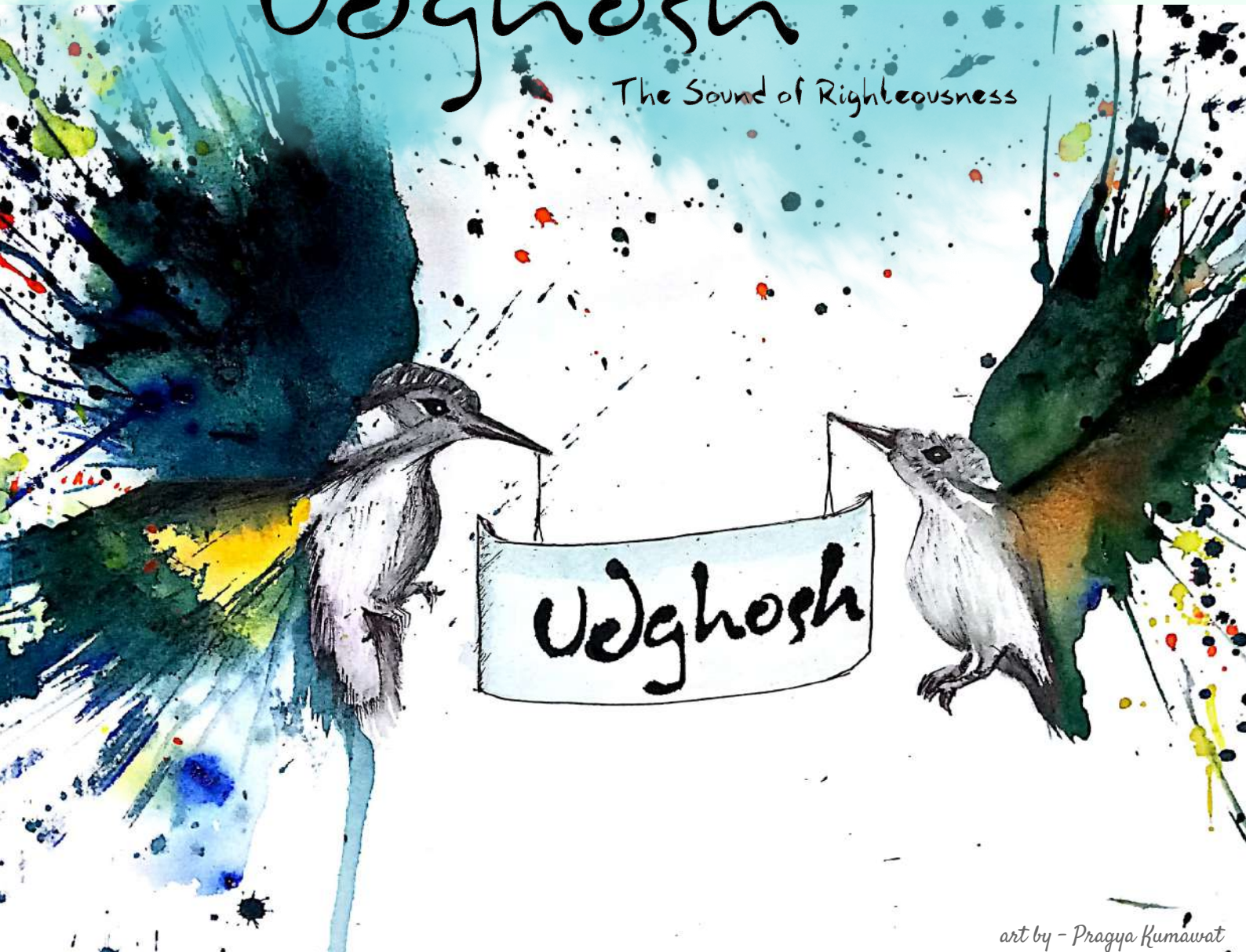


# Udghosh

The Sound of Righteousness



art by - Pragya Kumawat

## Move Ahead & Achieve

Dr. Vaishali Agarwal

This edition commemorates the sad demise of our Chairman Sir and we pay our sincere tribute to his noble soul. We also take this edition as a medium to share with you the recent happenings at the campus.

The last quarter has witnessed the three students' batches (16-18, 17-19 and 18-20) go through a transition which has been captured and encrypted in this volume of "Udghosh". The core idea of this edition is expression of - 'to begin, to move ahead and to achieve', and we have tried to decode this in the form of snippets, statuses on social media and creative art.

Conceptualization and designing of this newsletter left a lasting imprint on us, and we hope the stories do the same for you. Happy Reading!!

'Yeh Raasta Hai Keh Raha Ab Tujhse, Milne Ko Hai Koi Kahin Ab Tujhse.....'

### Page#

2

2-3

4-5

6-7

8

### In this Edition

Tribute to Late Shri B.M.L. Jain  
(Chairman, IBA)

Batch of 2018-20

Batch of 2017-19

Batch of 2016-18

Research Updates, Sponsors &  
Newsletter committee

The inaugural ceremony of the PGDM batch is never missed by Late Shri B.M.L. Jain in his itinerary; it is a tradition revered to be followed every year since inception including sir's inspiring speech to the incoming batch which was always eagerly awaited. Every year, on the Inaugural day Chairman Sir also made it a point to meet all faculty members and share with them his vision of shaping the students and the institute. On 21st June, 2017 too, sir greeted us all with his radiant smile but a certain discomfort could be felt which was later reported as a serious health setback. Despite determined efforts by the family to provide world class health care, continued prayers from entire IBA family and a deeply felt personal struggle by Chairman Sir – we were stunned by the news on 2nd May 2018 that our beloved Chairman Sir attained salvation.



(23.10.1947- 02.05.2018)

Alas! the Inaugural of PGDM 2018-20 batch was not the same as earlier years, and all of us at IBA suddenly felt a deep personal void. It's a personal challenge to put in words, even a humble tribute to Chairman Sir! His journey of life, his life pursuits and his accomplishments reflect many facets of his personality. Late Shri Brij Mohan Lal Jain was born in a middle class family of a small village Sirsaganj to Late Shri Prakash Chand Jain and Late Shrimati Gyanmati Jain. Being born in early Independent India and struggling with limited resources, he pursued his dreams of seeking engineering education at the then prestigious Indian Institute of Technology and got selected in one of the most reputed engineering colleges among IITs, IIT Kanpur in 1965. He was awarded National Scholarship in Intermediate and Engineering Course for his meritorious performance. He was awarded a scholarship to pursue M.Tech in USA, too. However, duly considering his family ideals and his own personal beliefs, Sir declined the offer, reaffirming his dreams to contribute to the nation's building but the journey thereafter was not easy. It was in the year 1975, Late Shri Jain got an opportunity to try his hands as an entrepreneur and started Maneesh Udyog Heat Exchangers as an ancillary to BHEL, Ranipur, at Hardwar. Sir had to sell his personal assets like family jewellery, two wheeler etc. to arrange for the funds required, so as to meet the commitments to the BHEL & bankers and prove that he can manage the enterprise with set standards. He had been in times when he had to manage with a single meal a day, but he was a man of determination and worked almost 18-20 hours for days, so as to overcome financial difficulties to stand tall in the market. By 1979, not only his Enterprise demonstrated financial and market resilience, but propelled him to diversify into pharma sector and started Poddar Pharmaceuticals as another enterprise that meets the country's healthcare requirements; and there was no going back there-after.

It was his firm belief right from his IIT days, 'that new generations should be nurtured and developed as innovative and socially responsible entrepreneurs, who will create wealth for the nation using technology and best practices from the management.' This vision was realized by foraying into higher education with the formation of Arihant Edusys in 1999 and the Indus Business Academy at Bangalore, a year later. In year 2006, he expanded the portals of management education into North India too, by starting another institute at Greater Noida (NCR). Over the years, his efforts were recognised and appreciated in various forums and bodies: governmental, industry and corporates. Sir was a recipient of several awards – 'Udyog Patra Award' from Ministry of Human Resource Development, 'Letter of Appreciation' from Bhartiya Ekta Parishad for his efforts towards National Integration, 'Corporate Philanthropist of the year award by AIMS International' at IIM Bangalore, 'MTC Global Award' for excellence in year 2013, 'Edupreneur Award' for his passion towards institution building and nurturing youth are some of them. His industrial unit 'Maneesh Udyog', not only got special mention and appreciation from government for saving foreign exchange by manufacturing Heat Transfer Equipments in India but was also selected for World Quality Commitment- 'International Star Award' for the year 2007 by B.I.D. Spain.

Though, Sir is not with us now, all of us at IBA Bangalore will always feel his presence through the innumerable institutionalised initiatives that he introduced, which will stay for long into the future generations, reminding all of us of his vision and commitment to the cause of education and entrepreneurship. Here are few lines from Sir's self-composed poem, which was often quoted by Sir in his speeches:

मैं बुझा कर नहीं थक कर सोता हूँ, मुझे सपने नहीं आते क्योंकि मैं उथला हूँ पर मेरी नींद गहरी है।  
मैं ऊर्जा हूँ कल की परिभाषित लक्ष्य प्राप्ति की आशा संजोय, मैं वर्तमान में जीता हूँ।

(I do not get depressed on lost opportunities, I don't dream. I live in real world. I'm creative energy that flows in present to attain the future goals.)

-Prof. Suresh V. Chandra & Dr. A.V. Ramana Acharyulu  
On behalf of IBA Family

## This is how we en-roll - By Nausheen Ali

We, the IBAIans were all agog for the Orientation Program held on 20th June, 2018. The program began with the lighting of the lamp and Saraswati Vandana. We were completely charged and motivated from the speech delivered to us by Dr. Subhendu Dey, Program Director-IBA, Bangalore. Then, the chief guest Mr. Paneesh Rao, Chief Human Resource Officer, L&T Technology Services shared with us his life experience where he had made some wrong decisions at various stages in his life and how he managed to bounce back with great zeal. Further, it was a very sweet gesture by our Director, Dr. Subhash Sharma sir to address us through video call inspite of his busy schedule and being out of the country. He explained to us about the IBA flag and what the colours stand for, how we shall develop organic learning; the equation of IBA and so on. It was an immense pleasure for all of us to sing "step by step" song with him over the call. Thereafter, the faculty and the staffs introduced themselves and their domain. The program came to an end with the vote of thanks by Prof. Suresh V. Chandra followed by the National Anthem.





# Highlights from Orientation Week

- By Anushree Sen, Probal Ghosh, Shanmitha Lakkamraju

1. Ms. Mitchell Dudani, a Social Media Expert and Trainer delivered a guest lecture on 'Social Media Marketing' on 22 June, 2018.
2. On 24 June, 2018, the students went on a trip to witness the enthralling "Bangalore Darshan". From the high-tech Electronic City to the Penya Industrial area, from the very extravagant Orion Mall to one of the oldest Bull Temple and from trails of trees everywhere to the amazing weather, the students couldn't help getting lost in the green city.
3. Mr. Manas Dasgupta, Technology Leader, ANZ Wealth addressed the students on 'Innovation' on June 25, 2018.
4. Mr. Rajnesh Khosla, Head HR, LG Software India & his associate Ms. Parul spoke on 'Industry Expectations from a Candidate' on June 26, 2018.

"My Skype interview was taken by Prof. Suresh V Chandra where I was caught wearing a boxer. I got so scared that I was afraid to join the college; I decided not to join; But I think I was destined to be here."



- Mahesh Varma Vachavai  
Telangana

"I realised that this is what I would be facing in my real life too. Even when I get recruited to a new company, I will be facing the same situation. It will not be comfortable but we have to adapt."

Amrutha Sahadevan  
Kerala

"The best part, according to me was the introduction as it helped me introduce myself and gain confidence in speaking on stage and I got to know my batchmates as well."

Chaitali Sarkar, WB

"I reached Bengaluru in the middle of the night around 3am and said to myself, Namma Bengaluru. Its been days now and I am in love with this city. A little bird from Siliguri has come to make his own nest in Bengaluru, seeking discomfort and adventures on the way."

- Probal Ghosh, WB

"Before taking admission into IBA, I was all excited about this new journey but it was after entering IBA that i realised the fear of separation from loved ones. Though it made me cry a lot; at the same time, it made me realise that some beautiful paths can't be discovered without getting lost."



- Deepti Nair, Kerala

"The various steps during the admission process made me feel as though I was attending a company interview. When I keenly observed I understood that a managerial process was going on. I also realised the importance of being systematic in order to carry out your work efficiently."

Suman, Odisha

"From the very first day when i entered IBA campus , my schedule has been very hectic but this helped me to come out of my comfort zone and discover my potential. I discovered how much i can push myself and beyond what limits."

- Naina Singh, Bihar

"It was a mixed feeling leaving home and shifting to a new city for the very first time. On one hand I was excited to stay in hostel, make new friends, learn new things, live a life which will help me to reach up to my dreams on the other hand it was painful to leave my home, my loved ones; my city"



- Aindrilla Das, WB

"One thing that made me feel more connected to IBA FAMILY was that the entire campus speaks a story.. Planted trees, KMC, Omega circle, IBA flag, and even the campus steps and Dr. Subhash Sharma has beautifully explained all the cultural symbols."

Shreya Nair, Rajasthan

"I personally liked all the speeches especially from the guest of honour who knew the best way to grab the students attention & share his experiences with a moral." - Manu M, Andhra Pradesh

"After joining IBA Bangalore and going through various self reflection exercises till now I believe that it would definitely emphasis in gaining the right management skills to build the best career path." - Punam Deka, Assam

"I was delighted to see a variety of cuisines served in the mess, i got a serving of everything, I could get my hands on."- Lakshmi, AP

"IBA is correctly named "Indiapura". People from different regions, speaking different languages, having different cultures sing to IBA song in harmony." - Shelly Gupta, Madhya Pradesh

"The best part of it is to know each and everyone's perspective, mentality, humour; or to say, the characters of the new faces." - Ankit Talukdar, West Bengal [WB]



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



## The Learning

The spark and passion for marketing landed me at Titan Company Limited where I worked under its Saree division, known as Taneira. Taneira is the youngest brand from Titan which aims to revive one of the oldest occupation – Handloom weaving; and the oldest garment – Saree. Being a novice in the saree segment, my internship journey was a roller coaster ride. It made me do things for the very first time; and in a nutshell, I came out of my comfort zone. Be it customer mapping, interaction, store visits or even website analysis, I had to do it all. This two month period made me learn new things like info graphics, a basic understanding of web analytics and lastly customer calling. I kept going with the saying in mind-“The expert in anything was once a beginner.”

-Aamir Haroon



**TANEIRA**  
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## Blend of a Start-up and a Renowned Company

Aditya Birla Group has launched a new wellness app 'Multiply', which pushes people to stay healthy and in exchange ABG incentivize and rewards you for your healthy activity. What better way to kick this thing off to the road to a healthy lifestyle; it's simple as it sounds.

Wellness being an altogether new concept, the entire workforce atmosphere for me was like working on a start-up scenario and at the same time enjoying the brand value of ABG!

-Shwetabh Subh Prasad



## Always on the move!

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 welcomed warmly. The travel experience taught me the reality of life; how difficult it is for those who are tirelessly travelling miles for work. -

Ankita Kundu







Don't we all become happier when our efforts get literally paid off!

*Right after a month I have received my own business card and my first salary. This was the first time I had an opportunity to be in a paid project, so for me my first salary reflected an achievement I couldn't be more proud of. I kept depositing my stipend money in my bank account, without spending a penny. I love savings! So for me saving my first payroll gave me the happiest feeling.*

*-Payal Das*



## Smartness Well Recognized!

*This is what Mr. Abhishek Sharma, Manager: Business Development, ONN Bikes has to say for our own batch mate:*

**"We are glad to have Siddhant Agarwal working with us. He's been having a hands-on experience in Marketing and Business Development. His communication skills and presence of mind has helped us closing in a deal in Mumbai. We appreciate his dedication towards ONN Bikes. Great work! "**



## The Debugger

It was an amazing experience working at Wicked Ride. 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 is a great honour for me.

*- Dibya Ranjan Das*

CIP being my first position in a corporate atmosphere, I didn't know exactly what to expect. Just observing the everyday events has taught me more about teamwork. My internship has improved my skills a ton, both off paper and on paper. Pitching products, getting leads generated and then getting them converted into business, and then getting praises was engaging and delectable. All in all, the atmosphere at HDFC was simply uplifting and fun.

*-Mansi Lalchandani*

## A very first work experience!

## Certificate of Appreciation

*for being awesome*

It was a moment of great pride when our interns **Rohini Banerji** (GetmyUni) & **Kushal Pramod Sarswat** (ClearTax) received outstanding acknowledgment and exceptional appreciation not only from the professionals from their enterprise but also from the demanding clients.

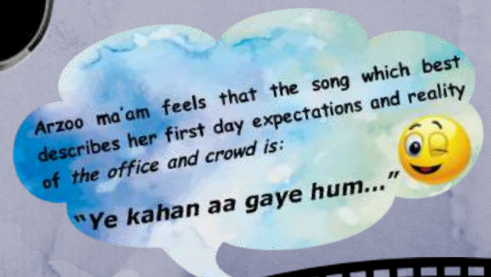
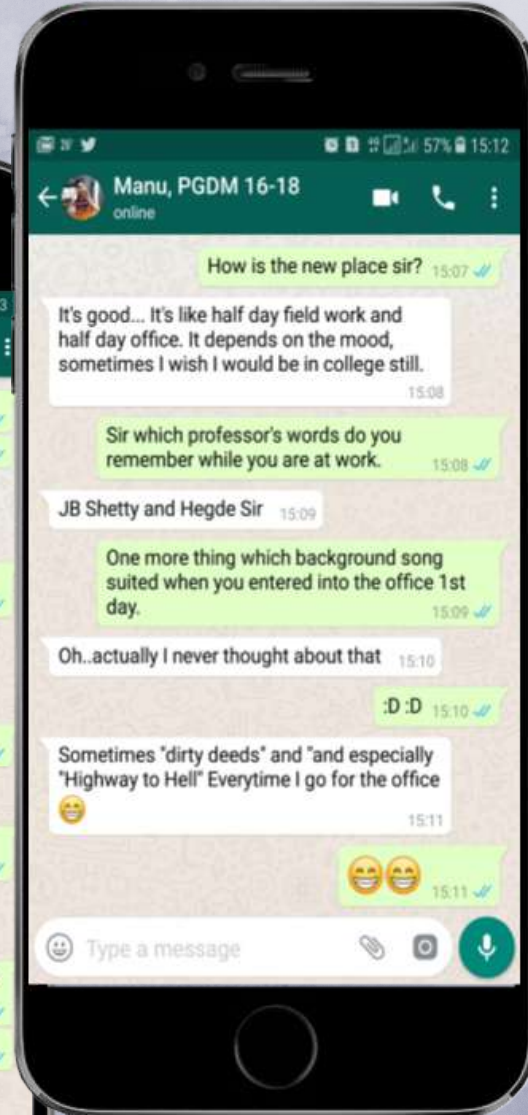
## Down the Memory Lane....

*I remember it was a fine morning. Debduutta and I went to meet director of Sumo Properties. We were supposed to act like professionals from Nester Group, so we went over in our best suit and tie, speaking polished English. But Mr. Anupam an IIMC alumni holding an experience of 25 years in hiring and 12 years in real estate, caught us just by interacting. The first line he spoke after greeting us, was Ki dada valo to? We were flabbergasted, as I think now, may be it was the bong connection or you just cannot hide from the intriguing eyes of an HR.*

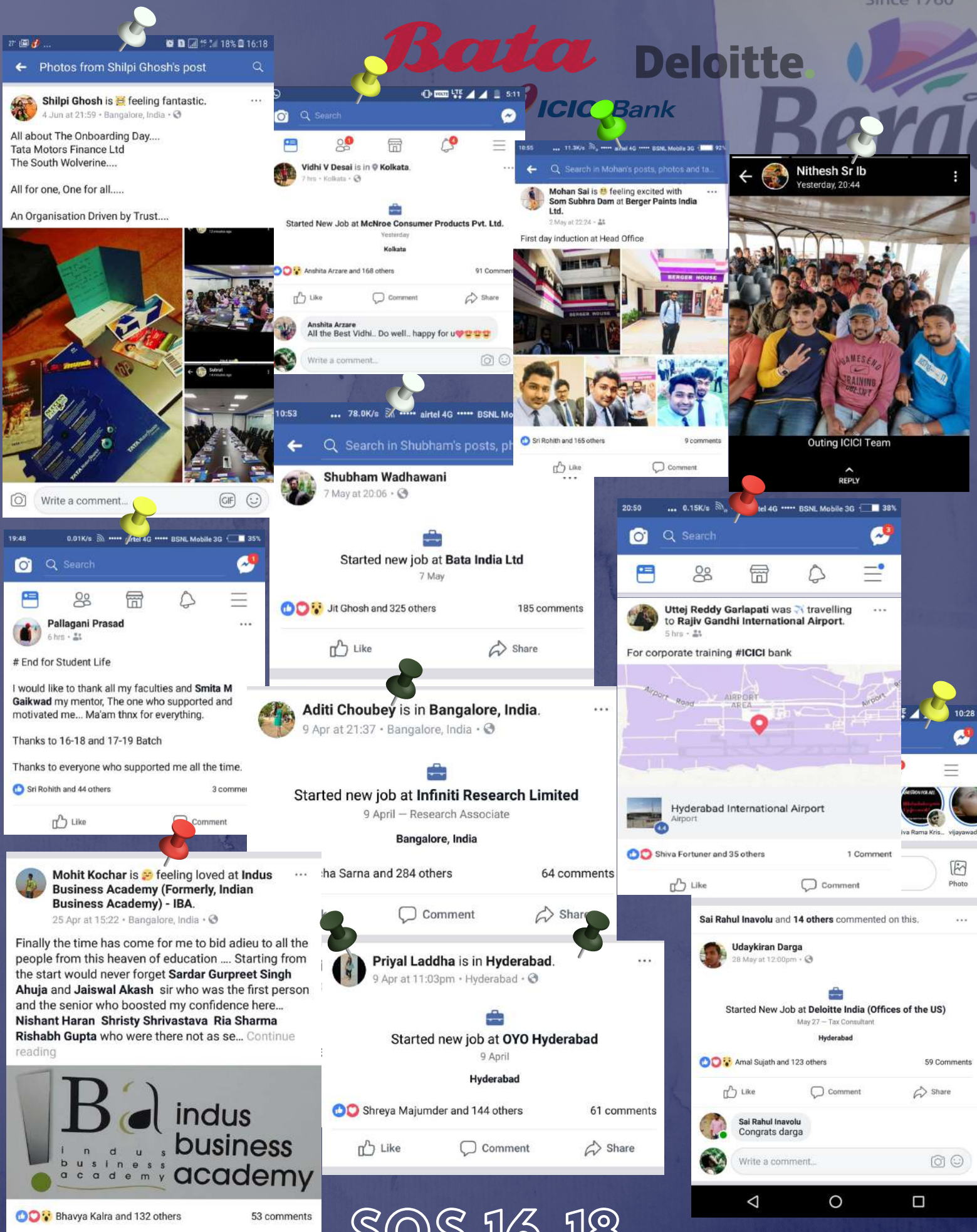
*Soham Dutta*



Dear Seniors, Your presence is being missed at every moment in campus. This is a glimpse of the beginning of your beautiful corporate journey captured through your social lens. Due to limited space, we couldn't include all your stories but IBA is proud of each one of you...







# SOS 16-18 Stalked on Social



# Research Updates @ campus

- IBA has introduced a faculty-driven research activity called Monthly Research Seminar Series (MRSS) in 2018 which is spearheaded by Prof. Ramana Acharyulu. It aims at encouraging faculty members to share their research activities, working approaches, peer-review and collaborate in line with some of the best management institutions in the country and abroad. The first MRSS was held on 9th May, 2018, inaugurated by Prof Subhash Sharma, Dean of IBA on the topic, "Research Methodology: Creative Research Approach". The second MRSS was held on 26th June, 2018, where Prof Nandeesh Hiremath presented the topic "Open Innovation (OI) – Future for growth of Organizations & Institutions/ Universities".
- Knowledge sharing session on Overview of DELNET was conducted by Prof. C.Vasantha Kumar on 12th June, 2018
- Prof. B.M. Gaurish presented a paper titled, 'Human Resources Foundation: A journey for a Robust Start-up' at a National Conference organized by KLE Institute of Management and Research, Hubballi on 15th May, 2018
- Prof. Nagendra Hegde presented a paper titled, 'The future growth model of MSME in India' in a National Conference at Institute of Management Studies and Research, Hubballi on 15th May, 2018
- Dr. C. Vasantha Kumar attended a regional workshop on 'Strategies for Transforming Libraries: Going Trends and Technologies, New Delhi on 2nd June, 2018
- Dr. Subhendu Dey presented a paper on 'The role of enterprises in influencing climate change, policy adoption in transitional economies: A case study of SELCO Solar Light Pvt. Ltd. in India' and was one of the discussant in Society for the Advancement of Socio-Economics' (SASE) 30th Annual Conference at Doshisha University, Kyoto held on 23rd -25th June, 2018

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art by Sheela Gupta