



UDGHOSH



Editor's Note

the sound of righteousness Volume : 1, June - September 2017

Dear Readers,
Greetings !!

I, with the Newsletter Committee, welcome you to the pages of first quarter edition of 'Udghosh', the quarterly newsletter of Indus Business Academy, Bangalore.

Udghosh refers to proclamation or announcement in Hindi. With this edition, we attempt to present to you the colourful panorama of life at IBA with the conveyance of various events, happenings, celebrations, articles and much more. Udghosh is fairly popular amongst the alumni, corporates, parents and members of the academia.

This edition has captured: arrival of batch 1719; moments of celebration and festivals; words and inspiration of guest lectures; insights from workshops and conferences and series of events which are even beyond the 8.5 acres campus arena.

The journey would have been tough in the weather of hectic academic schedule had not it be the support of a few people. I would like to thank our CEO Mr. Manish Jain, Dean Dr. Subhash Sharma and Prof. Suresh Chandra for their support. I am grateful to Prof. Vaishali Agarwal and Ms. Richa Sarna for their mentorship and generous support. I would like to extend a big thank to my team and a group of few students from Batch1719 who were strong enough and stood by this edition and proved their mettle in their work.

Orientation Program

21 - June -2017



It was a beautiful morning when the whole IBA family gathered to welcome the 17th batch (2017-19) of IBA, Bangalore for starting a new chapter in their life and bestowing their best wishes on them. vWell known dignitaries of IBA including Chief Guest Mr. A N Chandramouli (Managing Director – Starrag Heckert Machine Tools Pvt. Ltd.), Shri B.M.L Jain (Chairman – IBA), Dr. Subhash Sharma (Director – IBA Bangalore) and Mr. Manish Jain (CEO & Founder – IBA Bangalore), along with all the faculty & staff members graced the event with their presence and the "Success Mantras" shared by them. The ceremony ended by thanking all those who were present and with a hope that the new batch will follow in the footsteps of their predecessors to strive hard and raise the bar of academic achievements within and beyond the Institute at various levels.

- Sai Aditya (PGDM 1618)



10th International Conference

04 to 06 September, 2017



The Conference was organized by the joint efforts of Dr. Subhash Sharma, Director, Indus Business Academy, Bangalore and Dr. Michael Zirkler, Professor, School of Applied Psychology, Zurich University. Eminent guests included Dr. K. B. Akhilesh, Professor, Department of Management Studies, Indian Institute of Science, Bangalore; Prof. Isha Gamlath, University of Kelania, Sri Lanka; Prof. John Clammer, Professor of Development Sociology at the United Nations University, Tokyo; and several others from prominent universities across the world.

The three day conference witnessed more than 30 presentations including paper presentations and workshops as well. As the theme suggestst, the conference brought in thought provoking concepts on various leadership and management topics and techniques from both the east and the west. The speakers and other dignitaries caught the audience in awe and everyone including the students actively participated in the activities and learnt various perspectives on leadership qualities.

- Anindita Adhikari (PGDM 1719)





Debate Session on Gender Gaps

By Newsletter Committee
02/09/2017

Gender gaps are one of the most vital issues that we come across in the corporates. We have always been accustomed to stereotypical thinking that women are inferior than men when it comes to the workplace. Hence in order to have a clarity regarding this topic the students were given a chance to share their thoughts. The session was judged by Prof Vaishali Agarwal and Prof Bhavya Karla. The session brought various thoughts and perceptions along with tough countering by both teams. The element of data has brought so many unknown facts which helped students to change the gender biased thinking.

- Dipanjan Sen (PGDM 1719)

Changing Trends & Market Condition

By Mr Tridip Barman (Sr. Vice President at BauenAd Interactive Private Limited)
1/07/2017



The students of IBA were given a brief on how to face challenges in real-time situation with the help of a simple yet interesting activity. Mr Tridip divided the students in teams of ten and asked them to make different geometric shapes. The task for the team was to sell their product to the bankers who were guiding them about the changing market trends. At the end, students were aware of the challenges that the industries are facing in today's market and also learnt to work in teams by adapting new challenges.

- Vidushi Agarwal (PGDM 1719)

A Motivational Session

By Mr Binod Kumar (Executive Director- PolyEco Smartfilm Pvt Ltd)
15/07/2017



"If we continue doing the same thing, then guess what! We will be getting the same results."

The students of IBA were very much privileged to get the golden opportunity of interacting with Mr Binod who encompassed real life experiences, harsh realities of business, and the impulse to never lose hope in his motivational session. He also shared his success path and some motivational books like "Rich Dad, Poor Dad" & "The Monk Who Sold His Ferrari" which will be a great step towards success. The session ended with Sir saying that entrepreneurship is not an easy task, but having a taste of it will let us experience the world in a practical way.

- Ratna Sai (PGDM 1719)

Janmashtami Celebration

Date: 14/08/2017



Janmashtami, a festival celebrating the birth of Lord Krishna was celebrated at IBA by placing a statue of the deity in the cradle decorated with flowers, colors and divas. The celebration started with Radha Krishna Contest, with subsequent rounds to decide the best Radha Krishna couple for the night and Sweets and Panchamrit were distributed to everyone present there. As the night came to an end a Tug of war competition was organised between junior and senior batch in order to bring the positivity of the festival among the students.

- Sai Aditya (PGDM 1618)



Independence Day Celebration

15/08/2017

The students were gathered to celebrate the auspicious occasion of 71st Independence Day. The event started with the Flag hoisting by our beloved Director, Dr Subhash Sharma followed by speech completion where the participants expressed their views on independence. This was further led by various performances including dance, drama and singing. The program ended with a glimpse of happiness on everyone's face and sweets were provided to add more sweetness to the celebration.

- Ratna Sai (PGDM 1719)



Paryushan Parv

25/08/2017

Paryushan parv is celebrated by the Jain community for self-purification and upliftment. This parv is celebrated for ten days from Bhadrpada Shukla Panchami to Anant Chaturdashi, where Jain community observe fast in various forms and give alms. This holy festival was celebrated by offering prayers to lord "Mahaveer" followed by the most powerful and significant mantra "Namokar mantra" and its explanation along with the meaning and importance of the following ten dharmas.

- Sai Aditya (PGDM 1618)





Ganesh Pooja

25 – 31 August, 2017



One of the most optimistic festival in the Indian tradition, “Ganesh Chaturthi” was celebrated at IBA for 7 days where the student’s initiative towards the festival was very spontaneous and thrilling. All the members of the IBA family were highly enthusiastic and participative during the celebration. On the day of immersion the most attractive game “Laddu Bidding” was held and like every year, the students’ intent towards the enjoyment and wining was so high that the winning bid went as high as INR 10,001. Daily Arti & Pujas made the festival even more joyous and blissful.

- Sai Aditya (PGDM 1618)



Teacher’s Day Celebration

5/09/2017

Teacher’s day is the moment to extend our sincere gratitude to all our teachers, for not only teaching us but for being our true mentors. The celebration started with Saraswati Vandana followed with lamp lighting and a great message from our Director, Dr. Subhash Sharma. The students were having full zeal to start the celebration and the function included dance performances, singing of melodious songs and the most attractive activity “imitation” of the teacher’s by the students. Games were organised for teachers and the function concluded with cake cutting.

- Sai Aditya (PGDM 1618)

Navratri Celebration

26 to 30 September, 2017



Inculcating a sense of culture and unity is the essence of any festival and Navratri at IBA is a representation of sharing, activity, music and fellowship. Navratri, a nine days festival where the first three days are devoted to the love of Mother Durga, the second three days proclaim Mother Lakshmi and the third three days are in acclaim of Mother Saraswati – The last day is likewise called as Vijayadasami on which Mother Durga prevailed upon the devils. At IBA students set up a pandal for Durga Ma’s idol for 9 days where pooja took place in the morning and evening and on Maha Ashtami special Bengali food was prepared by the students along with the virsarjan in evening.

- Niveditha Tiwari (MBA1719)

Sexual Harassment in Workplace

By Vandana Singh (HR – Opera Solution),
Existing Member of Sexual Harassment Committee
30/09/2017



Sensitivity of Sex Roles in Job have been a highly pervasive topic of discussion and in today’s corporate world, sexual harassment has become a regular terminology so to prevent such action which is unethical and immoral in nature the students were give insights on the meaning of sexual harassment, how to respond to such advances and complaint filing procedure in the Anti- Sexual Harassment Committee. The students were also given a brief on “The Sexual Harassment of Women (prevention, prohibition and redressal) Act, 2013” which provides protection against sexual harassment.

- Munna Dey (PGDM 1719)



Entrepreneurship as career

By Mr Gaurav Singh (Wadwani Foundation)
07/10/2017

A very prestigious person from “Wadwani Foundation” shared his knowledge with the students on Start-ups in Bangalore, Recent Scenario of Start-ups and the challenges faced by the start-ups and corporates. The focus of the lecture was on how entrepreneurship will help in having a growing career and how wadhvani foundation will help to achieve that by developing the required skill sets.

- Bharti Khandelwal (PGDM 1719)

“IT Industry, Analytics & the future ahead”

By Ms Anjana KR (General Manager (HR))
27/07/ 2017



The students of IBA had an interactive session with Ms. Anjana K R, General Manager (HR), Mr. Strafford Fernandes (HR Specialist Campus Recruitment), and Mr. Benjin Samuel (Tata Consultancy Services). The discussion covered the important topics like Changes in IT industry, Analytics and its implications, Skills required for IT field and how to move up the corporate ladder while taking one step at a time to reach the ultimate destination. The session helped the students to learn to take challenges and work hard in order to achieve the goal.

- Pragya Kumawat (PGDM 1719)



Onam Celebration

04/09/2017



Onam is the most popular festival in the state of Kerala. This ancient festival has been celebrated since ages in the loving memory of King Mahabali. At IBA, celebrating Onam is a ritualistic delight as students come together for Invitation, Decoration, Pookalam (Rangoli), Cooking as well as Serving. The whole campus was decorated well with Kuruthola and one of students was chosen to be dressed like King Mahabali and walk around the campus to bless everyone. The student's wore traditional Kerala style dress and Keralian food was served during lunch in bananaleaves. It was a memorable and different experience for all of us.

- Sai Aditya (PGDM 1618)



Style icon of the year

23/08/2017

Style icon of the year is a platform where new faces for the fashion industry are picked, polished and presented to the world. This year one of the IBA Student Ms Debpriya got an opportunity to show her style quotient in front of profound experts like Mr Zulfikar Ahmed. For this ecstatic journey the top 30 enthusiastic students were trained on various aspects like fitness, diet, photo-shoots, make up, ad making etc.

- Debpriya Hazra (MBA1719)



Fresher's Party

20/09/2017



To welcome the newcomers, the senior batch of IBA organised a dazzling fresher's party for the juniors at Guhantara Resort in order to break the ice and create a decent bond with the help of the competitions arranged. The party began with an impact where the blazing lights and foot taping music was playing the significant role. All were dressed up at their best and through their moves they were leaving fire on the floor. The winners of Mr and Ms Astral of 2017 were Aman Kumar Vijay and Anindita Adhikari. It was a nice program that will be cherish for times to come.

- Vaibhavi Gupta (MBA1719)

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International Paper Presentations

Prof. Smita M Gaikwad, Presented a paper titled "**Brand Love and its influence on customer engagement through promotions in Decathlon**", in International Marketing Conference held at IIM - Indore, from July 27th - 29th, 2017



Prof. Smita M Gaikwad, Co - authored a paper along with Prof Buchi M. Babu titled "**A study on Big data analytics of E-tailing industry in indian secnario**", and presented it in International Conference on Innovative Research in Science, Technology and Management (ICIRSTM 2017) organized by National University of Singapore (NUS) in association with Istitute of Research and Publication on 16th & 17th of September in Singapore.

Prof. Prema Ramachandran, Presented a paper titled '**Kizhakkambalam Twenty20-Blending local self-governance with corporate social responsibility. A unique Indian success story from Kerala state**', at the Economists International's 9th Global Conference, Amsterdam, Netherlands, May19-22, 2017.



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