular Services
Deepak Yadav	India Infoline
Deepika C	STC technologies
Deepshikha Phukan	OCWEN Financials
Denzil Varghese	TVS Motors
Dharampal	IBSN
Dharitri Kar	Times group
Dhiya E Varghese	People First Consultants
Dibya Ranjan Mallick	Careernet Consulting
Divya Deep Singh	Pratham Motors
Durga C	People First Consultants
E Harishankar	Softmax Solutions
Eikhalas Hossain	Softmax Solutions
G Antony Jerline	Team Lease
G Baskhara Moorthy	Cease Fire Industry
G Mahender	Entrepreneur
G R Vignesh	Larsen & Toubro
G Sandhya	Franklin Templeton India
G Shanmugapriya	People First Consultants
Gaurav Pratap Bundela	American Express
Gauri Shaner Singh	Chennai Safety Door
Gautam Reddy	NIIT
Gautain Neury	INIT



News of the Students	Name of the Companies
Name of the Students	Name of the Companies
George Preethy	Times group Accenture
George Varghese Gowri Shankar S	Indusind Bank
Harish B L	
	Cease Fire Industry
Harish Chandra	Artha Money India mart
Harishanker	TVS Motors
Harsh Khandelwal	
Hemant Singh Rawat	Magnasoft
Hemavathi N	SKAN Consultants
Himanshu Dua	Cease Fire Industry
Himanshu Gulati	Infosys
Himanshu Mathpal	Deutsche Bank
Honnarvar Vrusha Vasant	SLK Software services
I Narasimha Narin	Chennai Safety Door
Inderjeet Kaur	STC Technologies
Isha Sharma	Crisil
J Naveen Kumar	Softmax Solutions
Jagannath Singh	Sofmax Solutions
Jaibin Roy	Capgemini
Jay Kishor Pathak	Saurabh Flexipack Systems
Jay Kumar	Serco
Jennifer Sneha Prabha J	TCS
Jimmy T Mathews	Team Lease
Jitender Pal Singh	Deloitte
Jothi S	Speed consultancy
Jyothi P	Northern Trust
K M Manish	Ricon
K Prasanna	People First Consultants
Kadam Karan Dadasaheb	ICICI
Kadar Mohideen E M	Aloft hotel
Kamal Singh	Cease Fire Industry
Kamalika Ghosh	Texas
Kanchan Vishwakarma	Northern Trust
Kandasamy S	Veeras Infotek
Kanhaiya Lal Sharma	Careernet Consulting
Kapil Kumar Garg	OPI
Karthick M	Franklin Templeton
Karthick R	ICICI
Karthik M	TVS Motors
Karthik S	Veeras Infotek
Kaushik Das Gupta	Chennai Safety Door
Keerthi M C	Orange I
Khushboo Agarwal	Careernet Consulting
Kiran Kumar Nare	Franklin Templeton India
Komal Singh	Times group
Konar Sunitha Balakrishnan	BNP Paribas
Konda Sanil Vyankatesh	ICICI
Krithika S	Sofmax Solutions
Kumar Kautuk	Reliance Communications
Kunal Koushal	Society for Information technology development
Kushal Chakraborty	Northern Trust

Name of the Students	Name of the Companies
Lakshmikanth N	RNR
Laxmi Prasad Panigrahy	Ultra Tech
	Cognizant Technology
Laxmipriya Swarin	Solutions
Libin Mathai	Deloitte
Lokesh Kumar	Shobha Developers
M Archana	People First Consultants
M Murali	Softmax Solutions
M Purushotam Rao	Softmax Solutions
M Vigneshwar Ram	India mart
Madhu A	Home Space
Madhu Bala	Arnold Consulting
Madhushree Dugar	Maplecode
Mahendran S	Target IT Consultancy
Mamta Prasad	People Tech Group
Mamta Sahu	Reliance Trends Limited
Maninder Singh	CyberMedia
Manish Chauhan	Tekbridge Solutions
Manish Kumar Riushi	Cease Fire Industry
Manish Kumar Singh	Fortis Hospitals
Manisha Nandy	Deloitte
Manisha Prasad	Careernet Consulting
Manmath Nath Acharya	Health 24x7
Manoj Kumar Singh	Softmax Solutions
Mayukh Chowdhury	CareerNet Technologies
Md Shakil Khan	Project People
Milosha Mary Falcao	IBM
Mithilesh Kumar	Ricon
Mohammad Faizan	Tata Consultancy Service
Mohammed Azeem Pasha	Skan Consultancy
Mohan Raj	Capgemini
Mohan Raj Unnikrishnan	People First Consultants
Mohini Singh	Toonmedia Technologies
Mohit Kumar Tyagi	Cognizant Technology Solutions
Molina Gupta	Project People
Montosh Deb Nath	Reliance Communications
Mou Sen Roy	Maplecode
Moumita Chakraborty	JP Morgan
Moumita Chatterjee	Careernet Consulting
Mukesh Kumar	Chennai Safety Doer
Mukta Singh	ING Vysya Bank
Muzammil Nazir	C Square Learning
N Chandramouli	Centum Learning Centre
N Rajavel	Ricon
Namrata Das	Globals Inc
Namrata Gupta	Times group
Namrata Patel	Cease Fire Industry
Nandita Bhattacharya	Credence Management
Naresh Kumar S	Cease Fire Industry
Naveen Kumar M	ITC
Neelam Niroula Chetty	Consultants



Name of the Students	Name of the Companies
Neha Guru	Deutsche Bank
Nikita Agarwal	Franklin Templeton India
Nirmala P	Wipro
Nirupam Mallick	Cease Fire Industry
Nisha Jeganathan	Team Lease
Nitin Kumar Jain	Prestige Group
Nitin Singh	Maruti Suzuki
Nivas Kumar Singh	Cease Fire Industry
Nivi Garewal	TCS
Nonibala Ningthoujam	Technosoft Global Services
Nupur Chandra	Crowne Plaza
P Martina	Entrepreneur
P Vinoth Kumar	Softmax Solutions
Pallavi Parui	Wipro Infotech
Pallavi Umesh Kamat	Pratham Motors
Pankaj Kumar Singh	Deutsche Bank
Parag Khatri	ICICI Prudential
Parakram Paul	Artha Money
Parineeta Dutta	Team Lease
Pavan Kumar Maddala	Careernet Consulting
Pinki Sharma	Softmax Solutions
Piyush Sharma	ICICI Lombard
Ponnamma B A	Repucom
Prabhakaran M B	Kun BMW
Prabhat Gupta	Softmax Solutions
Prabhat Kumar	Aircel
Pradeep Kamboj	Deloitte
Pradeep Kumar	Pratham Motors
Prajwala B M	Ernst & Young
Prasanna B	Intec Capital
Prasanna Kumar S	La Classic Hotel
Pratheep Kumar N	Flextronics
Prathibha Patil	Cease Fire Industry
Prathima Murari	TCS
Pratik Sidhartha Borgohain	Softmax Solutions
Pravin Kininge	Pest Control (india)
Prerna	Asterion
Prerna Poonj	VLS Consulting
Priya Srivastava	Carpel Technology
Priyanka Bhattacharya	Texas
Priyanka Chaudhari	Polaris Software Lab
Pulkit Kumar Goyal	Pratham Motors
Punit Kumar	India infoline
Purnachandra Singh Angom	Franklin Templeton India
R Makesh	Deloitte
R Rechu	People First Consultants
R Siva Ram	Franklin Templeton India
R Vithyaprakash	Team Lease
Raghav Krishna Jm	TVS Motors
Rahul Dev Sharma	Sofmax Solutions
Tanai Dev Sharina	Jointax Jointions

Name of the Students	Name of the Comment
Rahul Jain	Name of the Companies OPI
Rahul Kanadia	TCS
Rahul Srivastava	STC technologies
Raj Choudhury	Cease Fire Industry
Raja Siva Subramanian S	HDFC
Rajesh Jha	Franklin Templeton India
Kajesit stia	Cognizant Technology
Rajesh Kumar Singh	Solutions
Rajesh Potharaju N A N	HDFC
Rajeswari S	Shobe Technologies
Rajkannan C	Franklin Templeton India
Rajkumar Sonkar	Saab Factoring Solutions
Rakesh Singh	Pratham Motors
Rama Rao	Sofmax Solutions
Ramprashath G	ProXs info limited
Ramya R	Oracle India
Rashmi Gururaja Rao	Oracle India
Ravika Srivastava	Team Lease
Ravinder Reddy Boddu	ICICI
Reema Mesta	Zamindar Properties
Reena Mahesh Sachdev	Assure Consulting Services
Richa Kumar	Asterion
Richa Kumari	Cease Fire Industry
Rini John	Softmax Solutions
Rishnat Bhatia	Softmax Solutions
Ritesh Kumar Singh	Deloitte
Robin George	SMS Country
Robinson Jacob	Fidelity Business Services
Rohan Jaiswal	Deloitte
Rooban Devadoss	Artha Money
Rupam Kumar Das	Cease Fire Industry
S Harish Kumar	Pepsi Co
S Madhusudan	Softmax Solutions
S Manoj Kumar	Softmax Solutions
S Muthukumaran	Birla Sunlife
S Praveen Kumar	ICICI Lombard
S Priyesh Kumar Jain	Centum Learning Centre
S Sairam Kumar	Somany Tiles
S Saravanan	Artha Money
S Senthil Prabhu	TVS Motors «
S Vivek	Somany Tiles
Sacheth Santhosh	Kadavu Resorts
Sai Pavan Mula	Jaro Education
Saint Hubert Jeansy Neeraja	People First Consultants
Samik Das	Reliance Communications
Sampa Gucchait	Deutsche Bank
Sandip Kumar Shaw	Cease Fire Industry
Sanghamitra Samal	Cognizant Technology Solutions
Sanskriti Singh Thakur	Assure Consulting Services



Name of the Students	Name of the Companies
Santanu Mondal	Franklin Templeton India
Santhosh Pathangay	Mahindra & Mahindra
Santosh Kumar	Cease Fire Industry
Santosh Kumar Sinha	Infosys
January	Vacon
Saranya M	Sofmax Solutions
Sarthak Changkakoti Sasikumar A	Cease Fire Industry
Satish Kumar	Cease Fire Industry
Saumitra Bhatt	Cease Fire Industry
Saurabh Shrivastava	Careernet Consulting
Sayanee Haldar	Northern Trust
Sayantan Dey	Oracle India
Selva Anandh V	Veeras Infotek
Senthil Kumar	Friendz System Solutions
Shabir Ahmed	Cease Fire Industry
Shabnam Akhtar	Team Lease
Shagufta	ICICI
Shah Vishal Dilip	Ernst & Young
Shahnawaz Ali	Infosys
Shailendra Kumar	Deloitte
Shailendra Singh	Shivamani Exports
Shakil Siddique	Infosys
Sharada Menon	Taj West End
Sharath Vaman Ezhava	Cease Fire Industry
Sharmila V	Cease Fire Industry
Shashank Shekhar Naik	Careernet Consulting
Shashi Bhusan Kumar	Pratham Motors
Shashibhushan	Cease Fire Industry
Shirish Harshe	Infosys
Shishir Verma	Pratham Motors
Shivprasad Upadhaya	Cease Fire Industry
Shruthi H V	ADC
Shruti Anand	Crowne Plaza
Sidharth Prashar	Tally Solutions
Singh Sunil Nahar	Indusind Bank
Sneha Harinarayanan	Softmax Solutions
Snehaa Karthikeyan	Planman Stars
Snehashish Ram	Infosys
Snehlata Rai	Softmax Solutions
Solail Romana Pereira	Northern Trust
	Softmax Solutions
Somnath Banerjee Somnath Dutta	Softmax Solutions
	People First Consultants
Sony Mahato	Citi Bank
Soumak Mukherjee	TCS
Soumya Sucharita Satapathy	
Soumyashree Padhi	Maplecode Consulting
Sourav Roy	Eagleton Resorts
Sowmya M	Fortis Hospitals
Sreyashi Ghosh	Deloitte

Name of the Students	Name of the Companies
	Cryobanks International
Sridhar Kotari	India
Srikanth Oruganti	Franklin Templeton India
Srisha Devi Gangisetty	Orange I
Subha Prabhakar	Lanson Toyota
Subha Pratim Kar	Cease Fire Industry
Subhash Chandra	NJ India Invest
Subhashini S	Wipro
Subhasis Das	Cease Fire Industry
Suchitra D	Life Cell International
Suhasini Mohan	Northern Trust
Sukhbir Singh	Deustche Bank
Sumedha Jain	TCS
Sumit Gautam	Kunta International
Sumit Halder	Somany Tiles
Sunil Kumar Seth	Franklin Templeton India
Sutapa Dutta	Maplecode
Suwini Rachael Arland	CareerNet Technologies
Suyash Loni	Basket Options
Suyashi	People Source
Swaminathan	Phoenix index
Swathi G	Vacon
Swati Yadav	BIBA Apparels
Sweta Mahato	Times group
Syed Shadab	Naukrieasy
Tanweer Ahmed Khan	Pratham Motors
Tapsri R Marak	People First Consultants
Thammana Puneesh	BMA Wealth
Thava Prashant	Cease Fire Industry
Tusar Ranjan Kantha	Consultancy
U Madhura	Franklin Templeton
V Sriganesh	Chennai Safety Door
V V Sriharsha Nallamilli	Algpug Enclosures
V Vaishnavi	Maplecode
Vaishali Shukla	India Mart
Vamshi Krishna	Cease Fire Industry
Vavna Chakraborty	Arnold Consulting
Velkumar G	Jaro education
Venkatesh Babu R	India Mart
Venkateshan S	Home Space *
Vidhu Gupta	Cease Fire Industry
Vikas Kumar	Cease Fire Industry
Vikash Kumar Mishra	DreamGains
Vinay Krishnan K	India infoline
Vinit Kumar Satpuri	Cease Fire Industry
Vishal Prabhakar Pawar	Crowne Plaza
Vishai Prabhakar Pawar Vishnu V	
Vishwas	Intec Capital
	IndusInd Bank  Page 16 First Consultants
Y Poojitha	People First Consultants
Zabiullah S A	BNP Paribas
Zafarul Haque Khan	Infosys



# **Annual Day 2017 Awards**

AWARD NAME	STUDENT'S NAME (2015-17)
	SOHAM BANERJEE
BEST ATTENDANCE AWARDS	ANCHAL SHARMA
BEST COORDINATOR AWARD	JAYADEV MOHAPATRA
BEST CLASS PARTICIPATION AWARD	MIDHUN ABRAHAM
BEST CONTRIBUTOR AWARD	MANISH P
MOST HELPFUL STUDENT AWARD	SHARON ANGEL
BEST SINGER	ARIJIT SINGHA
BEST INTER COLLEGIATE	NAGARJUNA KALLURU
PRESENTER AWARD	KANAJAR ANAND MANJUSHREE
YOUNG ARTIST AWARD	PRAKANTI MANISH
BEST TRANSFORMATION AWARD	RAMAN DUBEY
DEST DANCED	ANKITA SINGH
BEST DANCER	RIJUSHREE NARZARI
BEST MANNERS AWARD	SINGAVARAPU NAVYA
BEST ORGANISER AWARD	SHARON ANGEL
BEST PRESENTER AWARD	PRADEEP C
BEST SPORTSPERSON AWARD	VIJAY JIRANGE
BEST STUDENT OF THE YEAR	SHARON ANGEL
AWARD	ARIJIT SINHA
BEST TEAM LEADER AWARD	SHRUTI RAJAN
BEST TECHNICAL DESIGNER AWARD	DAN MATHEW & ISSAC JOY
MBA 3RD SEMESTER TOPPER	PRIYA BHATT
MBA 3RD SEMESTER MARKETING TOPPER	SHARON ANGEL
MBA 3RD SEMESTER FINANCE TOPPER	SUMIT SARASWAT
MBA 3RD SEMESTER HR TOPPER	SHRUTI RAJAN
MBA 3RD SEMESTER RSCM TOPPER	NIDHI JAIN
MOST COMMITTED STUDENT AWARD	MIDHUN ABRAHAM
MOST CREATIVE STUDENT AWARD	SUMIT SARASWAT
PGDM 2ND SEMESTER TOPPER - 1ST PRIZE	MANISHASINGH
PGDM 2ND SEMESTER TOPPER - 2ND PRIZE	SHARANR
PGDM 2ND SEMESTER TOPPER - 3RD PRIZE	BHAGAVATAM KISHORE KR SHARMA
PGDM 3RD SEMESTER FINANCE TOPPER	A MADHURAJ
PGDM 3RD SEMESTER HR TOPPER	ANCHAL AGARWAL
PGDM 3RD SEMESTER MARKETING TOPPER	JOSHI AKSHAY SANJAY
PGDM 3RD SEMESTER RSCM TOPPER	SATTWIK SAHOO

AWARD NAME	STUDENT'S NAME (2015-17)
PGDM 3RD SEMESTER TOPPER	RANANJAR ANAND MANJUSHREE
	MANISHA SINGH
	KALLURU NAGARJUNA
PGDM 4TH SEMESTER FINANCE TOPPER	BHAGAVATAM KISHORE KUMAR SHARMA
PGDM 4TH SEMESTER HR TOPPER	ANCHAL AGARWAL
PGDM 4TH SEMESTER MARKETING TOPPER	MANISHA SINGH
PGDM 4TH SEMESTER RSCM TOPPER	SATTWIK SAHOO
PGDM 4TH SEMESTER TOPPER	BHIMABATTU MOURYA

AWARD NAME	STUDENT'S NAME (2016-18)
PLACEMENT TEAM AWARD	PRERNA SINGH
BEST CONTRIBUTOR AWARD	TITAS MODAK
	AJAY PATEL
BEST CLASS PARTICIPATION	MINI JAIN
AWARD	SRIDHAR DARBHA
BEST STUDENT OF THE YEAR AWARD	DARSHIT VEGAD
MOST COMMITTED STUDENT AWARD	SNEHA GADE
MOST CREATIVE STUDENT AWARD	PURALASHETTY ANIL KUMAR
YOUNG ARTIST AWARD	AGNIDEB MANDAL
BEST SPEAKER AWARD	TANIA SARKAR
BEST CLASS CITIZEN AWARD	AKELLA RAJYALAKSHMI
BEST CSR CONTRIBUTION AWARD	KANAADA KANNA
	HIMANSHU DADHEECH
BEST DANCER AWARD	SANGEETA DATTA
BEST ENTERTAINER AWARD	SUDRITHI PURKAYASTHA
	P SAI KIRAN
BEST ORGANISER AWARD	KIRAN JHALA
BEST PRESENTER AWARD	TANIA SARKAR*
BEST PRESENTER AWARD	NEETHU C C
BEST HELPFUL STUDENT	PUNEETH N.R.
AWARD	PRABHAT KUMAR SHAW
MOST DILIGENT STUDENT AWARD	RUTVIJ DHARWEKAR
BEST MANNERS AWARD	SOUMITRI GANGULY
BEST SPORTSPERSON AWARD	DESALI CHAITALI RAKESH RAO
	B.V.SRINIVVAS
BEST TRANSFORMATION AWARD	KAMDI AMEYA SHIVDAYAL



	STUDENT'S NAME
AWARD NAME	(2016-18)
	NAGARAJU VENKATASWARLU
BEST CO-ORDINATOR AWARD	P SAI KIRAN
BEST MEDIA PERSON AWARD	SRIDHAR DARBHA
BEST ATTENDANCE AWARD	SRIDHAR DARBHA
	UGALE ATUL KADU
BEST TEAM LEADER AWARD	DARSHIT VEGAD
	RENU LAKRA
PLACEMENT TEAM AWARD	AKSHITA TALDAR
	KETKI CHIMURKAR
PGDM 1ST SEMESTER TOPPER - 1ST PRIZE	MONA MANECK
PGDM 1ST SEMESTER TOPPER - 2ND PRIZE	ANJALI MAHATO
PGDM 1ST SEMESTER TOPPER - 3RD PRIZE	ROHIT SRINATH
SUBJECT TOPPER IN MANAGEMENT CONCEPTS & THEORIES	SWATI SNEHA
SUBJECT TOPPER IN ORGANISATIONAL BEHAVIOUR	MONA MANECK
SUBJECT TOPPER IN BUSINESS ENVIRONMENT	MONA MANECK
SUBJECT TOPPER IN MANAGERIAL COMMUNICATIONS	DHADIGE SHIVA KUMAR
SUBJECT TOPPER IN MANAGERIAL ACCOUNTING	ANJALI MAHATO
SUBJECT TOPPER IN MANAGERIAL ECONOMICS	SRIDHAR DARBHA
SUBJECT TOPPER IN STATISTICS FOR MANAGEMENT	MONA MANECK
MBA 1ST SEMESTER TOPPER - 1ST PRIZE	MIHIR RAI
MBA 1ST SEMESTER TOPPER - 2ND PRIZE	SAYANI MAJUMDAR & SHWETA JAIN
MBA 1ST SEMESTER TOPPER - 3RD PRIZE	VIMAL SINGH
SUBJECT TOPPER IN MANAGEMENT CONCEPTS & THEORIES	SAYANI MAJUMDAR
SUBJECT TOPPER IN ORGANISATIONAL BEHAVIOUR	SWETA JAIN
SUBJECT TOPPER IN BUSINESS ENVIRONMENT	SWETHA G WARRIAR
SUBJECT TOPPER IN MANAGERIAL COMMUNICATIONS	MIHIR RAI
SUBJECT TOPPER IN MANAGERIAL ACCOUNTING	SUBHOJYOTI RAHA
SUBJECT TOPPER IN MANAGERIAL ECONOMICS	SAYANI MAJUMDAR

AWARD NAME	STUDENT'S NAME (2016-18)	
SUBJECT TOPPER IN STATISTICS FOR MANAGEMENT	DESALI CHAITALI RAKESH RAO	
BEST STUDENT OF THE YEAR AWARD	NIYOOSHA BARDARI	
MOST COMMITTED STUDENT AWARD	PINGALI TEJASHRI	
BEST CONTRIBUTOR AWARD	AVEEK BISWAS	
MOST CREATIVE STUDENT	AVANI PANDEY	
AWARD	SUPRIYO SARKAR	
YOUNG ARTIST AWARD	SUBHOJYOTI RAHA	
BEST SPEAKER AWARD	BHAVE GOURI SHRI KRISHNA	
BEST CLASS CITIZEN AWARD	VIMAL SINGH	
BEST CSR CONTRIBUTION AWARD	SAYANTAN MUKHERJEE	
BEST DANCER AWARD	PAMELA CHAKRABORTY	
BEST ENTERTAINER AWARD	JOVIAL LAYA RAO	
BEST ORGANISER AWARD	PINGALI TEJASHRI	
BEST PRESENTER AWARD	RAHUL PANDEY	
	NIYOOSHA BARDARI	
MOST HELPFUL STUDENT AWARD	GAUREE BHAVE	
BEST CLASS PARTICIPATION AWARD	BRAHMA SRI HARSHA	
BEST TECHNICAL DESIGNER	MIHIR RAI	
MOST DILIGENT STUDENT AWARD	VIMAL SINGH	
BEST MANNERS AWARD	CHAITALI DESALI	
BEST TRANSFORMATION AWARD	NISCHAY NANGLIA	
BEST COORDINATOR AWARD	PAMELA CHAKRABORTY	
BEST MEDIA PERSON AWARD	SHWETHA G WARRIER	
BEST ATTENDANCE AWARD	AVEEK BISWAS	
MISS. ISBR AWARD	AYUSHI GOYAL	
MR. ISBR AWARD	RUTVIJ DHARWEKAR	
BEST TEAM LEADER AWARD	KAMLESH KESARKAR V	
BEST INTERCOLLEGIATE	NIYOOSHA BARDARI	
PRESENTER AWARD	RAHUL SAHA	
DIS	SASHI MICHAEL	
	KAMLESH KESARKAR V	
PLACEMENT TEAM AWARD	JITHU JAMES	
	PINGALI TEJASHRI	
	RAHUL PANDEY	
BEST ETHNIC WEAR AWARD ON ETHNIC DAY	RARESITRAO	
	SUVOJIT CHATERJEE	



# **List of Gold Medalists - Convocation 2018**

Batch 2015-2017 - PROGRAM: PGDM

S.no	ISBR Gold Medalist	Student's Name	
1	Best Student Award	Sakeena Aziz Kidwai	
2	Best Student Award	Guttapalli Akhil Kumar	
3	Academic Excellence Award	Manisha Singh	
4	Project Topper Award	Venkat Durga Praveen S	
5	Project Topper Award	Korivi Chaitanya	
6	Project Topper Award	Kunal Kumar Singh	
7	Project Topper Award	Manisha Singh	
8	Project Topper Award	Swati Modgil	
9	Project Topper Award	Hemalatha Natarajan	
10	Project Topper Award	Sattwik Sahoo	
11	Shri Prakash Kothari Award	Manisha Singh	
12	Marketing Excellence Award	Manisha Singh	
13	Hr Excellence Award	Anchal Agarwal	
14	Finance Excellence Award	Bhagavatam Kishor Kumar Sharma	

S.no	ISBR Gold Medalist	Student's Name
15	R&Scm Excellence Award	Sattwik Sahoo
16	R&Scm Excellence Award	Joshi Akshay Sanjay
17	International Business Excellenceaward	Bhimabattu Mourya
18	Banking & Insurance Excellence Award	Sephora Pialo A
19	Travel & Tourism Excellence Award	Kananjar Anand Manjusree
20	Information Technology Excellenceaward	Venkat Durga Praveen S
21	Most Committed Student Excellence Award	Talagana Vinod Kumar
22	Faculty Choice Excellence Award	Agniva Mukherjee
23	Best Team Player Award	Suthar Heet Pravin
24	Best Talent Award	Pakanati Manish
25	Best Talent Award	Arijit Singha
26	Most Creative Student Award	Kalluru Nagarjuna
27	Most Creative Student Award	Kananjar Anand Manjusree
28	Special Recognition Award	Hemalatha Natarajan
29	Best Transformation Award	Mausami Keserwani



# **List of Gold Medalists - Convocation 2018**

Batch 2015-2017 - PROGRAM: MBA

S.No	ISBR Gold Medalist	Student's Name	
1	Academic Excellence Award	Prerna Singh	
2	Project Topper Award	Gunupuru Vasu Naidu	
3		Imran Hussain	
4		Kaki Sai Krishna	
5		Lashkar Akhila	
6		Midhun P Abraham	
7		Naveen H S	
8		Neetika Pal	
9		Pola Rajasekhar Reddy	
10		Pradeep Reddy C	

S.No	ISBR Gold Medalist Student's Name			
11	Smt. Rasila Kothari Award	Prerna Singh		
12	Best All Rounder Award	Sharon Angel		
13	Markting Excellence Award I	Sharon Angel		
14	HR Excellence Award I	Prerna Singh		
15	Finance Excellence Award I	Sumit Saraswat		
16	R&SCM Excellence Award	<b>Deepa K</b>		
17	Faculty Choise Award	Reshma Menon		
18	Most Creative Student Award	Ashni Anto		
19	Placement Excellence Award	Sharon Angel		
20	Best Transformation Award	Akanksha Madhu		



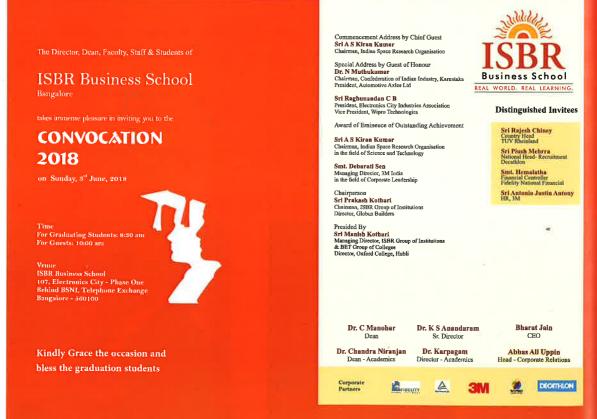




### **Invites**

#### Convocation 2018

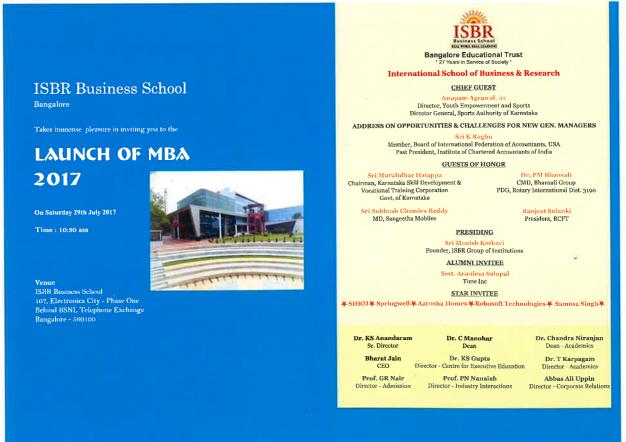






### **MBA** Inauguration



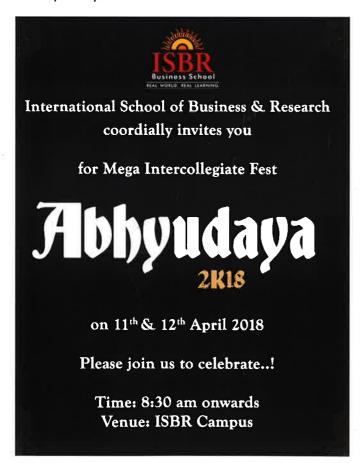




### **PGDM** Inauguration



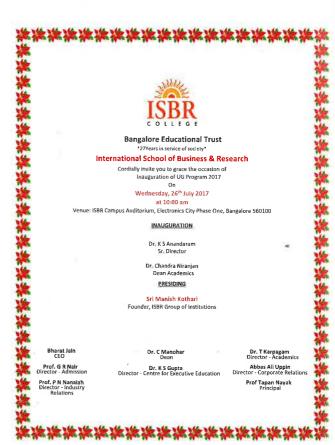
### Abhyudaya



### PhD Inauguration



### **UG** Inauguration





### Founders Day



#### **Best Teacher Excellence Awards**

Director, GIBS B-School, Bangalore

Sri Uma Mahesl

Anekal Govt. High School, Bangalore

Head Master, Lawrence High School, Bengalore

Principal, Govt. First Grade College, Bankapur, Haveri

Smt. AP Padmaprabha

Head Mistress, Surnad School for the Hearing Impaired, Bangalore

Progressive Composite, PU College, Nilekani, Sirsi



#### BANGALORE EDUCATIONAL TRUST ISBR FOUNDERS DAY

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

INVITATION



International School of Business & Research

107, Electronics City, Phase One Behind BSNL Telephone Exchange Bangalore - 560100

For any guidance, contact: 934173333, 9379711119

www.isbr.in



#### TEACHERS EXCELLENCE AWARDS

Udvama Acharva Dr. S Philip Lewis Past President - FKCCI

Institutional Award for Inclusive Education

Guru Nanak Group of Institutions, Bidar

Institutional Award for Rural

Empowerment

Vivekananda Institute of Leadership Development, Mysore

Vishvakarma

Sri AN Prakash Chairman, School of Excellence in Construction Management

Motivation Guru

Sri VR Sathya Narayana Founder, Business Tycoon Academy

Edu Poshaka

Sri RS Shanbhag CMD of Valuepoint Group

Accomplished Teacher

Dr. SR Mise Prof. PDA College of Engineering Kalburgi

Dr. R Basawaraja Principal, KHES Engineering College, Raichur

Leadership in Academic Excellence Prof. Sabiha Vice Chancellor Akka Mahadevi Women's University

Vijayapura

Teacher Extraordinaire Dr. Aisha M Shariff Dean, University of Mysore

Prof. S Jayanna

Professor and Chairman Vijayanagara Institute of Management Studies

Edu Samsthapaka

Sri S Sudhakar Shetty Chairman Jnanasarovara International School, Mysore

Quality Guru Sri Jagadheesh Prasad QCFI

HR Guru

Sri Israel Inbaraj Head HR, TCS Past President, NHRD Network,Hosur

Edutech Mentor Sri Swaroop Madhavan President, Karanataka Startups Forum

Leadership In School Education

Dr. B Gayethri Devi Principal, Little Flower Public School Secretary, Karnataka Association of ICSE Schools







You are cordially invited to the BANGALORE EDUCATIONAL TRUST

ISBR FOUNDERS DAY

Dr. A P J ABDUL KALAM MEMORIAL AWARDS 2017 On Thursday, 7th September 2017 at 10:30 am

Guests of Honour

Prof. Salaha

Past President - FKCCI Vice Chancellor

Akka Mahadevi Women's Indian Hockey Olympian

sha M Shariff University, Vijayapura Smt. Sujatha

Dean, University of Mysore Chairman.SECM

President

Guru Nanak Group of Institutions Chairperson

Chairperson, ISBR Group Director, Globus Builders

Dr. KS Anandaram Senior Director Bharat Jain CEO

Prof. GR Nair Director - Admission

Dr. C Manohar

Dr. KS Gupta
Director - Centre for Executive Education Prof. PN Nanaiah ctor - Industry Interactions

Dr. R Bnlasu Founder, VILD Presided by

Ariuna Awardee

MD, Valtech India

Head HR, TCS

Past President, NHRD Network

Managing Director ISBR Group of Institutions

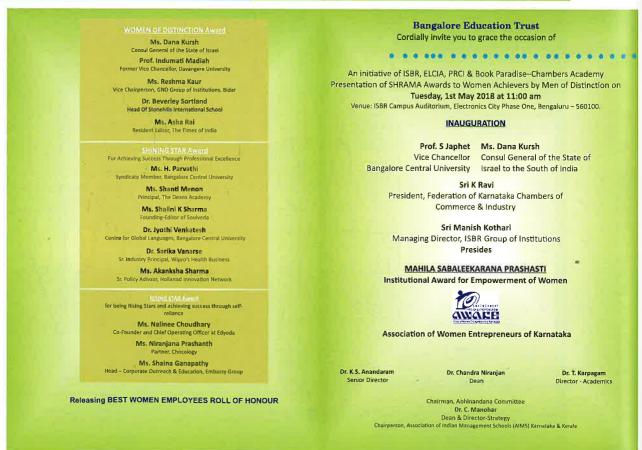
Dr. Chandra Niranjan Dean Academics Dr. T Karpagam Director Academics Abbas All Uppin Director Corporate Relations

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



#### Abhinandana 2018







### ISBR in Media

Andhra Jyoti - Convocation 2018



11/14







# **එ්නාන් එ්නාන් වී**ව්!

#### Butter of Salmania Si

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#### The New Indian Express - Convocation 2018



#### **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 AS 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.

#### Dakshin Bharat - Convocation 2018

### Prajavani - Convocation 2018



### दीक्षांत

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





### **UG** Inauguration



### Skill Capital



#### Providing industries with right talent

ISBR Business School has organized Skill Capital 2018-Internship Fair on May 29 and 30 at the ISBR Campus. Electronic City, Bengaluru. The event is organized with an intent to provide industries with the right kind of talent for their current and future talent requirements. The two-day event draws participation from around 60+ companies across different sectors, offering challenging projects in various functional areas in human resource, supply chain management, financial management, marketing and sales. International business and information technology,

#### **PGDM** Inauguration

## आईएसबीआर में हुआ नए सत्र का शुभारंभ

इस शुभारंभ समारोह है मेनेजमेन्ट एसोसिएशन वे एवं कर्नाटक धावर लिमिटेड के प्रबंध अविति के एवा में पारस्ता की जा मोंक पर आईरामीआर कॉलेज के प्रवंद निवेशक पाईरामीआर कॉलेज के प्रवंद निवेशक पाईरामीआर कॉलेज के प्रवंद निवेशक पाईरामीआर कॉलेज के प्रवंद निवेशक की पाईरामीआर के लिए जी पाईरामीआर के लिए जी पाईरामीआर की लिए जी की पाईरामीआर की लिए जी की पाईरामीआर की पाईरामीआर की पाईरामीआर के पाईरा





और हम सभी को इसका फायदा जवाना चाहिए। डा चन्द्रा ने सफल जीवन के लिए विभिन्न कौशल को हासिल करने पर जोर दिया। प्रो. एन रवि ने संसार में हो रहे नवोन्मेंस के बारे में बताया। मनीच कोजारी ने आईपराबीआप की गतिविधियाँ व

पाठ्यक्रम के बारे में बताते हुए कहा कि उनके हर एक पाठ्यक्रम मलासरुम से ज्यादा व्यावहारिक ज्ञान पर आधारित हैं जिससे हर एक विद्यार्थी के स्वरूप किस्सा का मौका मिन सके। जा बस्यम्म ने राभी को धन्यवात तिया।

### New Indian Express - Abhinandana 2018

#### CAMPUS CORNER



#### **Women felicitated on Labour Day**

May 1, celebrated worldwide as International Labour Day, had a different meaning altogether for a business school in the city. International School of Business and Research (ISBR) felicitated women stalwarts on this day. It was the sixth edition of Abhinandana Awards this year. The whole concept of this series of awards is to felicitate women achieving various milestones by their counterpart. The chief guests of the event were Dr S Japhet, VC of Bangalore Central University, Dana Kursh, consul general of Israel in Bengaluru and K Ravi, president FKCCI.









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# **Programs Offered**

### **ISBR** Business School

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PGDM WITH ONE SEM ABROAD

GLOBAL PGDM

ONE YEAR PGDM

### **ISBR** College

(Affiliated to Bangalore University, Approved by Government of Karnataka)

BBA

BCA

BBA + CMA

**BBA IN AVIATION MANAGEMENT** 

B.COM + ACCA

B COM

BBA + PGDM

M.COM

### **ISBR** Law College

BBA LL.B ( 5 YEARS INTEGRATED COURSE)

LLB (3 YEARS )

CERTIFICATE COURSE IN CONSTITUTIONAL LAW

PG DIPLOMA IN CYBER LAWS & IT





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Phone No. +91 9341733331



## **Courses Offered**

ISBR Business School, Bangalore being one of the top management B Schools across India, has achieved 28 years of excellence in top quality education. It is a prestigious B School, ranked No. 1 New Generation B Schools of India by DM B-School Survey. It is located in Electronics City, Bangalore, surrounded by 300 companies like Infosys, Wipro and HP to name few.

You could be a part of this reputed institute by taking admissions which will change your entire outlook and getting involved in the extra-curricular activities conducted by ISBR.

- Highest offer for domestic placement: Rs. 17 lakhs
- Offshore placements: Rs. 28.2 lakhs
- Average: Rs. 5.85 lakhs
- Separate hostels are available for boys and girls: Rs. 1.25 lakh per year

# $\mathsf{PGDM}$

Special feature: Extensive corporate interface, unlimited knowledge access and an unwavering focus on the future

Approved by AICTE, Ministry of HRD, Government of India

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**Duration:** 2 years

Eligibility: Any graduation with 50% is compulsory (45% in case of SC/ST)

Qualifying entrance test: CAT/MAT/XAT/ CMAT/ATMA/any state test.

Specializations offered: Human Resource Management (HRM), Marketing, Finance, Information Technology (IT), International Business (IB), Tourism & Travel, Healthcare & Hospital Management, Small Business Management & Entrepreneurship, Retail Management, Banking & Insurance, Business Analytics, Operation Management, Logistics, Supply Chain Management, and Sports Management

Fee structure: Total fees of Rs. 8 lakhs

# PGDM

Special feature: Involves an international trip

Approved by AICTE, Ministry of HRD, Government of India

**Duration:** 2 years

Eligibility: Any graduation with 50% is compulsory (45% in case of SC/ST)

Qualifying entrance test: CAT/MAT/XAT/CMAT/ATMA/any state test

Specializations offered: Human Resource Management (HRM), Marketing, Finance, Information Technology (IT), International Business (IB), Tourism & Travel, Healthcare & Hospital Management, Small Business Management & Entrepreneurship, Retail Management, Banking & Insurance, Business Analytics, Operation Management, Logistics, Supply Chain Management, and Sports Management

Fee structure: Total fees of Rs. 8.8 lakhs



# **PGDM**

Special feature: One semester abroad

Approved by AICTE, Ministry of HRD. Government of India

**Duration:** 2 years

Eligibility: Any graduation with 50% is compulsory (45% in case of SC/ST) Qualifying entrance test: CAT/MAT/XAT/CMAT/ATMA/any state test

Specializations offered: Human Resource Management (HRM), Marketing, Finance, Information Technology (IT), International Business (IB), Tourism & Travel, Healthcare & Hospital Management, Small Business Management & Entrepreneurship, Retail Management, Banking & Insurance, Business Analytics, Operation Management, Logistics, Supply Chain Management, and Sports Management

Fee structure: Total fees of Rs. 9 lakhs

# Global PGDM

Special feature: 3 country exposure; with 2 semesters abroad; students can choose among Dubai, Singapore, France, and Germany to pursue their international studies

Approved by AICTE, Ministry of HRD, Government of India

**Duration:** 2 years

Eligibility: Any graduation with 50% is compulsory (45% in case of SC/ST)

Qualifying entrance test: CAT/MAT/XAT/CMAT/ATMA/any state test

Specializations offered: Human Resource Management (HRM), Marketing, Finance, Information Technology (IT), International Business (IB), Tourism & Travel, Healthcare & Hospital Management, Small Business Management & Entrepreneurship, Retail Management, Banking & Insurance, Business Analytics, Operation Management, Logistics, Supply Chain Management, and Sports Management.

Fee Structure: A total fees of 10 lakhs

# **One Year PGDM**

Special feature: Flagship program of Bangalore University

Approved by AICTE, Ministry of HRD, Government of India

**Duration:** 1 year

Eligibility: Any graduation with minimum 40% marks

Fees Details: A total fee of Rs. 3,50,000

#### Specializations offered (You can choose any two):

Marketing Management, HR Management,

Business Administration, Hospital Administration,

Small Business and Entrepreneurship

Management, and E-Commerce

#### Admission Procedure

To fill online application form visit http://isbr.in/OnlineApplicationForm.php and make payment of 1000 online as application fee. Once we receive your application form, we will call you to schedule your interview.



## **Other Courses Offered**

#### **ISBR Law College**

(Affiliated to Karnataka State Law University, Approved by Government of Karnataka, Approved by Bar Council of India)

- BBA + LL.B (5 Years Integrated Course)
- LL.B (3 Years)
- Certificate Course in Constitutional Law (1 Year)
- PG Diploma in Cyber Laws & IT (1 Year)

#### **ISBR** College

(Affiliated to Bangalore University, Approved by Government of Karnataka)

- BBA (3 Years)
- BCA (3 Years)
- BBA + CMA (3 Years)
- BBA in Aviation Management (3 Years)
- B.Com + ACCA (3 Years)
- B Com (3 Years)
- BBA + PGDM (5 Years)
- M.Com (2 Years)
- One Year PGDM

#### **ISBR Evening College**

(Affiliated to Bangalore University, Approved by Government of Karnataka)

• B.Com

#### Eligibility:

**All Graduation Courses** 

- The applicants should have passed 10+2/XII Standard / PUC or equivalent thereto as prescribed by the University.
- Those who are appearing for the final examinations of XII or PUC can also apply.
- Admission is subject to final approval of University.

#### **Eligibility:**

PG Diploma in Cyber Law and IT

 Passing any degree of recognized Indian University / Equivalent)

#### **Admission Procedure**

- Apply online at www.isbr.in to the program of your choice with the processing fee of Rs. 1000/-
- Shortlisted candidates will be interviewed and selected candidates will be given offer letter to join
- Selected students can pay admission online at www.isbr.in

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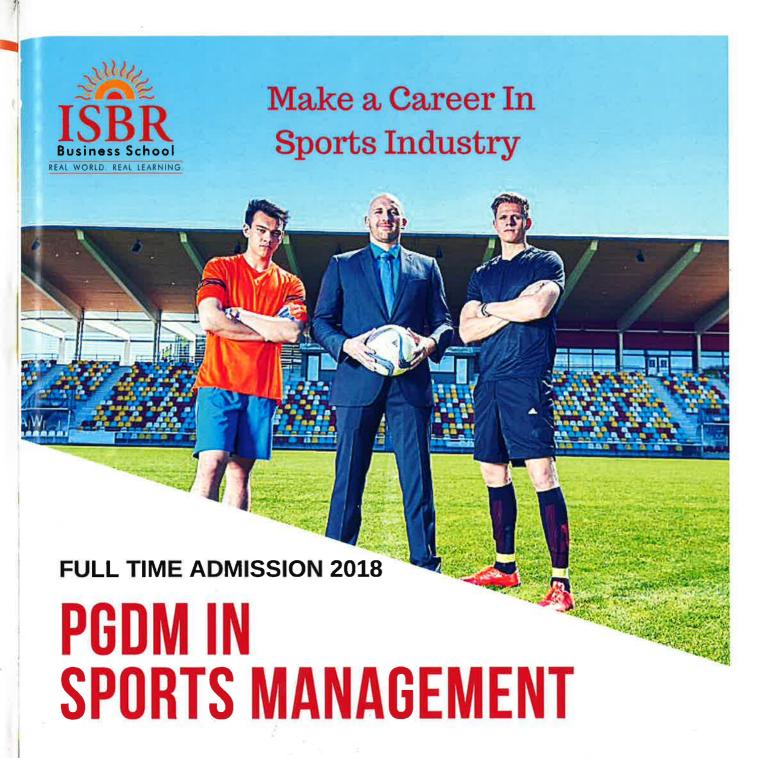


Cells and clubs, workshops contribute to enriching campus life

# ISBR - Scripting Success Stories

PGDM Class	Student Name	Company	Designation	Current Salary (LPA)
2016	Bhavin Shah	I.M. Possible Training Solutions	CEO	50 Lakhs
2013	Thomas ET	Mitsubihsi Truck & Bus Corporation	Key Account Manager	25 Lakhs
2009	Vinu Chakravarthy	Manipal University	Head-Marketing	24 Lakhs
2011	Nupur Chandra	JTB, India	GM	24 Lakhs
2015	Shubham Bahal	ОУО	Business Head	24 Lakhs

Highest CTC on offer: (INR) 20 Lakhs | Average CTC: (INR) 6.2 Lakhs



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## **HIGHLIGHTS OF THIS ISSUE**



Unveiling Success
Traits



**Batch Inauguration** 



Campus Buzz



**Industrial Visits** 



Workshops



C-Talk Series



Cells & Club Activities



Intercollegiate Fest



**Panel Discussion** 



International Conference



International Study Tour



Convocation 2018



Gems of ISBR 2018



**ISBR** Achievement



Success of Global PGDM



Alumni Reunion



ISBR in Media



Mentorship Program



Abhinandana 2018



TEDxISBRBangalore



### **International School of Business & Research**

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