

# Udghosh

... The Sound of Righteousness

Managing Stress

-Dr Subhendu Dey (Pg:2-3)

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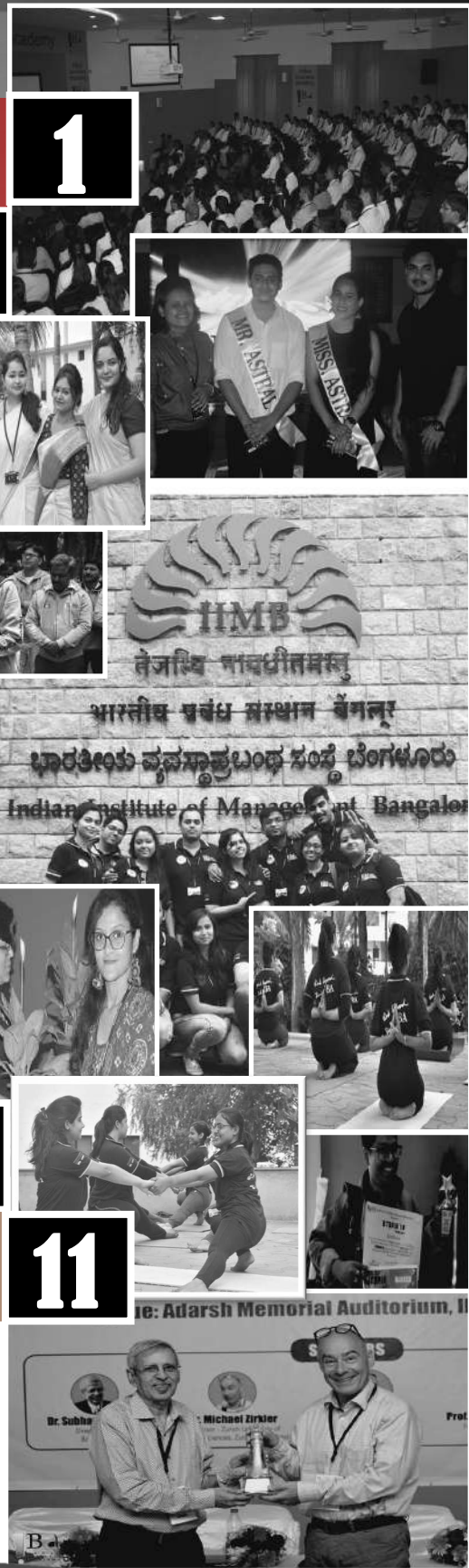
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## PACING UP EDITION

VOLUME 3 | JULY - SEPTEMBER' 2018



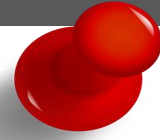
When you can't control what's happening, challenge yourself to control the way you respond to it.

That's where the power lies!

-Anonymous



**Dr. Subhendu Dey**  
**Program Director**  
**Indus Business Academy**



# MANAGING STRESS

Dear Students,

We are witnessing one more batch passing out from the hallowed portals of IBA. While it is a great feeling to get the first job (for a majority of you), it is also important for you to realize that the initial euphoria might get replaced by workplace stress very soon. And when that happens, the emotional part of the brain takes charge and the logical part of the brain shuts down, resulting in rational decision making process becoming tough. Even before you realize, there would be some manifestations of stress already showing up. I therefore find it pertinent to take you through some of the top stress inducers in Indian workplaces and suggest some easy ways to handle them.

According to a study done by the Society for Human Resource Management India, the top four workplace stress inducers are 'disrespect at workplace', 'inadequate income', 'inability to manage professional and personal responsibilities', and 'working overtime'. To overcome the challenges posed by increasing levels of stress, experts have suggested solutions both for employees and employers. While many employers have started working towards better health and well-being of their employees, the employees themselves have a major role to play in order to beat the stress. Another study undertaken by Optum ( a diversified health and well-being company serving more than 85 million individuals throughout the world ) around 46 percent of the workforce in Indian organisations suffer from some or the other form of stress. For all of you, given below is a list of simple solutions that you may follow in your workplace in order to address the above mentioned stress inducers and be counted among the remaining 54 percent.







# RESEARCH

# AND PUBLICATIONS



**Dr. Subhash Sharma**  
(Director & Professor)

- Subhash Sharma, New Frontiers in Indian Management, WISDOM, Banasthali University, Banasthali, Aug. 23, 2018
- Subhash Sharma, New Ideas in Strategic Thinking & Management, Seminar on New Ideas in Strategic Thinking & Management, Organized by Strategic Management Forum, Indus Business Academy (IBA) and Zurich University of applied Sciences, held at IBA Bangalore, Aug. 27, 2018
- Subhash Sharma, Ethics in Economics, Commerce and Management, Refresher Course in Business Management, Economics and Commerce for the University and College teachers, Centre for Professional Development in Higher Education (CPDHE), UGC-HRDC, University of Delhi, Sept. 19, 2018
- Subhash Sharma, Indian Culture & Ethos for Economics, Commerce and Management, Refresher Course in Business Management, Economics and Commerce for the University and College teachers, Centre for Professional Development in Higher Education (CPDHE), UGC-HRDC, University of Delhi, Sept. 19, 2018
- Subhash Sharma, Transparency and Ethics in Higher Education, 2nd PRME International Conference, Collective and Sustainable Action for Transparency & Ethics in Higher Education, organized by PRME and CBSMS Bangalore University, Bangalore. Sept. 30, 2018

- Participated as a Speaker and Panelist in the Panel Discussion on The Big Bang Theory- Best hiring and firing policies of Start-ups, conducted by Business World, as part of the 2nd HR Talent Acquisition, Learning and Development Summit, on 24 August, 2018 at Bangalore
- Invited to the Editorial Advisory Board (EAB) of Emerald Emerging Markets Case Studies Journal (EMCS) of Emerald group and instituted as a member of the Board from Sep 2018



**Dr. A V Ramana Acharyulu**  
(Professor)



- Contributed a chapter- "HR Analytics: Emerging trends, tools, challenges and opportunities" authored jointly by Dr. C. Vasantha Kumar (Assistant Professor, OB & HR) and Dr. Nandeesh V. Hiremath (Professor, HR & Entrepreneurship) published in the book- "Advances in Business & Management", published by Prateeksha Publications, Jaipur (ISBN 978-93-83662-62-3), Aug 2018
- Attended 2nd HR talent Acquisition Learning & Development Summit organized by Business World and Randstad at Hotel Ritz Carlton, Bangalore on August 24, 2018
- Participated in Interactive Meeting with CampuKnot.com, USA Team at BCIC Office, facilitated by Mr. Rahul Gopal (Founder & CEO, CampusKnot), Mr. Blake Tarver (Vice President – Global Operations, CampusKnot) and Ms. Sushma Kanetkar (Authorized Representative, Director for State of Pennsylvania, USA & India Coordinator for IBG Global) on Sept. 28, 2018. The event was attended by over 25 delegates (Senior Executives from Management & Engg. Institutions and EduTech Startups)



**Dr. Nandeesh V Hiremath**  
(Professor)



Attended a conference at AIMA where the topic of conference was "Annual Management Educational Convention" on September 30-31, 2018; Participated as delegate in an event at INFOSYS and got an opportunity to review several case studies

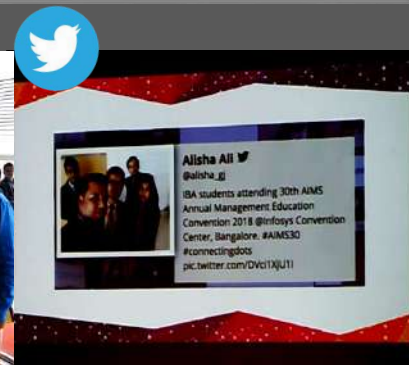
**Prof. Butchi Babu Muvva**  
(Asst. Professor)



- Attended a conference at IISC, Bangalore on July 6, 2018, the topic of conference being "Technology, Business, Incubators and their contribution to national R&D efforts". It was a good exposure for veterans with scientists of IISC, people from management and it has also opened a gateway to understand how technology based business can be built from ground zero
- Attended a conference at NBA and AICTE world summit on September 8-9, 2018 wherein people from all over India had assembled. It was an overall learning experience on how to survive in management and technical education and the development of higher education in the field of technology and management

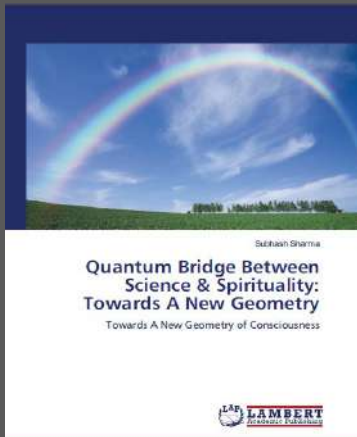


**Prof. Nagendra G Hegde**  
(Asst. Professor)



Faculty members and students of IBA, Bangalore attended '30th AIMS National Convention' at Infosys Campus, Bangalore, from Aug. 30, 2018 to Sept. 1, 2018. The event was attended by Prof. Subhendu Dey, Prof. Suresh V. Chandra, Dr. Nandeesh V. Hiremath, Dr. C. Vasantha Kumar, Prof. Smita M. Gaikwad and Prof. Buchi Babu.

# Book Review



## Quantum Bridge between Science and Spirituality: Towards a New Geometry

Subhash Sharma (2018), LAP Lambert Academic Publishing

ISBN: 978-613-9-88405-6

Reviewed By: Anindita Adhikari (PGDM 2017-19) &

Dr. Vaishali Agarwal (Associate Prof., IBA-Bangalore)

### Quantum Bridge: Merging the Routes to Reality!

Science and spirituality has been considered as two different routes of development for human race and society. At one point of time when mankind was seeking growth they took the scientific journey and moved away from religion and spirituality. Now when world outside has become too chaotic human beings resort to inner peace and spiritual contentment for holistic development.

In this book, the author has compiled his previously published research work in the form of five chapters to draw upon a new framework which will provide a quantum bridge to bring both science and spirituality together to understand the reality around.

The first chapter of this book 'Quantum Bridge between Science and Spirituality: Towards a New Geometry of Consciousness' opens with the scientific and rishi approach to consciousness. The author has given a new meaning to symbols and ideas (plus, multiplication sign, spiral, symbol 'T', infinity, chakras, matrix, rainbow, shunya etc.) to understand the geometry of consciousness. An analogy between the symbols of science and spirituality is presented such as medical symbol of science is similar to Kundalini structure in spirituality. This chapter concludes with the application of geometry of consciousness to social sciences and social studies. This chapter fascinates the readers with the understanding of simple yet powerful connections which exist between the two sides of the bridge i.e. science and spirituality.

The next chapter of the book 'Light in my heart', expresses the relationship between Einstein equation of energy and Subhash Sharma (1999) spiritual equation which suggests the evolution to Nirvana. This chapter explores the idea of light both in terms of poetic imagination and an equation. The author has depicted the evolution of human being from a 'Shunya' and from Darwin theory of existence to Divine theory of being.

In the chapter, 'Kailash vision: integrating science and spirituality' author has used several acronyms such as NDA, BABA, MELT, and GOD etc. to explain the connectivity between science and spirituality. This chapter also highlights the association between Divine Operation System (DOS) laws and Knowledge roots and how an understanding of these help us in better understanding of order-disorder dynamics within social, organizational, national and world context. The readers can experience the shift between the thought process in terms of 'from Newton to Nirvana'; 'from Darwin to Divinity'; 'from horse power to higher power'; and towards the development of 'sacro-spiritual society from sacro-civic society'.

The fourth chapter 'Rishi (re-see) route to reality' brings the idea of two routes to reality. The one which starts with scientific methodology of hypothesis formulation to validation and the other which begins with the exploration of self. This chapter enables the readers to discover the underlying connectivity between scientific and spiritual routes to reality with the help of wisdom equation, patterns of brain waves and a matrix view of reality: Shankra's snake or rope matrix. The practical applications of bridging the gap between two different routes to reality are presented in terms of concept of sacro-civic society, beyond scientification of man: from alienation to integration, and integral therapy.

The last chapter 'Quantum Vedanta: towards a future convergence of science and spirituality' helps the readers to understand and appreciate the linkages between science and spirituality across the three levels of reality: matter, mind and consciousness. The author has explained both the scientific and spiritual definition of GOD and how they are connected. The lessons from Vedanta helps the readers to identify the interconnectedness between 'time and space' elements of science and 'time, space and consciousness'- elements of spirituality. The effect of spirituality on some of the leading scientists and their work is captured in the author's articulation. This chapter and book concludes by emphasizing the relevance of converging and complementing the books on science and spirituality and crossing the bridge to reach 'Universal Spiritual Consciousness'.

This book instils interest and curiosity for the readers on how two distinct aspects of life and reality could converge into one to attain holistic development.



# High Lights

## 'CREATING WEALTH FOR THE NATION THROUGH TECHNOLOGY & MANAGEMENT'

"Ever since inception, the Centres of Excellence developed by IBA facilitate learning by means of case studies, role plays, research, interactive sessions, workshops, conferences, seminars & presentations. The overall set up is a futuristic idea with features of intelligence building & consciousness awakening towards social responsibility & good corporate governance. A very unique concept of these at IBA is the 3D approach (Discussion-Dialogue-Discourse) to learning. It aims at making students future CEOs (Creative, Enlightened & Organic leaders). The 3D centres at IBA are offshoots of this idea to facilitate the habit of practicing it among students."

Dr. Manish Jain, Founder & Chairman, Indus Business Academy (IBA), Bangalore



**I**BA started its operations in 2001 with the clear focus of offering only postgraduate programmes in management. IBA founder chairman, Late Shri. B.M. Jain, who was a known industrialist, philanthropist and chairman of IIT, Kanpur, dreamt of an institute which nurtures the younger generations capable of 'creating wealth for nation through technology & management'.

Over the years, IBA has established a tradition for excellence in Teaching, Research, Corporate Networking and Placements. Students at IBA are nurtured under the experienced and renowned in-house faculty and practicing managers who always keep them on their toes to build and inculcate the desire to achieve and perform. Since inception, IBA has been attracting students from all parts of the country with a healthy ratio of male and female participants thus making it a truly inclusive body. IBA stands apart distinctly from other schools and is ranked among Top 1% B-Schools in India.

### Placement Record

An exclusive placement team acts as a bridge between IBA and corporates. IBA also ensures responsiveness of its students for recruitment through the Advanced Placement & Training Programmes. Education at IBA not only focuses on teaching management programmes but also serves skill building programmes, which helps students in handling their careers. Students are also certified by CAPM, an ISO signed, an international body. IBA has been a pioneer in developing its own business strategy through corporate programme offered by CAT/IBAT USA.



### ACHIEVEMENTS

Internationally Accredited by AACSB - IBA Bangalore is the 19th among the 43 B-Schools (Out of 5000+ B-Schools in India) to get an international Accreditation

IBA Bangalore chosen among 'Best Education Brands' by the Economic Times consecutively for two years, 2017 & 2018

IBA Bangalore chosen as 'Extraordinary Brand 2017-18' by Consumers & Industry Survey by Times Network & Newsbrands Ltd.

Awarded as the 'Most Innovative Institute' in India by ANS (Association of Indian Management Schools) in 2016

IBA is the first and the only Indian Business School to become a member of the Council for Higher Education Accredited Council (CHEA) International Quality Group

Academics  
The differentiators that have set IBA apart from other B-Schools in India are its teaching methodology and its teaching excellence. IBA has been a pioneer in developing its own unique models, which give direction to the students. The students understand business issues, recognize real-world problems faced by an organization and address on case studies, which are relevant to today. IBA also provides ample opportunities to its students to do live projects with leading global brands.

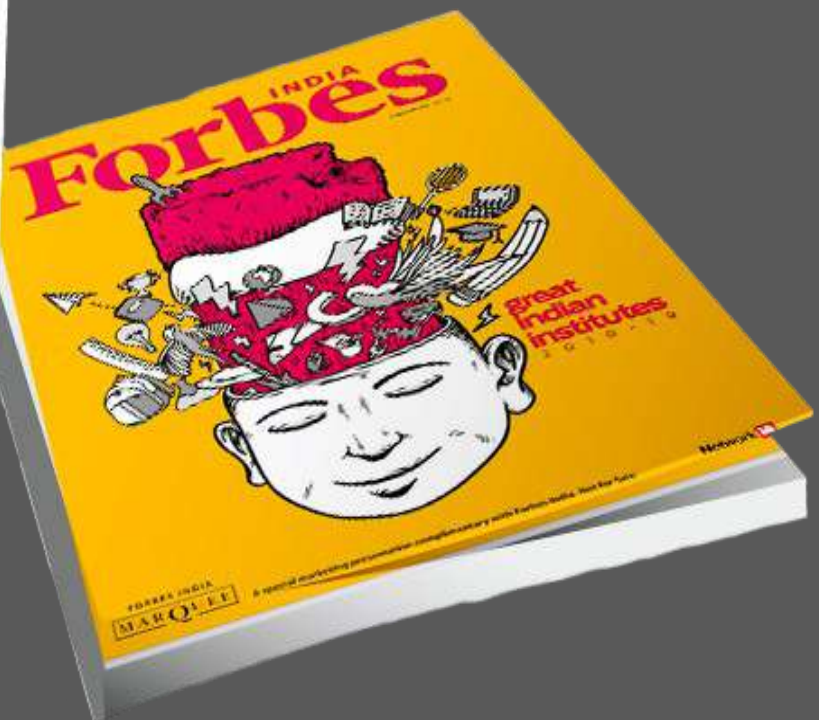
(Back to India, Abroad) and learn through hands-on experience.

**Campus Life**  
Apart from rigorous academics, students actively participate in various clubs and committees. The clubs provide students with practical exposure to their domains, while the committees allow them to go beyond theoretical knowledge. Students receive practical learning environments assimilating best practices from the industry with theory, which is supported by a mentoring framework that makes the students ready to succeed in today's highly competitive world. They also organize various events like TITs, Archib (IBA National Level Management Fest) and more.

**Impact**  
It focuses on the holistic development of a student - emotionally, culturally and intellectually. Each student is assigned a dedicated mentor. IBA ensures that the students are going through a transition into adulthood and secure guidance. Although the entire adjustment period from undergraduate to postgraduate programme is challenging, the support of the mentor and the senior students facilitates the transition to corporate career path. In the second year, the transition to corporate life is facilitated by the interaction with the alumni and visiting faculty.

### ALUMNI SPEAK

"The strategy and experience of IBA have been pivotal in helping me international in scope, my career. The course, based on a concept of year of my industry experience, was a crucial part. IBA has been pivotal with an industry background prepare you for the corporate environment and IBA a platform to play a role in the market, creating their own opportunities and making their own decisions. IBA has been a pioneer in developing its own unique models, which give direction to the students. The students understand business issues, recognize real-world problems faced by an organization and address on case studies, which are relevant to today. IBA also provides ample opportunities to its students to do live projects with leading global brands."



Indus Business Academy, Bangalore secured a much esteemed position among the 'Great Indian Institutes: 2018-19' published by Forbes India Magazine, September-2018 issue.

The journey of our institute began with the realization of our vision to 'Create wealth for the nation through technology and management'. The recognition from Forbes India echoes with our teaching learning pedagogy which ensures students' learning by means of engaging and real-life corporate activities and with our believe in intelligence building with consciousness awakening towards social responsibility and good corporate governance.

# Academic Events

**IBA attained status of preferred partner of Ministry of Skill**

**Development & Entrepreneurship, Govt. of India**

IBA is now a proud member of G-250 (Global 250) top institutions across Asia, Latin America and Africa and T-100 (Top-100) Institutions in India (which includes 78 IIMs, IITs, and NITs) & only 1 among 22 Top Institutions across the country and now IBA is a preferred partner of Ministry of Skill Development & Entrepreneurship, Govt. of India. This was possible because of MOOCs-based learning & variety of Entrepreneurship initiatives done at IBA, since April 2016, both as Faculty Mentor of ELIC (Entrepreneurship Learning & Incubation Center) and Professor for teaching Entrepreneurship at IBA (July 2018).

**– Dr. Nandeesh V. Hiremath (Professor, HR & Entrepreneurship)**



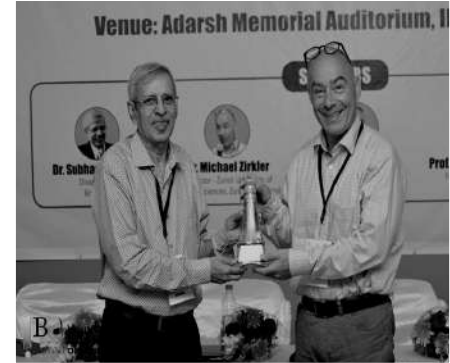
## **Workshop on Effectuation & Open Innovation on July 28, 2018**

IBA, Bangalore organized a Workshop on Effectuation & Open Innovation, facilitated by Dr. Saras Sarasvathy & Paul Hammaker (Professors of Entrepreneurship, University of Virginia, Darden School of Business, USA) and Mr. Varadarajan Krishna (Managing Director, 100-Open Startups – ASIA & MENA & Induct Solutions, a 100% subsidiary of Induct Software AS, Norway) at Hotel Paraag on July 28, 2018. This program was attended by more than 90 delegates from industry, start-up ecosystem and academia. The workshop was very interactive and provided valuable insights to all the attendees trying to make big in entrepreneurship. The event was jointly organized by IBA, Bangalore & 100-Open Startups, which was managed by ELIC team, under the guidance of Dr. Nandeesh V Hiremath, Dr. Vaishali Agarwal, Prof. M B Babu & Dr. Vasantha Kumar.



## SEMINAR ON NEW IDEAS IN STRATEGIC THINKING & MANAGEMENT

[August 27,2018]



IBA hosted the Strategic Management Forum Seminar on "New Ideas in Strategic Thinking and Management" which deliberated on strategic thinking & management. The seminar gave attendees an opportunity to learn about a wide array of useful tactics and techniques currently being utilized by the strategic managers in corporates.

The seminar was glorified by the presence of five great management thinkers:

1. Dr. Subhash Sharma, Director, Indus Business Academy Bengaluru
2. Prof. Michael Zirkler, Zurich University of Applied Sciences, Zurich
3. K R S Murthy, Former Director, IIM Bangalore
4. Krishna Kumar, Former Director, IIM Kozhikode
5. A Sahay, Professor, BIMTECH, Greater Noida

The seminar included an interactive session among Professors from various colleges and universities as well as students and research scholars from all over India upon various concepts of strategic thinking and management.

**-Neha Shawant  
(Batch 2017-19)**



# Guest Lectures

Prof. Diwakar Goyal, Director of Indian Aviation Academy & Executive Director (HR) - Airports Authority of India spoke on Development of Aviation Industry in India on August 2, 2018.

An interactive training session on the relevance and application of EBSCO, an online database for research and academic projects was conducted by Mr. Srinivas, Training Manager - Karnataka & Tamil Nadu, EBSCO Information Services, New Delhi on September 11, 2018.

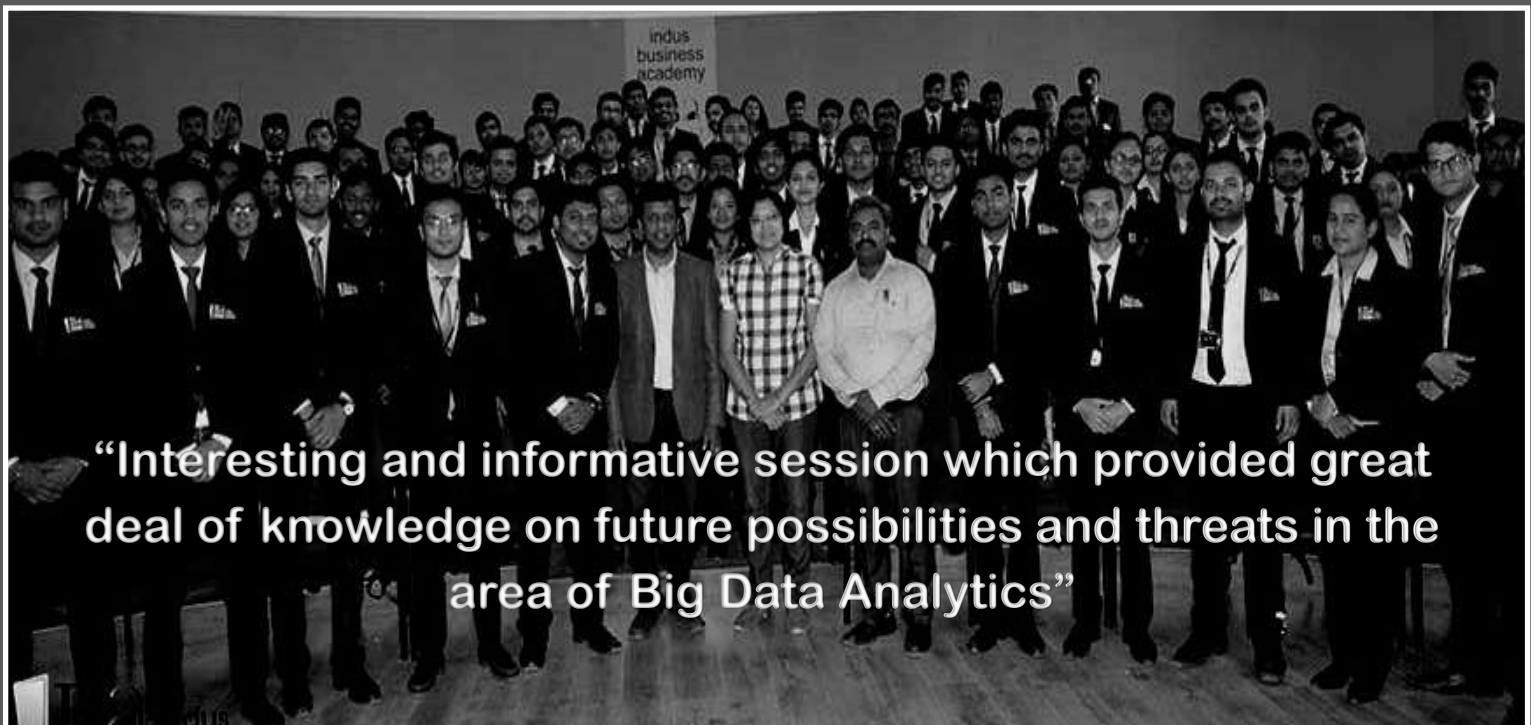
• **Dibyaja Ghosh**  
(Batch 2017-19)

**Dr. Y P Rao ( Management Consultant & Trainer ) addressed the students on Opportunities & Challenges of Entrepreneurs**

**[ Sept. 14, 2018 ]**

Dr. Y P Rao is an eminent personality who teaches post graduates and designs training programs such as personality growth, self-management and transformation leadership. Apart from teaching he is an author, orator and a dramatist. In the session, he briefed about his life stories and his experiences relating to opportunities and his challenges. He quoted, "Never give up whatever the situations and follow your passion".

• **Devi Vineela V**  
(Batch 2018-20)



**“Interesting and informative session which provided great deal of knowledge on future possibilities and threats in the area of Big Data Analytics”**

**Mr. Govind Singh, Director, IT ( South Asia, Africa and Middle East ),  
Levi Strauss & Co. delivered a session on current trends in Data Analytics**

**[ Sept 21, 2018 ]**

Mr. Govind Singh addressed the students on the emphasis of Big Data Analytics in today's world. He spoke on various things related to Big Data Analytics like types of big data, its applications, industry trend and scope of Data Analysts. Mr. Singh highlighted the relevance of fastest growing technologies like IOT, YOLO, NLP, BI, Autonomous Machines, RPA, Cloud etc. in the present time.

- **Manu M**  
(Batch 2018-20)



# CIP 2017-19



"An Aviation Industry was an altogether different experience when compared to my previous Job in a Consultancy. I feel blessed to be selected as a HR Intern in AirAsia, and being in the HR department I interacted with many people. AirAsia terms their employees as "Allstars" because it understands that without its employees, it will not be where it is today. Irrespective of their departments, people always carry a smile on their face; they stop and greet you. Work Culture is amazing here! Everyone is always ready to help- from the Security guy to the top management level. I would love to go back and work there, because there is no end to learning when you are engaged with this company."

**Alisha Ali**  
**InternedIn Air Asia**



"Using the concepts of marketing taught in classrooms such as cross selling, up-selling and referral base, I was able to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers."

**Nivedita Mohan Joshi**  
**InternedIn HDFC Bank Ltd.**

"It was an amazing experience working at WickedRide. Being a fresher, working my way through various operational targets, I got a valuable hands-on experience in quality testing and finding bugs in the innovative key-less two-wheeler system. Being a part of the team in launching this one of a kind key-less technology in India was a great honor for me."

**Dibya Ranjan Das**  
**InternedIn WickedRide Adventure Services Pvt.Ltd.**



"It was a pleasure working with OYO and the Hotel Sales Department. I got a taste of this blooming industry as I worked on assigned targets, went for calls and helped the team with customer mapping and presentations."

**Jithin Raj**  
**InternedIn OYO Rooms**



"The stores are located at the interior location so Google Map and Word-of-Mouth was the only way to travel. During the project, I made visits from **K R Puram store** to **Rajajinagar store** in a single day. It was a journey of more than 3 hours and what made it more difficult was the unavailability of washrooms in various stores. However, the staffs and the managers always gave a warm welcome. The travel experience taught me the reality of life; how difficult it is for those who are tirelessly travelling miles for work."

**Ankita Kundu**  
**InternedIn Bata India Ltd.**



"Going out of the way and working for aviation sector was a wonderful experience and providing recruitment assistance to such big names in their respective industry was another feather in the cap."

**Sujeet Kumar Sahoo**  
**InternedIn Aviation Indeed**



# BEYOND THE CAMPUS

## Inter-College Fests



IBA's students attended the 2nd HR Talent Acquisition Learning and Development Summit by BW People.in, presented by Randstad at The Ritz-Carlton, Bangalore on August 24, 2018.

The students had a great time at the panel discussions and Shatarupa Poddar from PGDM 2017-19 won the twitter contest by @bwpeoplein

**Art is not what you see but what you make others see**

Probal Ghosh from the PGDM 2018-20 made the judges at Hocus Focus (open ended photography competition at UTOPIA'18, SIBM) see through his lens the depth that his pictures express and won the 1st prize at the competition on August 1, 2018.

PGDM 2017-19 and 2018-20 students won both the winner's and runners up trophy in Sur-Sangam, the singing competition in SYMPHORIA'18, the cultural fest of Symbiosis School of Media and Communication on July 28, 2018.





**TED<sup>x</sup>**  
**IBABangalore**

x = independently organized TED event

19th January, 2019

Indus Business Academy, Bangalore

**#ImpactonSociety**


Register Now at [tedxibabangalore.com](http://tedxibabangalore.com)



# 1st

# MARGDARSHAK DIWAS

Sept 18, 2018



It was on 2nd May 2018 that IBA's beloved Chairman Lt. Shri B .M..L Jain left for his heavenly abode. In memory of his leadership, affection and guidance towards the whole IBA fraternity, IBA instated the Margdarshak Diwas on 18th Sept., 2018 on the occasion of his birth anniversary. To mark the 1st Margdarshak Diwas, the whole IBA family gathered to plant a tree in his honour and shared their memoirs and experiences with respect to sir and pledged to stand by the foundational values laid down by him.

**-Dibyaja Ghosh  
(Batch 2017-19)**



# LAUNCH CLUBS & COMMITTEES

Sept 6-10, 2018

The much awaited launch ceremony for the clubs and committees witnessed new heights of enthusiasm as the mentors unveiled the office bearers for this year. OM and COSMOS were relaunched this year and each club and committee introduced themselves, their agenda for the academic session and achievements through innovative video introductions and presentations.



The audience were enthralled by the exciting contests and goodies being awarded. Some of the alumni members of different batches such as **Raghav Grover, Sai Aditya, Sarath Chaitanaya, Mohit Kochar, Mayape-rumal V.** from Batch 2016-18, **Pranav Mandal** and **Sanchali Kar** from Batch 2015-17 and **Sandeep Sharma** from Batch 2002-04 graced the occasion with their presence.



# Campus Life @ IBA

## BURNING BUSH ( July 4-6, 2018)

After coming to a new place, the best way to get away with the lonely feeling is by interacting with others and **BURNING BUSH** came just at the right time.



It acted as a platform for both the juniors and seniors to interact with each other.



Apart from being a stress buster to many, it also helped in developing time management skills; Looking forward to share the same experience with the juniors in the coming year.

**-Naina Singh  
(Batch 2018-20)**

## FRESHERS' WEEK ( July 22-25, 2018)



The fresher's week started with an amazing and unexpected invitation by seniors through a FLASH MOB. The following week was extremely amusing amidst various themes like- Retro, Halloween, Amazon etc. With every round, participants were shortlisted. The rounds ended up having Deepti Nair & Gaurab S Patnaik as Ms. and Mr. Astral of batch 2018-2020.

**-Shelly Gupta  
(Batch 2018-20)**

## GURU PURNIMA ( July 27, 2018 )



The day of Guru Purnima started with the candle lighting, followed by a heart-warming speech and cake-cutting. A short cultural program was organized where we witnessed the in-house talents of IBA. Small gifts, as tokens of love were presented to the professors. The efforts of the students were appreciated by all the professors.

**-Suman Subhadarshini  
(Batch 2018-20)**



## INDEPENDENCE DAY ( Aug 15, 2018 )



**I**ndependence **D**ay at IBA was indeed a captivating event which not only reminded of what we have achieved so far but also what we are yet to conquer. From unfurling our tri-color flag followed by our melodic national anthem to nationalistic speeches, from eye-opening skits to pride inducing dance performances, we at IBA didn't leave any opportunity to bring together the diversified beauty of India under one roof. That day, I realized we are indeed at "Indiapura"!

**-Anushree Sen  
(Batch 2018-20)**

## HOPE DAY ( Aug 20, 2018 )



The inception of HOPE Day was in 2001 and is being celebrated as foundation day since then. This year it started with hoisting IBA's flag followed by lamp lighting ceremony and cake-cutting.

Dr. Subhash Sharma enlightened the students explaining the significance of HOPE day. He wonderfully explained the day when the first stone marked the inception of IBA and the institute's mission.

**-Chirag Bandyopadhyay  
(Batch 2018-20)**

## JANMASHTAMI (Sept 6, 2018)



Janmashtami is one of the most awaited festival of IBA. It all started with making rangoli and decorating the jhula of Krishna. It was a wonderful experience to become Radha for a day. Then there was a narration of the life story of Lord Krishna and Dahi Handi followed by Krishna Janam. The best thing about IBA is that it celebrates numerous festivals of India with joy.

**-Niti Rathore  
(Batch 2018-20)**



## TEACHERS' DAY (Sept 5, 2018)



Teachers' day is the day when students convey their sincere gratitude to their teachers. It was no different in IBA, where students put all their efforts to make the day memorable for the professors.



The events went off smoothly leaving a big smile on every professor's face.



The highlight of the event was the mimicry of teachers which left everyone amazed. The students left no opportunity to show their respect and admiration for the professors.

**-Sugandha Sharma  
(Batch 2018-20)**

## ONAM CELEBRATION (Sept 10, 2018)



On 9th eve, the students at IBA started the preparations for Onam celebrations. The whole campus was decorated with flowers and pookalam. Ladies were sighted in traditional kasavu saree and men in sett mundu.



Traditional food, "onasadhya" was served with 14 items in banana leaves made with the help of students. One could really experience the real colours and flavours of Kerala that day.

**-Shreya Nair  
(Batch 2018-20)**

## A Glimpse Of GANESH CHATURTHI (Sept 9, 2018)



IBA celebrated **GANESH CHATURTHI** with almost same sublimity of Maharashtra. It was a five day event which started by idolising hand made Lord Ganesh which was an unique experience.



This was the first time that most of us celebrated this festival with such joy and involvement. It was indeed a memorable event.

**-Subhasree Bhaumik  
(Batch 2018-20)**



# Alumni in Spot Light



**Always help people you are close to, to speak out or voice out rather than suppressing them because it's like a volcano in the mind which will eventually burst out.**

Amit Pandya is an alumnus of IBA, Greater Noida (Batch 2006-08). He is presently working as the jewellery stylist with C. Krishniah Chetty Group of Jewellers, the same company he got placed in during his campus recruitment. He has styled several Bollywood celebrities and models at different fashion weeks and fashion shoots. On a telephonic conversation, he shared with us his high and low moments from his college days and career so far.



**AMIT  
PANDYA**

**IBA Alumnus  
Batch 2006-08**

**Jewellery stylist/Visual Merchandiser/In-House Choreographer,  
C. Krishniah Chetty and Sons,  
Bangalore.**

## Fondest memories of college life

As I look back, one of the fondest memory is the “Kajra Re” act that I performed with two other boys, during the ice-breaking activity. The basic message was if girls can do item numbers why cannot the boys; Both my friends were so supporting in making the act possible and it shall of course be one of the best memories I would carry forward from IBA and there are many others including choreographing fashion shows and other events for both my juniors and my batch mates wherein I was given the opportunity to bring out my creative ability; then there were the ‘Rajma moments’- when I used to look forward to days when Rajma was prepared in hostel; the time at Art of living – from getting up in the morning to exercising; it was exhilarating; the joint studies and then last but not the least the wonderful faculties, I still miss HR classes!

## Studying PGDM to being a PGDM Graduate

I can now practically implement the learnings from college in corporate. For example, I loved choreography and styling, I would advise people on what to wear during the fashion show and now I actually choreograph and style the models and clients of C. Krishniah Chetty Group of Jewellers. Many HR practices in terms of employee engagement, learned during college have helped me as well, like- team building activities, on the job training which include training managers with etiquettes on how to interact and attend to clients.

## Major milestones in career

Back in 2016, I was an official stylist for Mrs India who was competing in the Mrs universe held in Guangzhou, China. I explored on different looks like- the corporate look, the national costume, evening gown and several other rounds where the girls were judged and India made it to the 11th position. It was a thrilling experience.

**Rajma-moments,  
joint-studies, Art  
of Living and  
HR classes  
at IBA**

Then I have been a head stylist for many fashion weeks and fashion shoots; I have styled many celebrities; It's been ten years of journey now. Besides styling, I work as a jewellery stylist at C. Krishniah Chetty Group of Jewellers. I was a part of two projects called the Style file in Krishniah Chetty wherein we invited clients who were getting married and hired designer and makeup artists. I was actually helping them understand the trends in terms of what are the designs that are trending and the kind of makeup that would go along with different outfits and the right jewelries. Diageo was our liquor partner and Taj West End was our hospitality partner. I always take up all projects coming my way as I believe in climbing up the ladder and taking up responsibilities. I never take my position for granted and take every opportunity as a learning experience. I never settle with what I have done but look up for what's next. Another major milestone was this IT conclave by VMware, which happens once in a year in Mumbai. This year, the theme was “Inclusion in action”, and I was a panelist in the event along with many Managers and CEOs of different firms. It was about organisations being more inclusive and bringing in a lot of diversified culture. By diversified culture I mean not only bringing the equality in males and females but also LGBT community, physically impaired people and giving job opportunities to all. I was representing LGBT community from India; It was a very memorable experience for me. I have always represented the glamour industry as a stylist and it was something different. Sharing my life stories an about the LGBT community and presenting myself on a platform as such was a great privilege.

## To the current batches

Study well! It is very important to study; Knowledge is indeed power. Also, it is important to do what you like - do something that you feel is good for your career and don't suppress yourself. One thing I mentioned in the forum as well is always help people you are close to, to speak out or voice out rather than suppressing them because it's like a volcano in the mind which will eventually burst out. Follow your dreams and aspirations; never ever back out; I have never backed out and I would never back out. It was never a cake walk right from the day I have started to the phase I am and I have faced many challenges. A piece of advice to everybody is to never look back and be vocal; if you are not doing anything wrong or not harming anybody with any decision or any act, then you should not be afraid of anything.



Live your life! There are small things in life which are very important- find them, complement people, help people, live life to the fullest as much as possible, as if there is no tomorrow. And most importantly know how to balance your work life- there are times when I party whole night but then I reach office on time, the next day; so be professional! I would never mix my professional and personal life. Keep everything very clean and never give a chance to anybody to point fingers at you. Never be mediocre; Do your best! Never do anything just for the heck of doing it; You should do what you love, and do your best!



## Take on legalization of Section 377

I think it never required any act to be legalized for all this. In India, it would take a lot more time for everybody to come out. It is a battle with oneself; people need to realize that until they love themselves nobody else will. You have to reveal and release your mind first, you don't need a legal stamp to do that, it is about realizing yourself first and loving and respecting yourself. Second is the homophobia (entire non acceptance to anybody who is not a male or a female) that really needs to be worked out, people must be more trans or gay friendly. One of the experiences I was sharing in the panel discussion was how people keep staring at you; I know it's not something normalized by people, but the way they keep staring at you or your boyfriend! This entire staring needs to be worked out, they need to understand it's uncomfortable, but am sure now that it has been legalized there would be a lot of happy parades. Legalization would definitely help people to settle in life and be accepted by the society and live a happy married life.



# Student Initiative

Mayureena Bera from PGDM 2017-19 has taken the initiative of taking Yoga classes for the girls of both the batches. In a conversation with Munna Dey, she explained the benefits from Yoga and how it has become an integral part of her daily life.



*Because  
I can bend,  
I did not break!*



2 years back I was diagnosed with PCOD and the Doctor told me that no medicine can permanently cure it, so I started practicing Yoga. Initially I was reluctant, but now I know how to push my limits. I strongly believe yoga does improve overall wellbeing of a person. I enjoy Yoga, it gives me greater happiness, better sleep and better body awareness; It also helped me lose a lot of weight. Yoga with meditation can help fight stress to a great extent. Yoga has many styles, poses and intensities. The three main components of Yoga are poses, breathing, and relaxation with meditation. Meditation helps in being more mindful and having awareness of present moment without any judgment. Yoga along with meditation has helped me to control my emotions, fight my stress and keep myself calm.

**-Mayureena Bera  
(Batch 2017-19)**









# UPCOMING EVENTS

## HEF IBA Conference

HIGHER EDUCATION  
FORUM on Management  
and Leadership in  
Disruptive Times  
On  
7<sup>th</sup> Dec, 2018

## IBA Alumni Cricket meet

At VET Ground  
JP Nagar, Bangalore  
On  
9<sup>th</sup> Dec, 2018

## Alumni Meet

10<sup>th</sup>  
reunion for  
2006-2008 Batch  
On  
15<sup>th</sup> Dec, 2018

## TEDx IBA Bangalore

x = independently organized TED event



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