



# Udghosh



...The Sound of Righteousness



## A Note from the Secretary



Dear Readers,

Greetings!!!

I, along with The Newsletter Committee, is proud and happy to share with you the pages of 'Udghosh', the bi-annual newsletter of Indus Business Academy, Bangalore. Udghosh refers to proclamation or announcement in Hindi. This newsletter with this label proclaims to you all dear readers, the message not through just words, but also with the conveyance of various events, happenings, celebrations, articles and much more of IBA that we present to you here. The udgosh is fairly popular amongst the alumni, corporates, parents and members of academia.

It took all the elicitation to be able to write this as the Secretary of Newsletter Committee and with the others who held my hand for the responsibilities that we took and which is now the becoming of this newsletter. This January to June 2016 edition has captured: moments of celebration and festivals; words and inspiration of guest lectures; 'ARCHISH', IBA's annual national management fest; international conference and other 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 academic and SIP schedule hadn't it be the support of few people. I would like to thank our CEO Mr. Manish Jain, Dean Dr. Subhash Sharma and Prof. Suresh Chandra for their support. I would like to extend a big thank to my team who were strong enough and stood by me facing all the odds and pressures and prove their mettle in their work. I am grateful to Prof. Smita M. Gaikwad and Ms. Richa Sarna for their mentorship and generous support.

We welcome you to make your engagements with the newsletter committee by sharing your feedback and suggestions through my email id: [rajatsoni.iba2017@gmail.com](mailto:rajatsoni.iba2017@gmail.com). We will consider them as our learnings and keep on improving ourselves based on your advices and suggestions.

Thanks and Regards,  
Rajat Soni

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## RESEARCH PUBLICATIONS

**Dr. Nandeesh V. Hiremath**, Mentoring perspectives, MENTOR (Magazine), Volume 9, Issue 10, Pages 28-32; March 2016. Published by Edumedia Publications Pvt.Ltd., Bangalore [www.mentormagazine.net](http://www.mentormagazine.net)

**Prof. J B Shetty**, Evolution of footwear Brands in India (ABSTRACT), Emerald india, April 16-17, 2016. ISBN 9781786354112

**Prof. Butchi Babu Muvva**, A Comparative Study on the implementation of traditional vs Big Data technology in CRM Practices, Emerald india, Feb-16. ISBN 978-1-78635-409-9

**Prof. Kannadas**, "Is Endowment of Crowd Funding a Supplant of Traditional Source?" in the International Journal of Scientific Research, international journal of scientific research, Feb-16. ISSN:2277-8179, IC Value:69.48, IF:3.508

**Prof. Kannadas**, Asset-Liability Management is a proximate solution for any contemporary issues of Indian Banks, CUCEA, Apr-16. ISSN:0254-8755

**Prof. Prashanth Kulkarni**, Smart City Challenge: Testing The Spirit Of Competitive Federalism, Swarajya, 31-Jan-16

## RESEARCH PRESENTATIONS

**Dr. Nandeesh V. Hiremath**, Progressive Growth trends, Innovative Business Practices & their impact on Strengthening of Member Cooperatives of Karnataka State Souharda Federal Cooperative Ltd. (KSSFCL), 31st ISSC National Conference held at University of Mysore, 5-6 March 2016

**Dr. Nandeesh V. Hiremath** and **Narendra Babu B V**, Start-up culture in India & Karnataka: Issues, Challenges & Opportunities, 8th IBA International Conference on "Taking India to Greater Heights" organized by Indus Business Academy (IBA), Bangalore: March 24-26, 2016

**Prof. J B Shetty**, Evolution of footwear Brands in India, Conference on Brand Management, IIT Delhi & Curtin University Australia. April 16-17, 2016

**Prof. Butchi Babu Muvva**, "A Comparative Study on the implementation of traditional vs Big Data technology in CRM Practices". "Digital Business: New Frontiers in Management" organised at IFIM Business School, February 4-6, 2016

**Prof. Narendra Babu**, Start up culture in Karnataka: Issues, Challenges & opportunities. IBAIC - IBA Bangalore, Taking India to Greater Heights. March 24-26, 2016

**Prof. Smita Gaikwad**, CRM : A potential tool for sustaining competitive advantage. Conference on Make in India Ecosystem towards Indian Ethos, sustainability & exclusive growth at Dayananda Sagar University, Bangalore. 30 th Jan 2016

## FACULTY DEVELOPMENT PROGRAM

**Prof. Smita Gaikwad**, A study on Business Model of unorganised vegetable retailers in Bangalore. Conference on Taking India to greater Heights at Indus Business Academy, Bangalore. 23 -25 March 2016

**Prof. Smita Gaikwad**, An empirical study on leveraging Retail Analytics for Brand Promotions in Decathlon. Conference on Brand Management at Indian Institute of Technology ( IIT), Delhi. 16/17 April 2016

**1. Dr. Nandeesh V Hiremath:**

Attended Faculty Development Program on "Data Analysis through SPSS" from 5th - 6th April, 2016.

**2. Prof. J B Shetty:**

Attended Faculty Development Program on "Research methodology & Hypothesis testing" at IBA Bangalore on 23rd January, 2016.

**3. Prof. Butchi Babu Muvva:**

Attended In house FDP on "Research Methodology and Hypothesis testing" being organized on Saturday, 16th January, 2016 at IBA, Bangalore.

**4. Prof. Kannadas:**

- Attended FDP conducted by Alliance University on "Driving a culture of Excellence and Entrepreneurship in the areas of teaching and research" on 16th January, 2016.

- Attended FDP conducted by Alliance University on "Marketing in Emerging Economy-The case of South-East Asia" on 16th January, 2016.

- Attended FDP conducted by IIM Kozhikode on "Financial Modelling using Excel" on February, 2016 for 5 days.

- Data analysis through SPSS from 5th – 6th April, 2016.

**5. Prof. Nagendra Hegde:**

Attended FDP on "Research Methodology and Hypothesis Testing" organized by IBA, Bangalore from 23rd January, 2016 and 5th February, 2016.

## Papers and Presentations by Dr. Subhash Sharma

- Subhash Sharma, Human Values in Management and Leadership, Spandan-IBA Human Values Award Ceremony, IBA, Bangalore, Jan. 18, 2016
- Subhash Sharma, Viswa Model of Strategic Management, Strategic Management Forum (SMF) Foundation Day Celebration at Indus Business Academy (IBA), Bangalore, Jan. 21, 2016
- Subhash Sharma, Capturing the Essence of Poornavad Through New Mantras of New Consciousness, 1st International Poornavad Philosophy Conference, Organized by Swami Ramanand Teerth Marathwada University, Nanded and Poornvad Vidya Pratishthan, Nanded, Jan. 23-25, 2016
- Subhash Sharma, Innovations in Institution Building: Indian Experiences from Management Education, Conclave of the Academics on 'Academic Quality in Higher Education, Christ Institute of Management, Christ University, Lavasa, Jan. 29-31, 2016
- Subhash Sharma, New Dimensions in Social Theory and Social Discourse: Structure, Culture and Spiritual (SCS) Perspectives, International Conference on Pragmatism and Spirituality: New Horizons of Theory and Practice and the Calling of Planetary Conversations, Indus Business Academy, Bangalore, Feb. 8-10, 2016
- Subhash Sharma, Gandhi, Aurobindo, Self and Development: Towards New Earth Sastra, International Conference on Gandhi and Aurobindo, Indus Business Academy, Bangalore, Feb. 10-11, 2016
- Subhash Sharma, Towards WISE Development, WISE Management and WISE Leadership, Keynote address at the International Conference, Creative Entrepreneurship: A Sustainable Approach for Economic Growth, Vivekananda Education Society Institute of Management (VESIM), Mumbai, Feb. 12, 2016
- Subhash Sharma, Spirituality in Management: Implications for Management Education in India, "Vaicharik Kumbh" on Science and Spirituality, organized by Madhya Pradesh Council of Science and Technology (MPCST), Bhopal, Feb. 13, 2016
- (W & M) Subhash Sharma, PPF (Positive mindset, Patience, Faith) Success Mantra, Workshop on Celebrating Failures and Celebrating Success, DRDO, Delhi, Feb. 18, 2016
- Subhash Sharma, Innovation and Success: Illustrative Case Studies from Management Education, Workshop on Celebrating Failures and Celebrating Success, DRDO, Delhi, Feb. 18, 2016
- Subhash Sharma, Spirituality in Management as a New Frontier in Management Research, Canara Bank School of Management Studies, Bangalore University, Research Scholars' Workshop, Feb. 26, 2016
- Subhash Sharma, Spirituality in Management, Commerce College, University of Rajasthan, Jaipur, Feb. 27, 2016

## **Publications by Dr. Subhash Sharma**

1. Sharma Subhash, A Day for Reflections and Resolutions, Southern Economist, Feb. 15, 2016, pp. 9-10
2. Sharma Subhash, Roots, Routes and Challenge of Creative Transformations of Self, Society and Management in a New Era, Southern Economist, May 1, 2016, pp. 21-30.

## **Books**

1. From the Edge of Chaos, Dr. Subhash Sharma & Michael Zerkler, IBA Publications
2. Western Windows Eastern Doors, Dr. Subhash Sharma, IBA Publications
3. New Ideas in Strategic Thinking & Management, Dr. Subhash Sharma, New Age Publishers

## **Books**

1. Review of Rural Marketing Chapter 32, Prof. J.B. Shetty, Oxford Publications
2. "Success rate of crop insurance with special reference to in Karnataka state" in an edited book, Prof. Kannadas, Archers and elevators publishing house



**Dr. Subhash Sharma  
Director,  
IBA, Bangalore.**

## FACULTY ARTICLES

### HR IMAGE PROJECTION

"PEOPLE" is the most important and valuable resources. People build dynamic organization with competency, motivation and effectiveness. Building such 'dynamic people' the HR should project its IMAGE in the organization.

HR Manager has a significant role in every organization in whatever sector it exists. HR has to frame objectives which need to be aligned with the organization business goals.

Many a times HR is restricted to work in its own domain. But when it comes to HR business, the HR Manager has to get involved in the shop floor areas in the day to day operational issues in general and in particular, interactions with shop floor employees which adds value to good industrial relations. He / she should get updated on market trends and Production targets, new technology and other factors and understand the key profiles. This also helps to select high productive people while recruiting and vis-à-vis retain them through people development strategies.

The HR image also reflects on its objectives. One of the objectives should be focused on developing employee friendly policies.

In today's Change management which is rapidly getting noticed, HR has a challenging role in coping up the expectations of both Management and employees and take different roles to play like Process manager, Critical thinker, Planner, Selector, Trainer and so on. HR Manager also needs to put him / her in a picture frame.

Further he /she have to project for a good HR image through the following attributes:

- Appearance
- Attitude
- Communication
- Confidence
- Matured
- Disciplined
- Ethics
- Courteous & Warm
- Smile
- Listening
- Temperament
- Positive thinking
- Genuine interest in people
- Helpful
- Initiative

The HR image projection becomes more important and mandate for all HR Managers in the organization in building dynamic, competitive and motivating teams in the organization which is ultimate for a successful organization.

Prof. Gourish





## FACULTY ARTICLES



Prof. Monika Anand

### Career enhancement through Soft Skills Training

Traditionally, people don't receive adequate soft skills, that's why learning soft skills at MBA level helps students to learn people-skills. Of late, soft skills have emerged as a tool which is enough to make or break our career. How often do we encounter technically talented people who excel in their jobs, but whose career stalls beyond a certain point because they lack the social communication and relationship building skills to manage, work with and lead other people?

Soft skills is an umbrella term which includes communicative skills, listening skills, team skills, Leadership quality, creativity and logic, problem solving skills, diplomacy and change readiness, among others. These people skills are more critical than ever as organizations struggle to find meaningful ways to remain competitive and be productive.

These skills are generally gifted and cannot be learnt from a book. Roots of soft skills can be traced back to one's 'Sanskaras' (Family Values). Still, formal training can, of course, give us a fresh perspective, and teach tips and techniques if we need to improve specific skills, but if we really want to ingrain soft skills into our personality, we have to become a keen observer, an eager learner and an assiduous workman religiously putting to practice all that we have learnt.

Here are a few soft skills which may help we improve our career prospects and enhance our personality as a whole:



## FACULTY ARTICLES

### Career enhancement through Soft Skills Training

#### Effective Communication Skills

Quality job depends as much as on knowledge of the respective subject as on good communication skills. Effective communication skills include:

- Oral Skills for public speaking, presentations, negotiating, conflict resolutions, knowledge-sharing;
- Writing Skills for preparing reports, proposals, instruction manuals, writing memos, notices, official correspondence etc.

It also includes a combination of verbal and non-verbal skills. Since our official medium of communication is English, certain amount of proficiency is needed in it. As English for us is a second language and not our mother tongue, so a constant practice at home/hostel is need of the hour. Those institutes that want their students to get placed in MNCs and reputed companies must impart such skills to their students.

#### Interpersonal and Teamwork Skills

Interpersonal and teamwork skills contribute to higher productivity and better environment as people work together to reach common goals. Some individuals are born leader or intuitively adopt the traits required in team work.

However, in general, these skills need to be taught or can be learnt through practice and awareness. This skill has three dimensions namely—Communication, Work Ethic and Leadership.

- Communication here requires a dynamic interaction among team members and inviting and providing feedback and resolving conflict.
- Work ethics includes accepting responsibility for assigned work, completing any assigned tasks and doing so on-time, and offering assistance to other team members when required. It is a set of values based on the moral virtues of hard work and diligence.
- It is certainly desirable for each team member to demonstrate leadership. This includes helping to provide structure by initiating action, clarifying concepts and problems, and summarizing activities and results.

#### Personal Skills

Many people wonder why they do not have the success they want in business! The first thing that someone should ask is, "Am I successful in my personal life and relationships?" Personal skills are those skills which make we are not only acceptable and respectable in society and at the work place but also help we in getting a good job and better career growth.

## FACULTY ARTICLES

### Career enhancement through Soft Skills Training

Personal Skills include ability to make decision, Alertness, Assertiveness, Attention to details, Commitment, Emotional stability, Empathy, Generosity, Tolerance, self-control, resilience, self-respect, and Honesty among others.

#### **Adaptability**

It is a well-known fact that contemporary organizations evolve and change rapidly, given the fast pace of technological change over the last hundred years of industrial era. An employer requires a whole set of skills to develop adaptability like communicating across cultures, getting along with others in a multi-cultural work environment, respect for others' faith and belief systems, avoiding racial/cultural discrimination at the workplace

#### **Problem-Solving and Decision making Skills**

In our day to day life, we often come across situations where we are unable to make right decisions. To deal with such stresses, we need to develop Problem-Solving and Decision making Skills which may help us in:

- Developing Creative innovative, and Practical solutions,
- Demonstrating independence and initiative in identifying problems and solving them,
- Applying the strategies of problem-solving across a range of areas.

To conclude, In order to possess these above discussed skills we need to be self-aware i.e. we need to cultivate positivism in our thought and approach. That's what fosters great team performance, and leads people to contribute strongly to the organization's vision and strategy

Reading is yet another way to improve our skills and can help we develop a better perspective of the world and the things around us. The last but not the least we should always remember is that we need to practice and practice these soft skills with dedication. Practice improves our performance, helps us to discover and overcome shortcomings and mistakes and gives us confidence.

## STUDENT ARTICLES



**Prashant Gupta (FPB1517/030)**

### Importance of Aadhaar Card

Still wondering why 12 digit Unique Individual Identification number is issued? Then here is the answer.

Now soon you may need the 12 digit Unique Individual Identification number for services which mandatory require Aadhaar Card apart from followings:

- Direct Benefit Transfer (LPG Subsidy)
- Scholarship
- Access to Dig locker
- Jan Dhan Yojana Scheme
- Passport in 10 days
- Digital Locker
- Voter Card Linking
- Monthly Pension payments
- Payment provident fund
- For opening New bank A/c
- Digital Life Certificate
- Under MNREGA
- For Investing in Stock Market
- Buying New Vehicle (Andhra Pradesh)

Although there is not a mandatory provision to provide the Aadhaar card as Supreme Court say "No person shall be deployed for the want of Aadhaar Card"

But some of the Potential Opportunities where Aadhaar Card can be Mandatory

- Registration of Company under the Companies Act 2016
- For opening of De-mat Account

- For opening Account in Bank
- Provident fund under EPFO
- Registration of NGOs
- Procurement of Paddy (Odisha Government)
- For MNREGA applicants

So making Aadhaar card compulsory for such cases is perfectly justifiable. Indeed, the Act giving legal status to Aadhaar card is called Aadhaar card (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016. Quoting of Aadhaar card is mandatory, can even be justified in the cases where duplication or falsification of identity can be used by criminals or those who fall foul of the law.

For example, Passport can be brought under the ambit of Aadhaar card or even driving licenses. A person whose license has been suspended for repeated traffic violations should not be allowed to get another one under the same name or an assumed name.

The Gujarat Secondary and Higher Secondary Education Board passed a government resolution, making the Aadhaar card compulsory for Class 10 and 12 students appearing for their final exams. 80% Students has already submitted there Aadhaar card.

The UIDAI had to approach the Supreme Court in 2014 against a Goa High Court order ordering it to share biometric details of everyone enrolled in the state for solving a gang rape case.

## STUDENT ARTICLES

### Importance of Aadhaar Card

Even after the Supreme Court ruled in favors of UIDAI, a Kerala special investigation team wanted it to share biometric details to solve another rape case.

Aadhaar card is widely accepted form of identification, though it is not mandatory right now but an Aadhar card can qualify you instantly, making the process easier and quicker and in coming future there are potential opportunity to make it mandatory which is justified

### India Towards Smart Grid

**Introduction:** A "smart grid" is a concept for transforming a power grid, with the modern communication, automated checks and other forms of information technology. It integrates new, innovative tools and technologies of generation, transmission and distribution to home appliances and equipment. The urgency for Smart Grids in India arises from the challenges that the industry is currently in front. India operates the third largest transmission and distribution network in the world, still faces a number of challenges, such as: inadequate access to electricity supply shortages (peak time and energy shortages), high network losses, poor quality and reliability and rampant theft. The development towards Smart Grid would address these issues and to transform the existing network in an efficient, reliable, safe and less restricted grid that would help, access to electricity for all. Smart Grid integrated energy infrastructure, processes, devices, information and markets a coordinated and collaborative process that generates energy, distributed and can be used effectively and efficiently. A smart grid delivers electricity from suppliers to consumers using two-way digital technology to control appliances at consumers' homes to save energy, reduce costs and increase reliability and transparency. It overlays the electricity distribution grid with an information and net metering system. Power travels from the power plant to your house through an amazing system called the power grid.

## STUDENT ARTICLES

**Anjan Banerjee(FPB1517/061)**



As a modernised electricity network is being promoted by many governments, including the Government of India as a way of addressing energy independence were, global warming and emergency resilience issues.

Demand Side Management (DSM) is essential for an optimised and efficient use of electricity. Given limited resources, the main problem DSM is in the Indian system, where the demand is the identifier of the available generation, leading to reductions inevitably invite. DSM is the implementation of measures that effectively electricity to help the customers by using their peak load pattern. DSM can be achieved by:

1. Development and promotion of energy efficient technologies.
2. Improving the efficiency of various end use through increased energy utility correction leaks, system conversion, losses, etc.
3. Demand management through the introduction of soft options like higher prices during peak periods, at preferential rates during off-peak season rates, interruptible tariffs, etc.

Advent of smart grid are performed for Indian markets for future:

1. Data management system that includes data standards and data management.
2. Secure Communications and standard protocols.
3. Retail player rising priorities and introduction to the services on the basis of network quality.

There are several companies who take the initiatives for smart grid in India:

- a) Crompton Greaves smart grid initiatives.
- b) North Delhi Power Limited (NDPL) Smart Grid initiatives.
- c) Bangalore Electricity Supply Company.

**Need for Smart Grid in India:** According to the Ministry of Energy, the transmission and distribution losses in India among the highest in the world, averaging 26 percent of total electricity production, and as high as 62 percent in some states. These losses do not include non-technical losses such as theft etc. If these losses are present, the average loss of 50 percent. Some of the technical deficiencies in the Indian power grid are - it is a poorly planned distribution network, there is an overload of the system components, it is the lack of reactive power support and regulation services. India is rapidly venturing into renewable energy (RE) resources such as wind and solar. The government will also provide incentives for solar power generation in the form of subsidies for various solar applications. A gap of renewable raw materials is that their supply may be interrupted, i.e. the offer may only during a certain time of the day, these conditions cannot be controlled be harnessed. For this reason, it is necessary to have a grid that is very adaptable (in terms of supply and demand) to have.

## India Towards Smart Grid

Therefore, the opportunities for the development of smart grids in India are immense, like a good power supply is one of the most important infrastructure requirements to support the overall development.

C. Drivers for Smart Grid in India:

a. Utilities:

The drivers for smart grid for different stakeholders in India are:

1. Reduction of T&D losses in all utilities as well as improved collection efficiency
2. Peak load management – multiple options from direct load control to consumer pricing incentives
3. Reduction in power purchases cost
4. Better asset management
5. Increased grid visibility
6. Self-healing grid
7. Renewable integration

b. Customers:

1. Expand access to electricity – “Power for All”
2. Improve reliability of supply to all customers – no power cuts, no more DG sets and inverters
3. Improve quality of supply – no more voltage stabilisers
4. User-friendly and transparent interface with utilities
5. Increased choices for consumers, including green power
6. “Prosumer” (producer and consumer) enablement

7. Options to save money by shifting loads from peak periods to off-peak periods

c. Government & Regulators:

1. Satisfied customers
2. Financially sound utilities
3. Tariff neutral system upgrades and modernization
4. Reduction in emission intensity

It is evident that the far-reaching goals of the Indian power system can be enabled by smart grids.

Challenges for implementing Smart Grid in India:

1. Environmental Impact:- Smart Grid development in a very fast pace because of the wide interest of politics and utilities in reducing the adverse impact that happens the energy consumption on the environment. Since the maximum generation today in greenhouse gas emissions, smart grids reduces the results of air pollution and plays a significant role in the fight against global climate change issue.

2. Cost:- The ability to bypass the cost of the plant and network expansion is a great advantage, both the utilities and customers and smart grids will not reduce fund expansion, of course; therefore invested heavily in setting up a connection between the customer and the smart grid required. Energy efficiency would be the second priority in order to save the costs in terms of the customer.

# Clubs and Committies

## INFIN'IT (Information Technology Club)

Infin'IT undertook an interactive session for the students where they were taught Advanced Functions on Excel and some shortcut techniques to make students work faster and easier.

## HOPE (CSR COMMITTEE)

"Education is not only just about self-development & jobs, but also giving back to society". Students here at IBA has formed a committee called as HOPE (Higher Order Purpose of Existence). Students along with PGDM program, spend their time with either under privileged kids in Orphanages or Elders staying at Old age homes. The aim of the committee is to provide the necessary resources to the Orphanages, Old Homes, Home of the disabled etc. through donations made by the interested donors as well as college and

## YMCC (CULTURAL COMMITTEE)

YMCC (Yoga Meditation Cultural Committee), the one and only one cultural committee of IBA who makes us feel like celebrating festivals at home not in college. YMCC committee celebrates each and every program/festival with tremendous joy and jubilation, such as this Year the committee celebrated Republic Day, Shivaratri, Saraswati Puja & Holi. During the celebration of festivals students took part in various competitions like singing, dancing, drama and many other activities to make it a souvenir one for the students.



**"All the CLUBS and COMMITTEES support by showing full participation and giving their best made the IBA Fest "ARCHISH" a success. Every club organized different events for the participants in their respective verticals".**



### **13 Committee - Industry Institute Interaction**

The Institute Industry Interaction Committee – The purpose of this committee is to bridge the gap between the students studying in the institute and the industry for which the students are going to work in their future endeavors. The work of the members of this committee is to organize Guest Lectures by various corporate which are working for various reputed firms, facilitate Placement activities and APTP (Advanced Placement & Training Programme) sessions

### **Mess Committee – Santripti**

Santripti- Managers Mess, the name being given by the committee. The goal of Mess committee is to bring the standard of mess very high by providing quality and quantity of food and services. Their Primary objective is to increase the Satisfaction level of students by providing good and tasty food, maintaining the standard of Mess in terms of hygiene, improving the Operations of mess internally, to control the wastage of food and to provide better facilities from mess to students.

### **Newsletter Committee – Udghosh**

Newsletter committee comes up with a printed newsletter named 'UDGHOSH' twice a year. Udghosh gives an overview of the events occurred in the campus, apart from this it also contains articles written by Students and Faculty members. Along with these the committee also make the Faculty & Students aware about Fests, Conferences, Workshops etc.



### **HUNTERZ-IGNITE (Marketing Club)**

Marketing Club undertook a number of events. It started with STP+ a launch of handmade products by students. Next was the SOCIAL MEDIA BUZZ in which the "MINI ARCHISH" was promoted. There were sessions on SOCIAL MEDIA & ETHICAL MARKETING for creating awareness amongst the students about Marketing. Also Marketing Tests were conducted at 3 different levels.

### **SPANDAN (HR Club)**

It started off with the introduction of the club. JARGONS were introduced in the next session and presentation was given on the same. CASE STUDY sessions were also conducted for students for improving their skills in it and then ELEVATOR PITCH IDEA was brought forward. Senior members also shared their experience in the INTERNSHIP and interacted with juniors and cleared queries.

### **OM (Operations Club)**

Operations club has conducted sessions for helping students in Operations.

A session was conducted on SUPPLY CHAIN MANAGEMENT for clearing the concepts of students. Another session was conducted on LOGISTICS for students to improve their logistics skills. There were sessions also on TOTAL QUALITY MANAGEMENT (TQM). OM also published articles in the club's newsletter called "KAIZEN".



## **BARCODE (Retail Club)**

Barcodes introduced with the LATEST RETAIL TRENDS in their first session where the emerging trends in the retail sector was discussed. Another session was conducted on RETAIL TERMINOLOGY where students were taught about the Retail terminologies. Just as the phrase goes "each drop makes an ocean" by the end of the session each participant got to learn 30 new retail terms. The last session was basically a LOGO QUIZ and an absolutely fun filled activity.

## **NAVIGATORS (Finance Club)**

Navigators undertook various sessions was clearing all the doubts and concepts of the students. First session was on STOCK MARKET where everything about the Stock Markets was explained to the students. Second session was on DERIVATIVES which explained students how derivatives are important. Third Session was on WORKING CAPITAL. Working Capital is the difference of Current Assets & Current Liabilities. Fourth Session was on COST OF CAPITAL. These sessions were very helpful for all those who had attended it.

The latest session was an EXCEL SESSION where students not only learnt Excel Tricks but there was also a healthy interaction between seniors and students.

## **DOLPHINS (The Communications Club)**

"Communication is highly personal, therefore clarity is a benchmark and the ability to trust and tune into various frames of reference is a threshold for communication." The Dolphins, envisages teaching and training the members with soft skills for effective interaction at the intra and inter-personal and institutional levels in the changing corporate environment. At the dolphins, the members are given the opportunity to become who they actually are, their true awesome self. The club functions with the objective of creating awareness of the basic skills of communication to enhance performance & personality levels.



# Guest Lectures

## Career Advice for Future Managers

**Date: 18-06-2016**

The students of IBA got the opportunity of interacting with Mr. Krishna Singh, Business Segment Manager – Kuehne Nagel who came down and took a session titled “Career Advice for future Managers”.

Mr. Krishna discussed the session around few important tips to students for future career:

- Don't just plan, take action too
- Always believe in your capabilities
- Surviving on your own is difficult, have friends, keep networking
- Do not give up, keep fighting
- Keep learning, always keep growing
- Set a goal, work hard to achieve it and don't lose focus until you accomplish it

Towards the end there was a Q & A session, where in students asked their doubts regarding specialization choices, job profile specifications, logistics & supply chain, etc. In the end the session was truly inspirational and motivational for the students as they described it themselves.



## FMCG & the Food Beverages Industry

**Date: 24-06-2016**

The students of IBA were enlightened by Mr. D A Jayakumar, Associate Vice President – Hindustan Coca-Cola Beverages Pvt. Ltd. who took a session to empower them with knowledge about "FMCG and the Food & Beverages Industry". Mr. Jayakumar's discussion with students included important topics like:

Industrial Relations, Negotiating with labour unions and relevant Labour laws

The philosophy behind Coca-Cola's work culture and Market strategy. Policies which are practiced in order to retain and enhance brand value. Approach towards different regional markets and consumers in India. Thought process and initiatives by Coca-Cola as part of their Social responsibility, towards the end, Mr. Jayakumar advised students to focus on Career and not just Job, because a focus on the former gives the necessary momentum to one's professional growth and brings the best out of us. In the end, it was clearly visible from the sparkling faces of students that their thirst for knowledge was truly quenched with this session.



## Career in Taxation

Date: 30-06-2016

It was an informative lecture by Ms. Rajeswari Santhanam, Associate Director (Tax) – Grant Thornton and Mr. Divyang Trivedi, Manager (Tax) – Grant Thornton, who made room in their busy schedule to come down to IBA and interact with students over "Career choices and Career in Tax."

Ms. Rajeswari and Mr. Divyang initiated the session by discussing with students the facts, based on which career choices should be made. The guests also briefed students about Grant Thornton's Tax services. The crux of the session was topics like:

- Tax Industry overview
- Why is Tax Collected?
- Origin & Types of Taxes
- Reason behind jobs in Tax industry
- Qualities of a person in Tax industry
- Benefits & Rewards of a Career in Tax
- Myths & Realities about a Career in Tax

Towards the end there was a Q & A session in which students asked some very impressive questions about Union Budget, Tax planning and regarding the Tax industry which both Ms. Rajeswari and Mr. Divyang answered amicably and comprehensively.



## HR Best Practices

Date: 28-06-2016

The students of IBA were enlightened by Mr. B Venkataramana, President – Group HR, Landmark Group who conducted a session to empower them with knowledge about "HR best practices."

Mr. Venkataramana's discussion with students included important topics like:

- How every manager in a company is an HR manager?
- How HR policies set the work culture in a company?
- Enhancing company brand value through HR best practices
- Approach towards employees in the Landmark group
- Initiatives by Landmark group to enhance skills of its employees

Mr. Venkataramana also cited various examples from his own life experiences while working in various companies to demonstrate how and what kind of message goes to employees.



# Basics of Auditing

**Date: 29-06-2016.**

It was an informative lecture by Mr. Sadasiva Sarma D, Associate Director (Audit) – Grant Thornton and Mr. Maneesh Chandra Verma, Manager (Audit) – Grant Thornton, who inspite of their busy schedule came to IBA and took a session on “Basics of Auditing.” Mr. Sadasiva and Mr. Maneesh started the session by briefing students about Grant Thornton and the work culture followed there. They then went on with the core of the session and educated students about important topics like:

- Why is Auditing done – Need, Advantages & Regulations
- Audit Industry overview
- Definition & Types of Audit
- Role of an Auditor
- Auditing stages
- Qualities of an Auditor

Towards the end there was a Q & A session in which students asked lot of doubts and queries regarding Auditing industry as well as the Financial Consulting industry which both Mr. Sadasiva and Mr. Maneesh answered amicably and comprehensively.





# Workshops

## Strategic Management Forum (SMF) foundation day workshop on “ New Ideas in Strategic Thinking and Management”

Date: 21-01-2016

Dr. Subhash Sharma, Director, IBA Bangalore welcomed the august gathering and presented his views on “Viswa Model of Strategic Management”. He said that this idea was originated in the mind of Prof. Krishna Kumar and explained the meaning of Viswa as combination of 'Vi'deshi and 'Swa'deshi. According to him this forum is like a network, a virtual organization. There are no assets of its own its members are its assets. He represented the four lion as the four forces at the global level. He also presented his ideas on “Swastik Model of Strategic Management” and connected it with global level forces. He concluded his idea by sharing a poem, “A start from Lota”.

The key note address was delivered by Mr. S Vishwanthan, Business Advisor – Kentree (Bangalore) and Secretary – IIM-A Alumni Association and his topic of presentation was “The possible ways ahead for India – Strategic Thinking and Management”. He explained about various movements that took place in India since 1947 and their consequences and how did they change the phase of India. He expressed his views on how judiciary can be used as strategy. He concluded his note by saying we should see India as one and stop dividing it on caste, creed, religion and cultural basis.



## Workshop in SAP k-dom

**Date: 04-02-2016**

Students learnt so many things from this visit and interaction with the up-coming technology. (Software, Robot, Defense equipment)

Major learnings from visit are:-

- There we get information about the life cycle of product innovation. How they planned the innovation or create a new product. What are the steps that they follow before publishing the product

- Warehouse automation techniques
- 3D printing process
- Big-data and Data science
- Models and application of SAP
- 3d glasses, we observed virtual world through glasses
- Interactive session with Irrfan Khan (Up & Downs, Motivating stories)

Presentations which we attended:-

- Health monitory band
- Smart home smart India
- Electronic walking guide
- Company's PPT – Accenture, Tech Mahindra, BirlaSoft

## OBSM(Overseas Business Study Mission)

**Date: 23-02-2016 to 02-03-2016**

IBA students went for the International study tour or the overseas Business Study Mission(OBSM) along with Mr. Manish Jain, Founder & CEO - IBA, Bangalore and Prof. Suresh V. Chandra, Faculty Member - IBA Bangalore to Singapore from 23rd Feb. 2016 to 2nd March 2016.

. With the purpose of understanding and learning customer service, industry analysis, nature of businesses, etc. The students visited companies like:

- . Tiger Breweries ( Owened by Heineken Asia Pacific)
- . SAP
- . Tech Mahindra
- . NE Water
- . Guan Hin Coffee Factory

The students gained valuable insights from this visit into fuctioning of various industry leaders as well as the best practices followed by them.

The students even got the opportunity to interact with a few IBA Alumni who are based in Singapore now and learn from their corporate world experiences. They also explored the cultural aspects of Singapore by visiting places like Old Parliament,old Ford Factory, etc. which gave them insights into the history,tradition and struggle of Singapore.

# OBSM(Overseas Business Study Mission)



## ARCHISH-2016 (LA CORRIDA)

**Date: 11-12 March 2016**

Indus business Academy had organized its 8th Management fest "ARCHISH-2016" on 11th and 12th March 2016. This incarnation of Archish is designed to lure all the creative minds and conjure it in the invincible skills of management. The theme of the event this time was "LA-Corrída".

La Corrida is a Spanish terminology used for the Bull fight, which is a tradition and a form of sport. It is also played in southern part of France and some parts of Latin America. Bull fight requires a huge amount of concentration, focus on the bull, ability to take risk, efficiency and much more so does management studies. One must be aggressive in attaining the goal just like a bull which is attracted towards the red cloth. A bull fight shows the strength of the bull when compared to other bulls. This is a platform for everyone to acknowledge one's strength and power when compared to others, giving an opportunity to work on weakness.

The two-day mega event was aimed at discovering the hidden talents of management students across India. There were 12 verticals in Archish- Business Quiz, Business Plan, Young CEO, Finance, Marketing, HR, Operations, IT, Treasure Hunt, Retail, Photography, Fashion Show and Singing and Dance competition.

The two day event started off with Inaugural function on 11th March by our Dean and Director Dr. Subhash Sharma.

The campus was aptly decorated keeping the theme in mind with depictions of various kinds of bull models, and lamps. The decorations were solely done by our students.



## ARCHISH-2016 (LA CORRIDA)

The following are the sponsors that supported this fest-

Radio partner red FM 93.5

Broadcast partner – Rajdhani tv

Multiplex partner – Inox

Wellness partner – Himalaya wellness

Styling partner – Enrich beauty saloon

Fashion show partner – Pantaloons

Dance partner – Chitra creations

Knowledge partner – Stock market partner

Archish'16 had more than 350 footfalls that included Corporates, Participants, Students and Alumni. The total number of participating institutes was 23 out of which 22 were for management institutes like XIME, GIBS, Kristu- Jayanti College, ISBR, IBMR, GIBS, IAME Kristu- Jayanti College and one for cultural Dream Zone College.

The cultural programs were marked with fashion shows and group dance to refresh students and participants at Archish. Everybody enjoyed the cultural function and highly appreciated the organisers. The program revealed many aspects of our culture along with key team LA CORRIDA where latin american dance Paso Doble was performed.



## ARCHISH-2016 (LA CORRIDA)

After 2 tough days of battle, at the grand finale winner of Archish 2016, Kristu- Jayanti College was announced. Over all Archish 2016 was a very successful event which brought laurels to our institution, and legacy will follow itself.

"Bringing out the best in each other"  
"We believe in each other"  
"Together we can"



# CONFERENCES

## International Conference on Pragmatism & Spirituality

Date: 08-02-2016 to 09-02-2016

Pragmatism has been an important philosophical and socio-cultural movement in the US which has influenced our view of language, social reality and human condition. American pragmatism as cultivated by C.S. Pierce and John Dewey has influenced post-war continental philosophy in the works of seekers such as Karl Otto-Apel and Jurgen Habermas (cf Aboulafia & Kemp 2002). But this has not been merely a one-way influence. In the works of Apel and Habermas, we see a mutual dialogue between American pragmatism and streams in continental philosophy namely Kant leading to what is called Kantian pragmatism. Kantian pragmatism has influenced critical theory.

This dialogue now needs to be broadened and needs to be part of what can be called planetary conversations. There is a need for dialogue between varieties of pragmatism and also for exploring spiritual horizons of pragmatism. For example, Confucianism does have an important emphasis upon practice and pragmatism. John Dewey did visit China and did get to know the Confucian streams of theory and practice. Pragmatism does also have a spiritual horizon and base as, for example, in many streams of Indian spiritual traditions there is a focus on transformative practice.



In this context, Sri Aurobindo in his *Life Divine* talks about a nobler pragmatism "guided, uplifted and enlightened by spiritual culture and knowledge." In his *Human Cycles* Sri Aurobindo also talks about spiritual vitalism. Sri Aurobindo also urges us to look at language as mantra and cultivate the mantra dimension of language. This urges us to go beyond a simplistic view of language as reflection of society. This resonates with Martin Heidegger's conception of language as a way making movement. In Sri Aurobindo and Heidegger we find streams of spiritual pragmatism in their meditations on language, self, being and reality which can also inspire us to explore the spiritual struggle in Wittgenstein's conception of language as a form of life.

With a creative dialogue with Sri Aurobindo, Heidegger, Wittgenstein and Habermas and Dewey, we can cultivate paths of spiritual pragmatism as a new way of looking at self, society, language and reality. In spiritual pragmatism new languages and practices are born of multidimensional sadhana, strivings and struggles touching both the social and spiritual bases of life and society.

Spiritual pragmatism involves interpenetration of spiritual and material, immanent and transcendence, capability and transcendence. Spiritual pragmatism involves practical discourse as suggested in the critical theory and practice of Jurgen Habermas and practical spirituality suggested in the works of Swami Vivekananda, Sri Aurobindo as well as in many transformative spiritual movements in societies and histories (cf. Paranjape 2009). Spiritual pragmatism thus contributes to strivings for realization of non-duality as an ongoing sadhana and struggle in life, culture and society. It must be noted that there is an important legacy of overcoming dualism in American pragmatism as well which we notice in the work of social philosophers such as Goerge Herbert Mead who urge us to go beyond the dualism of subject and object (cf. Mead 1934, 1935; Giri 2012).





## International Conference on Gandhi & Sri Aurobindo

Date: 10-02-2016 to 11-02-2016

Mohandas Karamchand Gandhi (1869-1948) (known as Mahatma Gandhi, from now onwards Gandhi) and Aurobindo Ghose (1871-1950) (known as Sri Aurobindo) are among the deep makers of modern India and their thoughts and actions have also significance for the whole world especially for its future trajectory of evolution towards a world of beauty, dignity and dialogues. But their lives, thoughts, contemporary legacies and works, and future relevance, have been rarely studied and explored together. Their lives, works and visions raise important historical, philosophical, theoretical and sociological questions which call for trans disciplinary engagement embodying modes of seeking in fields such as history, philosophy, literature and social theory. Some of the issues which we explored, among other linked and relevant issues, in our conference included the following:

Historical:

Sri Aurobindo was a major leader of the freedom struggle before the rise of Gandhi. In his *Bande Mataram*, Sri Aurobindo had focused on critical themes such as "Back to Villages", Hindu Muslim unity which also became important concerns with Gandhi. Gandhi was reading Sri Aurobindo's works while being in jail and wanted to meet with Sri Aurobindo (Heehs 2008).



But as Sri Aurobindo had stopped meeting with anybody, he had written a hand-written letter to Gandhi expressing his inability (ibid). But Sri Aurobindo had also raised some important critiques about the leadership of Gandhi, for example accusing him of dictatorship in the way he ran the Congress.

Philosophical Questions and Questions State, Society and Political Organization

It is also enriching to think together Gandhi's pathways of Swaraj and Sarvodaya and Sri Aurobindo's pathways of integral education and syntheses of Yoga. Both of them present profound critiques of organization of state and constitution of self in modernity and suggest ways to transcend these. Both Sri Aurobindo and Gandhi call for a fundamental transformation of the very conceptualization and organization of individual and state.

Religion, Tradition and Spirituality

Both Gandhi and Sri Aurobindo had critical and creative and engagement with tradition, religion and spirituality. Both of them discovered their own traditions in complex ways (Gandhi first reading Gita in English in England and Sri Aurobindo first reading Upanishads and probably Gita in English too) and both of them had a deep love for their own mother languages, Gandhi writing in Gujarati and Sri Aurobindo writing in Bengalee though in case of Sri Aurobindo, unlike Gandhi, he wrote almost all his major works in English.

The Multiverse of Self, Other and the World

Both Gandhi and Sri Aurobindo had observations on traditional Indian social order especially the varnashrama and the caste system. What are their views on the caste system? While Gandhi supported varnashrama at an early stage of his journey, he later on repudiated it and pleaded for inter-caste marriage (see Lindley). Sri Aurobindo did not support the caste system but he challenged us to understand the psychological predilections in human beings which he thought were implicit the ancient system of four orders (varnas)—people preferring to do different works in life, some inclined to focus on knowledge acquisition while others on engaging themselves in service work. This psychological.



## 8th IBA International Conference-Taking India to Greater Heights

**Date: 24-03-2016-26-03-2016**

India's journey since independence has been eventful. The long struggle against colonialism left Indian private capital in a poor state. The Government intervention was essential and hence there was a need for the public sector. Experiments with socialism and national planning turned out to be a mixed success. The 1991 crisis propelled India towards a market driven economy. Politically, its unpopularity reverted India to a state of socialism once again. The 2014 elections have renewed interest in a market driven economy. Indian achievements have been sizable. The successful Mars Mission, Agni mission, Green Revolution, White Revolution, IT industry growth all demonstrate the positive achievements that India has made in the last 60 odd years. In recent months, across the world, there is a renewed interest in India.

Yet we can hardly be complacent. The lowering oil prices, conflict in the Middle East, slowdown in Chinese economy, fears of Russian expansionism, decline in European growth, concerns about the state of US economy and rising trends in terrorism have created turbulence across different parts of the world. India cannot be immune to these changes.

India's response can manifest itself in multiple forms. There could be rapid expansion of defence procurement and preparedness both on external as well as internal fronts. It could involve building alliances with countries aligned strategically to India's interests.



**Date: 24-03-2016 to 26-03-2016**

It could manifest through the rapid growth of manufacturing sector. The services sector could move higher in the value chain. The spill overs generated by the establishment of industries could spawn a major entrepreneurial ecosystem. With the UN approval to celebrate International Yoga Day, India's soft spiritual power is also rising in the horizon. Indian philosophical and ideological thoughts are getting renewed interest across different parts of the world. Indian talent, youth demographics etc. have literally placed India on the centre stage. No doubt, exciting times are ahead.

This 8th IBA International Conference was attempt to bring to light and deliberate on such changes and suggest ways and means to leverage this growing interest in India and identify the new perspectives emerging in Business, Management, Leadership and Consciousness as a result of these changes. The dignitaries and speakers for the conference included the likes of Prof. H S Shivaprakash, (Sahitya Academy Award Winner), Shri B M L Jain (Chairman, IBA), Dr. Subhash Sharma (Director, IBA Bangalore), Prof. Siddartha Shastri (Banasthali Vidyapith), Prof. K B Akhilesh (IISc Bangalore), Prof. Ananta Giri (MIDS),  
Chief Guest: Mr. Ravijot Singh, (A popular video blogger)  
Ms. Temsutula Imsong, (mission prabhu ghat, Swach bharat abhiyan)  
Mr. Imran Khan (mathematics teacher and famous web developer) and Mr. Yusuf Unjhawala (Editor, Defense forum of





**8th IBA International Conference  
Taking India to Greater Heights**



# Orientation Ceremony for PGDM 2016-18 Batch

**Date: 14-06-2016**

"Ya Kundendu E, tushaar Haar dhavala, Ya subhra Vastravita,  
Ya Veenaam Vardanamandit karo, Ya Shwet Padmasana,  
Ya Bramhachyut Shankar Prabhitibhir, Devai Sada Vandata,  
Saa Maa Saraawati Bhagwati, Neeshesh Jaadyapaha"

This auspicious day started with the blessings of "Goddess of Knowledge" after the above mentioned quotes of Saraswati Vandana were chanted by the senior batch students and was honoured by lightening of the lamp by respected dignitaries which filled the aura with purity & peace. It was a beautiful morning of 14th June 2016 when the whole IBA family gathered to welcome the 16th batch (2016-18) of IBA, Bangalore for starting a new chapter in their life and bestowing their best wishes on them for the next two years of hard work, determination & perseverance that lay ahead of them. This crucial event is a milestone for the students as it kick starts the 2 years of training they will undergo to become "Future Managers" in the Corporate world.

Well known dignitaries of IBA including Chief Guest Mr. T R Parasuraman (Deputy Managing Director & Member of Board – Toyota Industries Engine 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. The ceremony started with Prof. Suresh Chandra welcoming the new students into IBA family.

It was followed by Shri B.M.L. Jain and Dr. Subhash Sharma who talked about "Mantras of Success" in the current scenario and explained how management education at IBA helps the cause. Subsequently the members of Faculty and Staff took turns, introducing themselves to the new students, who in turn introduced themselves to the gathering.

It was now time to end the event by thanking all those who were present which was well presented by Prof. Ramesh S 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.



# TALENT SHOW (Ignites 2K16 – From Sparks to Flames)

**Date: 25-06-2016**

Coming to a new city, completely unknown to you to pursue a rigorous course like PGDM is surely a daunting task for students. It can be too stressing and can lead to reduced social life. To break this myth and other associated stereotypes, this year IBA promoted the Talent Show (Ignites 2K16 – From Sparks to Flames) event among the newly joined 2016-18 batch. The basic idea being to lay foundation of great camaraderie and oneness among the whole batch at a very nascent stage. It was a showcase of a wide range of talents; although the performances were in the limelight, it was worth noting the efforts put by backstage people – the coordinators, the instruments specialists, the artists & the IT geeks (for posters & backdrop), the sound arrangers – each and every one of them. The performances were not limited to album Songs & freestyle Dances but also included Yoga, Magic show, Plays, Rabindra sangeet and Qawwalis. In the end the event was a success in its own might for the motive with which it was introduced.



# NEN Orientation Session

**Date: 28-06-2016**

The students of IBA were introduced by Ms. Bhumika Jain, Consultant – NEN Regional Office, Bangalore, who took this session to introduce the students to NEN as well as the Myths and Facts related to Entrepreneurship. The session was in continuation to the MoU between IBA and NEN for joint Entrepreneurship Education Programs. Ms. Bhumika first gave the students an overview of the parent group Wadhvani Foundation and its various initiatives (NEN being one of them). She later on briefed them about the various activities that the students will go through as part Entrepreneurship Education programs. She also gave the students glimpses of the activities conducted in the past under the NEN banner in collaboration with various institutes.

The session was also an interactive discussion with students on topics like:

Finding the true motivation inside oneself

The true meaning of being an entrepreneur

Changes the across industries because of visionary entrepreneurs





## 8th Spandan-IBA Annual Award in Human Values

**Date: 18-01-2016**

On 18th January, 2016 IBA Bangalore hosted the 8th Spandan-IBA Annual Award in Human Values. The award aims at identifying and honouring individuals involved in inculcating human values as an integral part of work ethic and culture in their own spheres of activity. In this regard the Spandan-IBA Award in Human Values 2016 was conferred on Ms. Sheela Barse for her valuable contributions in bringing out the justice and rights of underprivileged, disadvantaged persons particularly women and children in the society. The program had series of activities involving student participation. The program started off lighting the lamp followed by invocation. Dr. Subhash Sharma, Director – IBA Bangalore addressed the gathering through his welcome speech and presented his thoughts. Dr. G P Rao, Founder Chairman – Spandan while conferring the award briefed the ideology of the award in his speech which he detailed the background and ideology for the award. The Guest of Honour for the event Ms. Sheela Barse also addressed the gathering afterwards.

Students and faculty also presented their papers on Human Values in Management followed by sharing of insights and experiences of the faculty. At the end, students were awarded for the Best Write-up, Best Presentation and Panel Discussion contests.



## Visit by Swissnex India

**Date: 08-01-2016**

Delegates from Swissnex India visited the IBA Campus on 8th January, 2016 and interacted with the IBA fraternity. Swissnex India is an initiative of the Swiss State Secretariat for Education and Research and Innovation (SERI) in association with the Swiss Federal Department of Foreign Affairs. Swissnex India connects Switzerland & India in the fields of Science, Education, Art & Innovation and functions as an annex of the Consulate General of Switzerland in Bangalore.

The visit was a move to support IBA in establishing Incubation Cell through its Entrepreneurship Learning & Incubation Centre (ELIC) as the delegates specified in their discussion with Dr. Nandeesh V Hiremath, Professor – IBA Bangalore and Dr. M S Ramachandra, Principal & Program Director – IBA Bangalore. Among those visiting were Mr. Ivan Anastassov, Executive Vice President & Partner – HR Matching A G (Jobzippers) along with Mr. Hemnath Chandrashekar, Co-Founder – Startup Curation. In line with IBA's tradition, Mr. Ivan also planted a tree which he named later on 'Career Tree'.



## Industrial Visits

### Garuda Polyflex Foods Pvt. Ltd.

Date: 25-06-2016

Prof. Gourish and Prof. Nandeesh accompanied students of 2016 – 18 batch for a visit to the factory of Garuda Polyflex Foods Pvt. Ltd. at Jigani Link Road, Bangalore. The visit was a first of its kind for the students and helped them experience & understand the processes of production in factory at Garuda Polyflex. The students were given the tour inside the Production as well as the Packaging area and were briefed about the Process, Machinery, Packaging, Quality and Marketing. Prior to this, students were given introduction to company and their product range.

In the end, everyone was provided with a new product sample and were also asked for an individual feedback.



# Celebrations

## Republic Day 2016 Celebration

Date: 26- 01-2016

We at IBA celebrated 67th Republic day with full patriotism and zeal. The program was a tribute to honour all the sacrifices of our great leaders during the freedom struggle for an Independent India.

The program was initiated with lighting the lamp and unfolding national flag by Dr. Subhash Sharma, Director – IBA Bangalore and Mr. Manish Jain, Founder and CEO – IBA Bangalore along with the Faculty & Staff members. The program was followed by melodious Saraswati Vandana sung by students. IBA students gave various group & solo performances on this auspicious occasion. Dr. Subhash Sharma, Dr. M S Ramachandra, Principal and Program Director – IBA Bangalore and Prof. Narendra Babu, Assistant Professor – IBA Bangalore, also enlightened the students with their ideas and views of our great nation through their motivational speeches.

The program came to an end with the vote of thanks given by Ms. Sanchari Pyne, a student of PGDM Batch 2014-16 and a Core Committee member of YMCC.



## International Yoga Day Celebration

Date: 21-06-2016

On the eve of International Yoga Day, IBA Bangalore celebrated the morning with a session on Osmotic Meditation guided by Dr. Subhash Sharma (Director – IBA Bangalore) followed by practicing of Yoga "asanas" which were guided by Ms. Radha Srinivasan (Yoga Trainer). The session was attended by the students of IBA, as well as its Faculty & Staff members.

Dr. Subhash Sharma, Dr. M S Ramachandra, Principal and Program Director – IBA Bangalore and Prof. Narendra Babu, Assistant Professor – IBA Bangalore, also enlightened the students with their ideas and views of our great nation through their motivational speeches. The program came to an end with the vote of thanks given by Ms. Sanchari Pyne, a student of PGDM Batch 2014-16 and a Core Committee member of YMCC.



# Newsletter committee - 2015-17



## **BANGALORE CAMPUS**

Lakshmipura, Thataguni Post,  
Kanakapura Main Road  
Bangalore:560062, Tel: +91-80-26083700



## **GREATER NOIDA CAMPUS**

Plot no.44, Knowledge Park-3,  
Greater Noida—201308  
Tel: +91-120-3921000