

# Udghosh

... The Sound of Righteousness

**Volume : 1, January – April, 2018**

Dear Readers,

This volume of Udghosh includes all events in IBA held from January 1, 2018 to April 10, 2018.

The Newsletter Committee welcomes you to the 1st volume of Udghosh for the year 2018. Happy Reading!!

## Foreword

"Being there in IBA, the coolest campus was overwhelming and I was happy to be one of the judges for the 10th National Level Management Fest, Archish. Just a year back, I was one among the participants for beat-boxing and this year, being a part of the jury was something huge for me. The competition was amazing with a very cheerful and supportive crowd. I had a great, entertaining evening and wish to be a part of it, even the next year.

The core team of Archish had really organized well and are super cool. Looking forward to next Archish!"



-Harry D Cruz (Hari Haran)

Champion of Kerala Beat-box Championship;

Judge for Beat-boxing Competition at ARCHISH 2k18(9<sup>th</sup>-10<sup>th</sup> March).

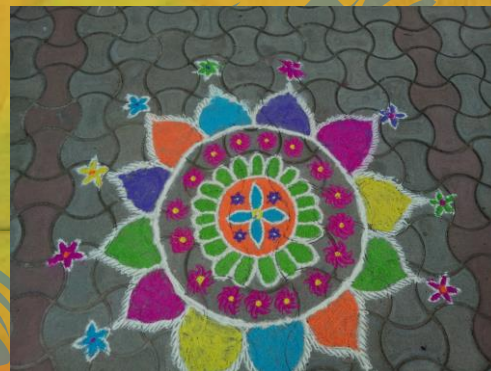
## New year

The first day of the year is considered as a day filled with fun and enthusiasm.

The new year was celebrated by remembering the last year's memories. Everyone celebrated it together. We had DJ party with lot of mocktails and snacks being served around. The entire IBA family gathered together in basketball court and had lot of fun.

Ritul Khandelwal

## Makar Sankranti



Makar Sankranti is also known as Uttarayan or Festival of Kites. This was a full kite-flying day in IBA. Colourful kites in the sky spread colours all over. Kites made of different shapes and sizes adorn the sky. There were colourful decorations done, as well. As Makar Sankranti is dedicated to the Hindu god Surya, we conveyed gratitude to nature for its resources on this day. We all enjoyed this festival together.

Ashish kumar Ambasht

## 69th Republic Day AT IBA



Republic day was celebrated with high enthusiasm. The programme started with Saraswati Vandana sung by students from batch (17-19) followed by lamp lighting and National flag hoisting by the honourable chief guest

LIEUTENANT COLONEL L SREEDHAR(Retd),

our beloved Dean sir, Dr. Subhash Sharma and our respected professors. Subsequently Dean Sir and our Chief Guest enlightened the students with their motivational words. Later on students of PGDM batch (17-19) delivered their speech followed by inspirational words from our professor, Dr. Ramesh Satyanarayana about the relevance of Chakra in human life.

We had cultural activities presented by 2016-18 and 2017-19 batch. Prof. Suresh Chandra then mesmerized everyone with his wonderful sense of humour in his speech. Prof. Narendra Babu ended the program with vote of thanks. The day ended full of memories and smiles spread all over our mini Indiapura.

Tagore Kosuri



## E-Week AT IBA



E-Week is all about the entrepreneur in you.

E-Week was conducted by ELIC (entrepreneurship learning and incubation centre) in collaboration with Wadhvani Foundation in the IBA campus from 10/02/18 to 16/02/18. It started with E-walk, followed by various activities like role plays on entrepreneurship, interactive meeting with experts from industry like Mr.Prasad, CEO, Vortexa technology advisors Ltd. and Guest lecture by Mr.Varadrajan, managing director Asia and Mena, Mr.Sunil, manager ecosystem and events.

E-week ended with celebration on **WOMEN ENTREPRENEURSHIP** with various people from industry like Ms. Nidhi ,CA, eMERG, Ms. Ajanta Chandan, space director, Homemadonline.in.

Tagore Kosuri



## Mahashivaratri

The busy day couldn't limit the devotion of the students or the faculty members.

Faculty, staffs and students kept a fast for Mahashivratri, despite work and classes.

Everyone had gathered at admin block, at 10.00 pm and the pooja was done.

Thereafter, food was arranged for those who were fasting after 12.00 am. Prasadham was distributed at TT block.

Repalli Ratna sai

## Vasanth panchami

Date: 22nd January, 2018

Vasanth Panchami is a Hindu spring festival.

Devotees worship goddess Saraswati, as the goddess of learning, knowledge, arts and music.

In IBA, the day was celebrated by arranging the idol of goddess Saraswati and by decorating the whole campus with flowers, rangoli and diyas.

The celebration started with Saraswati vandana followed by diya lightening by CEO sir, Mr. Manish Jain.

All the members of the IBA family were highly enthusiastic and involved in the celebration. The puja ended with distribution of Prasad.

Tagore Kosuri



## Holi at IBA

Holika Dehen also called Kamudu pyre is celebrated by burning Holika, the devil. In IBA Holi, the festival of colours was celebrated with the same ritual, on the night before Holi (01/03/18). All the students gathered and performed the rituals in front of the fire. The day ended with distribution of sweets. 2<sup>nd</sup> March was the day of colour, excitement, wishes and a day to rejoice. On the day of Holi, all the students gathered in TT block by 10 am. All the colours were spread on the table and all the students joined in to play with those colours. The event ended by 1 pm after giving sharbat to all.

Tagore Kosuri

## Archish



The onset of spring reminds us of Archish! This time it's the 10th year of the national level management and cultural fest that IBA organises. This time we had a unique theme where technology met happiness "D-Crypto" (Block chain of Happiness). The theme stood for Disruption, encryption of Crypto currency and Hygge culture of Denmark. On the 9th & 10th of March the students and participants from all around Bangalore participated in IBA's mega event "ARCHISH". The campus was all lit with lamps and stamped with the signs of crypto currency. The entire day was spent in attending the various rounds of different verticals and the evenings were spent in the glamorous cultural programs. On the second day of the fest i.e. 10th March we had amongst us, Shweta Mehta, winner of MTV Roadies Rising (season 15). Her presence made the evening all the way more uprising. There was a tough war among the skills of the participants. The cultural events included Singing, Dancing, Beat boxing, Drama and Fashion show. Each performance took the audience in awe making it difficult for the judges to decide on the best performance.

Dibyaja Ghosh



## Research Workshop in Marketing

Theme: Towards Development of a New Marketing Theory



Dated : 17 th March, 2018

The research workshop was organized by Indus Business Academy, Bangalore in association with Indus Business Academy Marketing Forum (IBAMF) and Hunterz Ignite (the marketing club at IBA). The workshop started with a note on the theme and Dr. Vaishali Agarwal (Professor, IBA) explaining the “ViSwa” model given by Dr. Subhash Sharma (Dean, IBA).

The “ViSwa” model talks about integrating “Videshi” and “Swadeshi” and developing new marketing strategies to penetrate broader dimensions. The workshop included paper presentations, model proposals, idea sharing, brainstorming and witnessed participation from both professors and students, having keen interest in research works. Some of the research topics were- Influencer Marketing, using “Mealworms” for sustainable marketing, Study on Dabbawalas as a part of Sustainable Marketing, Conscientious Marketing, Disruptive Companies and their Asset Light aspect, Emotional analysis towards Sustainable Marketing etc. Meaningful exchange of ideas and suggestions took place during this session. We also had interactive experience sharing by marketing practitioners. Eminent speakers included Prof. Jagdish Sheth (Charles H. Kellstadt Prof. of Marketing, Emory University Goizueta Business School, USA), Ms. Anita Nayyar (CEO, India & South Asia Havas Media Group, Gurgaon), Mr. Suresh A (Department of Management, Amrita Vishwa Vidyapeetham) and Ms. Vandana Suri (Founder ROO & CEO, Taxshe, Bangalore). The audience got involved with every speaker’s speech which was evident from the inquisitive questions being raised and their level of involvement. The key idea that sprang up in the workshop is - it’s not what the marketer can offer but what the consumer can consume. The research workshop has done a total justice to the theme and it indeed led our thoughts towards developing new marketing theories.

Anindita Adhikari

**What did the participants say about Archish?**

**Warm Hospitality**



**XIME**

**Great and awesome experience**



**MIME-JGI**

**Amazing Concept**



**XIME**

**The events' rounds were very good and well managed**



**DSI**

**Great learning experience**



**Vanguard Business School**

## INTERNATIONAL CONFERENCE

(22ND-24TH MARCH, 2018)



An International Conference was organised by our college on March 22<sup>nd</sup> - 24<sup>th</sup>, 2018 on “Towards New Vision for Globally Extended India”. Dr A Ravindra and Prof. KB Akhilesh, were the Chief Guests for the conference.

Various well- known professors as well as speakers like Mr K.V. Ganesh, CEO, TVS Motors, Dr Chidambaram Ganapaiah, Mr. Amitabh Chottoraj and many other were there to grace the event. A round table discussion was also held in which Mr Manojee Chaudhary, Co- founder, Housewife; Mr A.S. Ramajam, Business Head, Adnani Agro fresh, Ms Rashmi Saran, HPCL were present for the same. Topics of discussion ranged from spirituality among youth to technology for apple preservation and marketing to the difference between India and Bharat-bringing more smart cities to the country. Many students from various colleges participated as well as presented their research papers in the conference. The event was really useful for the students as it gave them new insights related to diverse topics.

Vidushi Agarwal



## Guest Lecture: Entrepreneur Success Story



By Mr.K.Chandrasekhar (KC), Forus Health

27/03/2018

K.Chandrasekhar along with his friend Shyam Vasudev founded Forus Health in 2010 with the goal to eradicate avoidable blindness. KC is the CEO and an executive board member of Forus. The goal is to increase access and affordability of eye care using technology through I3- Innovate, Implement and Impact. In the last one year Forus has expanded its product portfolio and launched 3nethra Neo, a hand-held device, to screen premature babies for a problem called Retinopathy of Prematurity (ROP) and its first device has been sold to 1,200 customers in 25 countries, a rare success story in the Made-in-India medical device sector. It was a pleasure listening to Mr. K. Chandrasekhar.

Tagore Kosuri

## Industrial Visit to AMWAY India Enterprises



5th April' 2018

The students of Batch 17-19 along with Prof Buchi M. Babu, Dr. Nandeesh V Hiremath and Prof. Vasanth Kumar went on an Industrial Visit to Amway India Enterprises, Indiranagar. The visit was insightful and educative regarding the marketing operations of the company. We were introduced to direct selling strategy of Amway.

This was an eye opener experience for the students to observe and learn & to interact with the

FMCG industry to understand current market scenario, latest demand and managerial aspects.

The video session was very informative.

Through this visit, students were exposed to various managerial concepts such as production, economies of scale, and industrial regulations. The visit aided us to acquire basic knowledge of functioning of the Industry.

Neha Shawant

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## Overseas Business Studies Mission (OBSM)



The senior batch was taken to Dubai as part of the Overseas Business Studies' curriculum on 26<sup>th</sup> March 2018. It was a week-long educational tour where the students had a great opportunity to visit some of the best and iconic companies at Dubai like- real estate, hardware, educational sector etc where we got the opportunity to see the production capabilities of the companies, their functioning, the way they handle various situations and many more things that gave insights on their business. This trip was filled with excitement, learning and fun. Some of the companies that we visited are DAMAC, HERZ, BINGATTI BEVERAGES, AMERICAN UNIVERSITY OF SHARJAH, DUBAI SILICON OASIS, DUBAI TEC etc. These companies were unique in their spheres and the best part was that the representative of the companies provided insights on business, international trade terms and regulations as well. We were delighted to attend guest lectures from some of the very few Indian women who practise actuaries, there. We also heard from CEOs of two big companies. Overall it was a great learning experience with learning and fun.

Mohit Kumar Kochar



This was a prolific year with many victories and successes. IBA added another feather to its hat when we were awarded the Economic Times Best Education Brands 2018 by Shri Vinod Tawde, Minister of Higher and Technical Education, Govt. of Maharashtra and Ms. Sunita Quadros, Business Head of Economic Times (ET) Edge.

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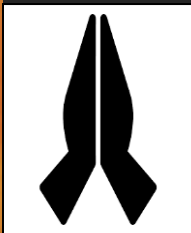


Fest	College	Vertical	Position	Participants
Arkio'ra 2.0	Amity University	Marketing	Winner	Manu Sharma
		Finance	Winner	Prakash Kumar Gupta
Chrizzellenz'17	Christ (Kengeri)	CSR	Runner Up	Rangari Shivani Prafulla
				Anindita Adhikari
TARKASH 2017	IBS Bangalore	B-Quiz	Runner Up	Nivedita Tiwari
				Khyati Gaur
		Marketing	Runner Up	Sushmita Ghosh
				Manu Sharma
Naman 2017	IFIM	Finance	Runner Up	Sairam Sharma
				Raja Shekhar Reddy
		Marketing	Runner Up	Anyatom Biswas
Nirvana	ITM	HR	Runner Up	Manu Sharma
				Mriganko Dasgupta
Synetics 2017	Kristu Jayanti	Finance	Runner Up	Pratik Chatterjee
				Prakash Gupta
Diakrisi	Mount Carmel	Finance	Runner Up	Prakash Gupta
				Nivedita Joshi
Ziege Die Macht	MIME	HR	Runner Up	Kuppili Sai Manoj
				Nivedita Mohan Joshi
		CSR	Winner	Sudipta Ghosh
				Srijita Sarkar
Perceptions	M S Ramaiah	HR	Winner	Tarun Kedia
				Swetabh Subh Prasad
				Sudipta Ghosh
		Operations	Runner Up	Alisha Aii
		Photography	Winner	Som Subhra Dam
Ad-Making	Runner Up	Harshit Mahendra		
		Repalli Ratna Sai		
Ad-Making	Runner Up	Akhileswar S, Bhanudeepa, R Dinesh and Gadala Narendra		



It's time to appreciate all the Winners and Runner-ups of different fests, this year. who made IBA shine bright!

### Newsletter Committee 2018



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