



Udghosh

... The Sound of Righteousness

Managing Stress

-Dr Subhendu Dey (Pg:2-3)

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PACING UP EDITION

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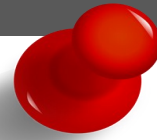
When you can't control what's happening, challenge yourself to control the way you respond to it.

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 realise 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 realise, 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.

Disrespect at workplace

Fundamental attribution error comes from the emphasis given on the personal characteristics of others while judging their behaviour, and at the same time ignoring situational factors. The judgement mostly happens based on your intent. In doing so, you unknowingly increase your stress levels. Instead, if you were to look at the intent of your superiors or peers more positively, the interpretation may be entirely different leading to reduced stress levels. What would have earlier looked like disrespect will now turn out to be constructive, and hence you will become happier, with your work getting impacted in a positive manner.

Inability to manage professional & personal responsibilities:

It is important to learn to keep professional and personal responsibilities separate. In the words of Maria Gonzalez, the author of *Mindful Leadership*, "If there is a hardship at home, you bring that to the office and it gets layered with your professional stress and - if you're not careful - it can spiral out of control." The sooner you learn that the two have to be kept separate, the easier it becomes to reduce stress levels. One of the key reasons for this is your inability to say 'no' to certain activities that you very clearly realise as the reason behind your inability to strike the required balance for carrying out both the responsibilities properly. In order to address this, define boundaries and say a polite 'no' every time the boundary gets transgressed. In the attempt to please everybody, one usually ends up displeasing oneself. Therefore drawing or defining a boundary with extreme clarity both on the professional and personal front helps. Also, set personal and professional goals. Allocate appropriate execution time for both depending on the actual levels of urgency and not perceived.

Inadequate income

Inadequate income may be looked at as the financial strain an individual suffers. This cannot be correlated to poverty. Any individual who spends more than his earnings, will be financially strained, and face stress because of inadequate income. This is true with high earning individuals as well. By keeping expenditures under control, this stress inducer can

Working overtime:

Create a to-do list and stick to it. But remember, that in the twenty four hours of a day it may not be possible to complete all the task on your to-do list, and hence create an achievable to-do list. The to-do list focuses the mind, and helps you in prioritizing the activities. You may put in tags like 'urgent', or 'extremely important' or 'can wait' to take up each of those activities one-by-one. The key to a stress free working life lies in not solving all the problems all at once – but to make them line up one by one and then work on them. Avoid wasting time on low impact matters. Only when you are effective, think of devising ways to be efficient; Else keep working on improving effectiveness.



Art by - Akanksha Busi (18-20)

The key to effectively managing stress therefore lies in behavioural and cognitive techniques like your ability to change the way the situation is appraised and responded to rather than trying to change the situation itself. Your ability to make changes in yourself for more effective working will go a long way in reducing your work related stress. Having clear, proper and timely communications, taking care of yourself, eating healthy, exercising regularly, regular relaxation, and a hobby could add to your leading a reduced stressful life.



RESEARCH

AND PUBLICATIONS



Dr. Subhash Sharma

- 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**

- 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**



Dr. A V Ramana Acharyulu

- 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



Dr. Nandeesh V Hiremath

- 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



Prof. Nagendra G Hegde built from ground zero

- 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

- 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

- Attended a conference at AIMA where the topic of conference was “Annual Management Educational Conversion” 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

- 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

Book Review

Quantum Bridge between Science and Spirituality: Towards a New Geometry

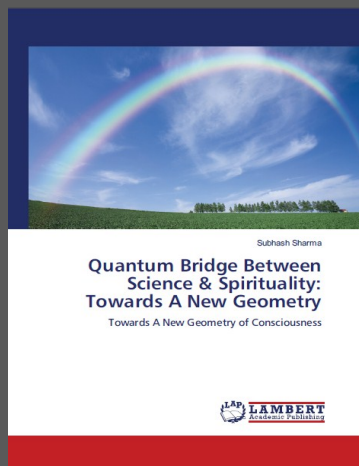
Subhash Sharma (2018), LAP Lambert Academic Publishing

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

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 Profes-



The banner features the logos of Indus Business Academy, 100 Open Startups, and winAMR. It includes a portrait of Dr. Saras Sarasvathy and the following text:

Interactive OPEN workshop on Effectuation Principles & Open Innovation

Dr. Saras Sarasvathy
Professor of Entrepreneurship at University of Virginia, Darden School of Business, USA

Date: Saturday, 28th July, 2018 Time: 9.00 am to 2.00 pm Venue: Hotel Paraag, Bangalore

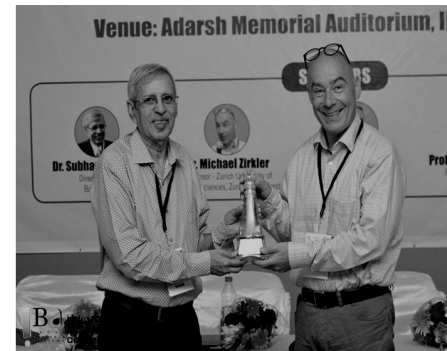


Workshop on Effectuation & Open Innovation on July 28, 2018

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 (17-19)



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

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.

- Dibyaj Ghosh (17-19)

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 (18-20)



"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 (18-20)

MBA CIP 17-19



“Being an integral part of the training and development program, it was a great exposure to corporate culture and an opportunity to implement and learn HR policies.”

Debpriya Hazra
InternedIn Ashok Leyland

“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.



“Working for a company which is into advertising was a great experience. Knowing about every aspect of advertising was indeed a value addition to my knowledge box.”

Anannya Biswas
InternedIn Outofbox Advertising



“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



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 17-19 won the twitter contest by @bwpeoplein

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

Probal Ghosh from the batch 18-20 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 17-19 and 18-20 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.



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IBABangalore

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19th January, 2019

Indus Business Academy, Bangalore


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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 (17-19)

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, Mayapural V.** from PGDM 16-18, **Pranav Mandal** and **Sanchali Kar** from PGDM 15-17 and **Sandeep Sharma** from PGDM 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 (18-20)

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 (18-20)

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 (18-20)

INDEPENDENCE DAY (Aug 15, 2018)

Independence **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-colour 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 (18-20)

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 (18-20)

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 (18-20)

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 the everyone amazed. The students left no opportunity to show their respect and admiration for the professors.

-Sugandha Sharma (18-20)

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 (18-20)

A Glimpse Of GANESH CHATURTHI



IBA celebrated GANESH CHATURTHI with almost same sublimity of Maharashtra. It was a five day event which started by idolising hand made Lord Ganesha 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 (18-20)

Alumni in Spot Light



AMIT

PANDYA

Batch 2006-2008

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



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 from the 2006-08 batch. 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.

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. Krishni-ah Chetty Group of Jewellers. Many HR practices in terms of employee engagement, learned during college

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

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.

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. Krishni-ah Chetty Group of Jewellers. I was a part of two projects called the Style file in Krishni-ah 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

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 refill 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

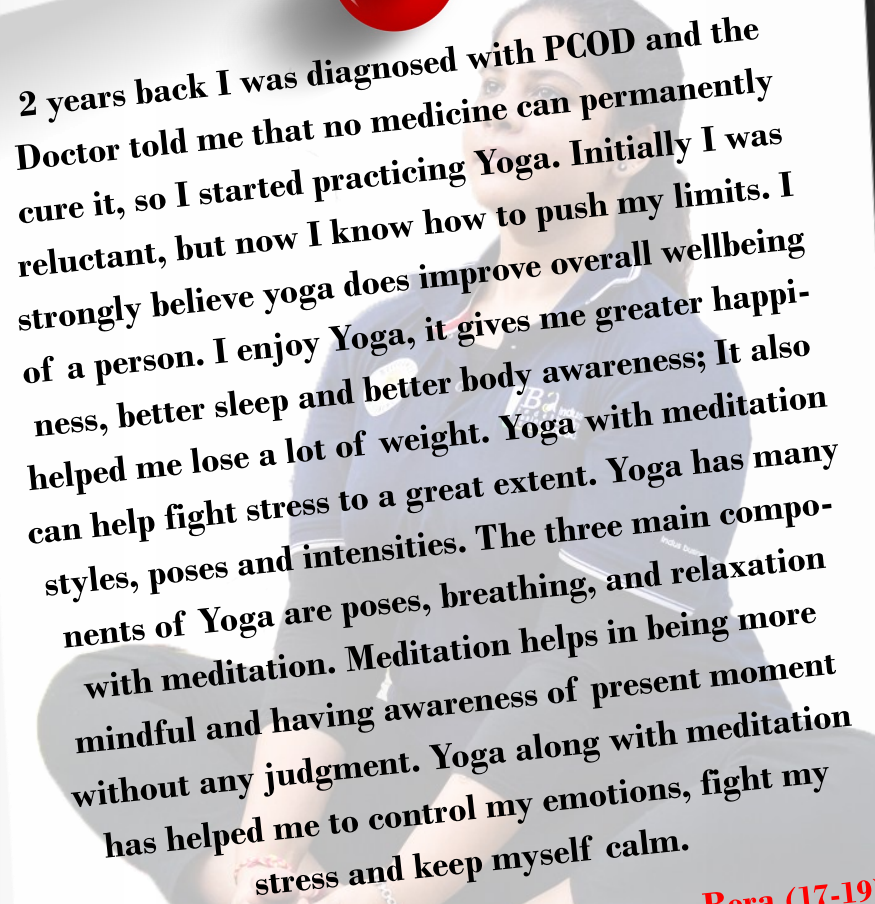
I think it never required any act to be legalized for all this. In India, it would take a lot more time for everybody to come out. It is a battle with oneself; people need to realize that until they love themselves nobody else will. You have to reveal and release your mind first, you don't need a legal 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 bent,
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 (17-19)





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