

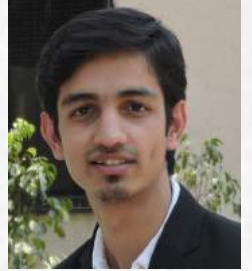
# Udghosh

...The Sound of Righteousness





## A Note from the Secretary



Dear Readers,

Greetings!!

I, with the Newsletter Committee, am proud and happy to share this and welcome you to the pages of 'Udghosh', the bi-annual newsletter of Indus Business Academy, Bangalore. Udghosh refers to proclamation or announcement in Hindi. With this edition, we attempt to present to you the colorful panorama of life at IBA with the conveyance of various events, happenings, celebrations, articles and much more. The Udghosh is fairly popular amongst the alumni, corporates, parents and members of academia.

Here at IBA, being the Secretary of Newsletter Committee and working on Udghosh is itself a great honor and adds a lot of valor, along with the dedicated team of the committee who held my hand for the responsibilities that we took and which is now becoming of this newsletter. This July to December 2016 edition has captured: moments of celebration and festivals; words and inspiration of guest lectures; insights from workshops and conferences; Convocation ceremony of Batch 1416; OBSM (Overseas Business Study Mission) and series of events which are even beyond the 8.5 acres campus arena. The journey would have been tough in the weather of hectic academic schedule had not it be the support of a few people. I would like to thank our CEO Mr. Manish Jain, Dean Dr. Subhash Sharma and Prof. Suresh Chandra for their support. I am grateful to Prof. Smita M. Gaikwad and Ms. Richa Sarna for their mentorship and generous support. I would like to extend a big thank to my team and a group of few students from Batch1618 who were strong enough and stood by me facing all the odds and pressures and prove their mettle in their work.

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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# Papers & Presentations



**Dr. Subhash Sharma**

**Dean, IBA Bangalore.**

Global Dharma, Global Co-Responsibility and Ethics of Expressions, Workshop on The Calling of Global Responsibility: New Initiatives in Justice, Dialogues and Planetary Realizations, collaborative initiative of Indus Business Academy, Madras Institute of Development Studies and Vishwaneedam Center for Asian Blossoming and Eco Foundation for Sustainable Alternatives (EFSA), Indus Business Academy (IBA), Bangalore, July 27, 2016

How to Become BEST Manager, Department of Management, Utkal University, Bhubaneswar, Aug.9, 2016

From the Edge of Chaos, Book Reading at the Bangalore-Zurich Workshop on Organization Development and Non-Profit Management, Swissnex, Bangalore, Aug. 29, 2017

Social Harmony through Spiritual Praxis, Workshop on Social Healing, Indus Business Academy (IBA), Bangalore, Aug. 30, 2016

A New Development Vision – Towards Holistic Development & Management (HDM), Faculty Development Program (FDP), Sambhram School of Management, Sambhram School of Management, Bangalore, Sept. 2, 2016

New Developments in Management Thought: Towards A New Global Convergence of the Ideas from the East and the West, Faculty Development Program (FDP), Sambhram School of Management, Sambhram School of Management, Bangalore, Sept. 2, 2016

Subhash Sharma, New Mantras in Management: From HRD to HQD (Human Quality Development), From Pyramids to Omega Circle, From Blue Ocean Thinking to Moon Ocean Thinking, Faculty Development Program (FDP), Sambhram School of Management, Sambhram School of Management, Bangalore, Sept. 2, 2016

New Mantras in Leadership and Institution Building: Towards New Era CEO (Creative, Enlightened, Organic) Leaders and Innovative Institution Building, Faculty Development Program (FDP), Sambhram School of Management, Sambhram School of Management, Bangalore, Sept. 2, 2016

New Perspectives for Universities and Institutions for their New Avatara, Sixth MTC (Management Teachers Consortium) Global Annual Convention, 'Disruptive Innovation in Education', held at International School of Management Excellence (ISME), Bangalore, Sept. 16-17, 2016

New Earth Sastra, Harmonic Globalization and Spirituality for Sustainable Growth, National Conference on Strengthening Values and Ethics for Sustainable Growth: Role of Indian Philosophical Traditions, Management Development Institute (MDI), Gurgaon, in collaboration with Indian Council of Philosophical Research, New Delhi, Sept. 21-23, 2016

Peer Review of Self-Assessment Reports, Institutional Quality Assessment Center (IQAC) for Department of International Relations, Dhaka University, Dhaka, Bangladesh, Sept. 27-29, 2016

Peer Review of Self-Assessment Reports, Institutional Quality Assessment Center (IQAC) for Institute of Education & Research (IER), Dhaka University, Dhaka, Bangladesh, Sept 30-Oct. 2, 2016



Peer Review of Self-Assessment Reports, Institutional Quality Assessment Center (IQAC) for Department of Economics, Dhaka University, Dhaka, Oct. 3-5, 2016

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Creative Meditative Research in Management and Social Sciences, UGC Bangladesh Sponsored Workshop on Quality Assurance in Higher Education, MTC Global, Bangalore, Nov.6, 2016

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Indian Management, Thought, Practice & Transformation: Setting the Agenda, Inaugural Session Presentation at the International Conference on Indian Management: Thought, Practice and Transformation, LM Thapar School of Management, Thapar University, Dera Bassi, Punjab, Nov. 14, 2016

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Development Matrix and Its Implications for Decoding Retailing, IBAMF (IBA Marketing Forum) Workshop on Decoding Retail, Nov. 22, 2016

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WIESDOM Consciousness, Enlightenment and Wholeness: Implications for Knowledge Creation, Education and Social Discourse, Workshop on the Learning the Art of Wholeness: Challenges for Education, Management and Development, Indus Business Academy (IBA), Bangalore, Dec. 7, 2016

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New Ideas in Strategic Thinking: Multi-variables Dialectical Analysis in Strategic Management, 19<sup>th</sup> Convention of Strategic Management Forum (SMF), held at IIM Lucknow, Noida Campus, Dec. 15-17, 2016

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Multi-variables Dialectical Analysis: A New Tool for Understanding Social Discourse, AIMS (Association of Indian Management Scholars), International Conference (AIMS 14), held at MICA, Ahmedabad, Dec. 26-28, 2016

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## Faculty



**Prof. Smita M. Gaikwad**

Presented a paper on “Decathlon: All sports under one roof- A study on Retail analytics for Brand Promotions” in International conference at IIM Kozhikode on 29<sup>th</sup> Sep, 2016.

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Presented a paper on “CRM : Is it a potential tool for sustaining competitive advantage” in International conference – ‘Transforming emerging economies through sustainability and Innovations in Businesses’ at Christ University, Bangalore on 8<sup>th</sup> Nov, 2016.

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Presented a paper on “A comparative study on marketing strategies of Ferns & Petals.com& My flowertree.com” in International conference on International Marketing at IIM Calcutta on 22<sup>nd</sup> Dec, 2016.

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**Prof. Nagendra Hegde**

Published a paper on ‘Power of Consistency’ in Indian Management by AIMA in the month of July, 2016

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Presented a paper on “Value Innovation in Business Excellence” in 6th International Conference on Management Practices and Research at Apeejay School of Management, New Delhi on 22<sup>nd</sup> July, 2016.

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Attended workshop on “The Calling of Global Responsibility: New Initiatives in Justice, Dialogues and Planetary Realizations” on 27<sup>th</sup> July, 2016

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Conducted a workshop on “Decoding Retail” under IBAMF at IBA, Bangalore on 23<sup>rd</sup> Nov, 2016

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**Prof. Butchi Babu**

Attended a half day workshop on “Big Data Analytics” in June, 2016

Attended a half day workshop on “Improve Data Preparation for Business Analytics -Webinar ( TDWI )” in 14<sup>th</sup> July, 2016

Conducted a IoT Workshop @ IBA for PGDM 1517 Students at IBA, Bangalore on 30<sup>th</sup> Sep, 2016

Attended a Three day Meditation Training Program by Art OF Living on 2-3<sup>rd</sup> July, 2016

Attended MDP on “International Conference @ ISACA” in 9<sup>th</sup> July, 2016

Attended FDP at KMS Jain University on 10<sup>th</sup> July, 2016

Attended three day FDP at National Teachers Congress, Pune on 23-25 Sep, 2016



**Prof. Monika Anand**

Presented a paper on “Sustenance of Corporate Social Responsibility in Modern India” in TEES- The International Conference at Christ University, Bangalore on 8-9 Nov, 2016.

Attended workshop on “The Calling of Global Responsibility: New Initiatives in Justice, Dialogues and Planetary Realizations” on 27<sup>th</sup> July, 2016



**Prof. Narendra Babu**

Presented a paper on “Technological Intervention and Future Possibilities Towards Sustainable Development” at International Conference on Inclusive Economic Growth and Sustainable Development, held at SDMIMD on November 18<sup>th</sup> 2016

Presented a paper on “ Creating and Evaluating Awareness Among Institutions Regarding E-Waste Management” Co-authored with Ms. Namrata Kothari(Batch PGDM1517) at Interna-

tional Conference on Inclusive Economic Growth and Sustainable Development, held at SDMIMD on November 18<sup>th</sup> 2016



**Prof. B M Gourish**

Attended conference on “Shine HR Summit” on 21<sup>st</sup> Sep, 2016



# IBA Speaks - Faculty Articles

**Reality shows, fashion parades, cricket coaching classes,**

## **Entrepreneurship - what binds them together?**

What makes people attract towards reality shows? Why do you see such a craze among parents to put their wards for cricket coaching classes? We see mushrooming of cricket coaching centres each advertising that the kid is a potential IPL player? Similarly what makes a industrialist like N,R.Narayana Murthy a role model for many a family? If this is not enough, take the craze for shopping festivals and modelling contests or fashion parades.

Each of these activity may seem disconnected yet a common chord binds these all. People respond to incentives. A reality show winner is a kind of role model of many others aspiring that success and the rewards that come along with that success. the chances of success are not high yet the fact if we win, we hit a jackpot make the people crazy.

One will not produce a Tendulkar, Richards or Dhoni or Steyn everyday. the success and the accompanying rewards that one gets makes kids and their parents want to try hand in cricket. Along the line at certain point you realize that you are not cut out for it and drop from the race. Yet for many they may still fancy a chance or two and may continue even past their peak.

It is like a pyramid. There is asymmetry in terms of rewards at the different levels of the pyramid. Very few will reach the top of the pyramid but the desire to reach that top by being one of the chosen few will keep most of the others going. this is true not only in sports or films or modelling or entrepreneurship but holds good in each aspect of our lives.



**Prof. Prashant Kulkarni**

## **Playing the Game**

In the ordinary sense most of us take part in sports and games .We play Cricket, football, hockey and other games .This of course is the literal meaning of playing games .But this has a deeper significance ,playing the game is not just for victory or fame but for the love of the game itself .A true sportsman or sportswoman loves the game first and victory and fame afterwards .When two sides play a match one is bound to lose or the match may end in a draw. But if it is the love of the game which prevails, it is not only the victor who deserves praise but also the loser if he has displayed the true spirit of sportsmanship.

Sportsmanship is one thing but taking part in sports is a different matter altogether. A real sportsman does care to win but not at the cost of the highest ideals of sportsmanship. He is eager to attain the distinction in sports but without violating the rules of sportsmanship .To break the rules directly or indirectly or to gain advantage over your opponent by unfair means is hateful to a real lover of the game.

Playing the game demands an honest upright attitude and also infinite courage and patience. Many players are at their best as long as they are winning but when defeat is in sight they lose heart and get demoralized and adopt unfair means .This is against all principles of sportsmanship. A real player tries with much effort continuously and never gives up till the last point . In fact good players show their best play at the time of defeat. A confident player snatches victory out of the jaws of defeat .On the other hand nervousness in a moment of crises or to show impatience or temper is the mark of a poor player .

Those who know how to play the game are neither too elated in victory nor depressed in defeat. Further they have the highest regard for the competition. To show respect for a defeated opponent and to show appreciation for his good points are the hallmarks of a good sportsman. Victory is not in our hands. A good



## DEMONETISATION IN INDIA

player is never proud of his game and believes that a strong opponent only will raise his game. The spirit of playing the game is not just confined to the sports field. It has an important place in the whole scheme of life. The virtues of honesty and fair play, courage and confidence are invaluable assets in life. The problems of life or a corporate career are more complicated than those of a match. To face the battles we have to keep up the spirit we cultivate in on the playing fields in our schools and colleges. Success may not always crown us but if we do our duty properly we shall get what we deserve .We may otherwise gain success by unfair means but we shall never escape the pricks of our conscience and the maladies which follow. Hence the lesson of playing the game taught to us in our early years is a precious lesson which we must remember , cultivate and practice through all our lives ,if we wish to be happy and contented .

Take these principles to your careers, give out your best and after healthy competition if you still lose out, do not lose heart. There will be another day another opportunity

For when the one great scorer comes to write against your name, he writes not whether you won or lost but how you played the game.



**Prof. Suresh Chandra**

History revealed, poor was to live and strive as poor and the prosperous ones use to rule the culture. This system necessarily aged accordingly.

Now this was requirement of the time to initiate a constructive change to improve the passive thinking of the society. Money is one of the major sources that has impacted the culture and society. Demonetization is a revolutionary step to induce a big change to today's living pattern, a word which has become so prominent in Indian economy today, which had created a chaos among the Indian masses. Money power is the worst factor that symbolises differences in masses and their propagation, depriving the money from its status is what the concept of demonetization speaks of.

Here the Indian currency of Rs 500 and Rs 1000 is no longer in legal tender. It has been replaced by new currency of Rs 500 and Rs 2000 in one case, which itself is the repetition of history in the time of our Prime Minister Moraji Desai in 1978. In the words of such personalities it is a modus operandi (a particular method of doing something) to demonetize the black money.

But this methodology was not so successful in the history as the economy was in a deep freeze at that time. This time the maximum percentage of mass is not satisfied with the concept, they feel that their basic system is unfair as they have been locked out of that easier world where cash was the easiest solute for titration to neutralize the matter and on the other side it was the arrival of a problematic situation which made them to compromise.

According to the data SBI has done 11 crore transaction since then and has collected deposits of Rs. 1.34 lakh crore. This government's move to suck out 86% value of money in circulation will adversely impact India's economic growth, at least in the short run. When we go in depth we have seen that our GDP has loosened by 1%



even after having 2nd largest number of population in the world.

On the other side there are many counterfeit actions too that are been done among the masses to make their black money white such as depositing money in other account

holders. This is where the major problem among the individual of India lies in. The individual needs to understand first that the habit of neutralising everything with cash needs to fade away which is the first step of ladder towards vanishing corruption.

In history some other countries also adopted the concept of demonetization such as Soviet Union, Zaire, Myanmar, Ghana and Nigeria where the records of impact of it was not successful and was never in the favour of the country. Now what the question arises is that, will this be successful for Indian economy even after being a fiasco to above mentioned countries?

Now, what we look forward is how the economic growth of India will be affected by demonetization and how this developing country will be responding?



Vishakha Bhatt

FPB1618/091

PGDM1618.

## Teaching of Kindness in B-Schools

The word kindness', which refers to a selfless act of giving resulting in the happiness of another person. It seems we just can't get enough of those addictive feel good emotions and with good reason.

Kindness has a great number of physical and emotional benefits, and the graduates require a healthy dose of the warm and fuzzies in order to flourish as health, happy, well-rounded individuals. A great number of benefits have been reported to support the theory of teaching kindness in schools:

### 1. Happy students

Good feelings we experience when being kind are produced that activate areas of the brain that are associated with pleasure, social connection and trust, and it's proven that these feelings of joyfulness are contagious, encouraging more kind behaviour by the giver and recipient.

### 2. Increased Peer Acceptance

Kindness increases our ability to form meaningful connections with others. Kind, happy children enjoy greater peer acceptance because they are well-liked and that better than average mental health is reported in classrooms that practice more inclusive behaviour due to an even distribution of popularity.

### 3. Improved Health and Less Stress

It's widely said that being kind can trigger a release of the hormone oxytocin which has a number of physical and mental health benefits as it can significantly increase a person's level of happiness and reduce stress. It's been found it plays a significant role in the cardiovascular system, helping protect the heart by lowering blood pressure and reducing free radicals and inflammation, which incidentally speed up the aging process.

### 4. Greater Sense of Belonging and Improved Self Esteem

People experience a 'helpers high' when they do a good deed, a rush of endorphins that creates a lasting sense of pride, wellbeing and an enriched sense of belonging. Even small acts of kindness are reported to heighten our sense of wellbeing, increase energy and give a wonderful feeling of optimism and self worth.



## 5. Increased Feelings of Gratitude

When children are part of projects that help others less fortunate than themselves, it provides them with a real sense of perspective and helps them appreciate the good things in their own lives.

## 6. Better Concentration and Improved Results

This plays an important part in learning, memory, mood, sleep, health and digestion, kindness is a key ingredient that helps people feel good. Having a positive outlook allows them greater attentions spans and enables more creative thinking to produce better results at school.

## 7. Less Bullying

Adolescent bullying and youth violence can be confronted through in-school programs. Many traditional anti-bullying programs focus on the negative actions that cause children anxiety and often with little impact. Teaching kindness and compassion in b-schools, not only fosters the positive behaviour that creates warm and inclusive school environments, but helps children feel that they belong.

## 8. Reduced Depression:

Kindness can be taught, and it is a defining aspect of civilized human life. It belongs in every home, school, neighbourhood, and society." It's become quite clear that modern education must encompass more than just academics, that in order for children to develop into happy, confident, well-rounded individuals, matters of the heart must be taken seriously and nurtured as a matter of priority.



Mohit Kochar

FPB1618/001

PGDM1618



# Recruiters @IBA





## Enterprising skills for successful career” Guest lecture by Mr.Hiren Badhiye

Vice President, Employee Relations (Asia Pacific Region)

Date: 16<sup>th</sup> July 2016.

Mr.Hiren, an engineer turned MBA, presented to us one of the most insightful lectures we've had till day. Mr. Hiren spoke about most professionals educating us about the corporate life we will have after a course of 2 years, taking anecdotes from his own life, hence giving us a view of the other side of the corporate coin, which is, of our own lives.

Mr.Hiren's "Need over Greed" theory was something that should be applauded, especially in today's world, where corruption thrives everywhere, be it hiring, payroll or employee referral programmes.



He taught us the lesson of goal orientation, honesty and suggested us to speak up and express because first impression is not always last impression. He also shared a video of Mr. Raghu Raman and taught us a lesson that **our mistakes comes back in body bags.**

He said always be generous to people

because everyone's IQ is not the same.

15th July is remembered by everyone as on this date human took first step on the moon but ibians will remember this date because now we have got a direction and we have taken a first step towards corporate success.



## Interactive session with Dr. Zirkler and Dr. Lu

Date: 30<sup>th</sup> August 2016

It was an enlightening session by **Dr. Michael Zerkler**, *Head of Section, Organisation Development & Consulting – Zurich University of Applied Sciences* and **Dr. Yung-Pin Lu**, *Director, Leadership Development Programme – Shanghai Jiao Tong University*, who in spite of their busy schedules came to IBA and interacted with the students.

It was an enlightening session where they informed students of the various approaches followed in Switzerland and China in the Education system, Economic & Government policies, etc.



# Guest Lectures



## Capital Market Awareness Program

by Mr. Rahul Dhawan

Date : 10<sup>th</sup> December 2016.

On 10<sup>th</sup> December 2016 Mr. Rahul Dhawan conducted a Capital Awareness Program at IBA. He gave the preview of BSE and said BSE is the 7<sup>th</sup> largest in Asia in terms of market capitalisation and 8<sup>th</sup> largest in the world in terms of equity shares. He made us aware about various components of security market. He also gave an overview of mutual funds and shared various mutual funds terms and explained various types of mutual funds.

He said there is always EFGH i.e emotion, fear, greed, hope in stock market. He shared 3 pillars of investing i.e. consistency, liquidity, returns. He ended with a very beautiful quote by Warren Buffet, "If you don't find any way to make money by you sleep, you have to wait till you die".



## Workshops

### An International Dialogical Workshop on "Learning the Art of Wholeness: Challenges for Education, Management and Development"

Date- 7th December, 2016

Our educational systems are in a crisis now. This is evident in all levels of education—from the primary to the higher. A major part of the problem lies in our education lacking a soul—dimension and striving for realization of wholeness as pedagogical methods lack a relation of love, mutuality, care and creativity among the partners and fellow—travelers and educational objectives lacking the goal of integral development of individuals and societies.

In this workshop, students explored different visions and practices and experiments with learning the art of wholeness.

Learning the art of wholeness: New Experiments in Learning

Learning the Art of Wholeness and the Vision and Practice of Holistic Management

Learning the Art of Wholeness: The Vision and Practice of Holistic and Integral Development

Learning the Art of Wholeness: New Initiatives in Integral Neuro-Biology and Integral Human Development

Learning the Art of Wholeness: Healing and Wholeness and Going Beyond Dualistic Logic of Mind and Body and Spirit and Matter





## WORKSHOP ON DECODING R(E)TAIL

Date- 23 November 2016.

As a mark of 2nd anniversary of IBAMF, a workshop to decode the intricacies of Retail was organized. Retail has been evolving like never before. The beauty of Retail is that it never made the traditional format irrelevant in Indian context. Both traditional and modern retail formats continue to co-exist. While modern retail formats have given consumers the 'convenience', the traditional formats have given them the 'comfort.' The workshop was an attempt to unleash the perspectives of experts from Retail domain.

The workshop also intended to provide an opportunity for students to reflect on what academic and corporate experts have to say on Retail. An exclusive student panel was also made to deliberate on the subject.

The workshop covered the following themes under Retail, but was not limited to:

- The Extent of Impact of Modern Retail on Traditional Retail in India
- FDI in Retail Industry
- The role of technology in Retail
- The challenges of e-tailing/Online Security threats/Optimization
- Customer Experience Management – An Answer to Millennium Generation
- Growth-hacking and Innovation in e-tail
- Omni-channel
- Retail Start-up Eco-system/The challenges

The workshop saw participation from experts like, Mr. M R Suresh (Professor in Marketing – SDMIMD, Mysore), Mr. R Natarajan (COO & CFO – RNT Capital Advisers), Mr. Krishna Koppa (Asso. Professor in Marketing – Jain University).

## WORKSHOP ON SOCIAL HEALING

Date:-02 Sep 2016,

Indus Business Academy, Bangalore hosted an Interactive Workshop on Social Healing 30th August, 2016. The session was chaired by Prof. Meera Chakraborty of Jain University.



It started with a presentation by Prof. Ananta Giri (Professor – Madras Institute of Development Studies, Chennai) about the Need of Social Healing. Later on Dr. Subhash Sharma (Director – Indus Business Academy, Bangalore) also presented his thoughts about Social Healing through Spiritual Praxis. The session went on with further discussions and presentations from Dr. Michael Zirkler (Head of Section, Organisation Development & Consulting – Zurich University of Applied Sciences), Dr. Yung Pin Lu (Director, Leadership Development Programme – Shanghai Jiao Tong University), and others.



# Conferences

## 19<sup>th</sup> Annual Karnataka Conference, ISACA Bangalore Chapter

Theme: Digital India – GRC Challenges

Date: 23<sup>rd</sup> and 24<sup>th</sup> July 2016

Date : 6<sup>th</sup> Jul 2016,

Students of IBA along with Prof. Buchi Babu M participated in the 19<sup>th</sup> Annual Karnataka Conference of ISACA Bangalore Chapter. The 2 day event was inaugurated in the presence of the Chief Guest, Justice Talwant Singh. The theme for this year's event was "Digital India- GRC Challenges". Many speakers from various organizations expressed their thoughts and opinions on the digital evolution that has captured our country in the recent years. Ms. Deepa Seshadri talked on *Digital India – Future of Securities*. She shared various security and data governance challenges and highlighted the 3 Visions and 9 Pillars of the *Digital India Campaign*. On the grounds of privacy issues, she criticized the *UIDAI Initiative* and warned against the issues arising as a by-product. She also emphasized on Skill enhancement and mentioned that having a Ferrari and knowing to drive one are 2 very different things. Other key note speakers were Mr. Sajit Rehman, Ms. Vidya Rajarao , Ms. Vinita Singh, Ms. Uma, Mr. E. Narasimhan, Mr. Bharath Panchal, Mr. Ananth Kumar and Mr. Sajai Singh.



## NHRD National Conference

Date : 8<sup>th</sup> & 9<sup>th</sup> December

Venue : Palace Grounds, Bengaluru

Spirit of Entrepreneurship helps individuals innovate, inspire and create. It is the genesis of an enterprise. Over several conversations and focus groups we found an oper-



ating definition on how the "Spirit" manifests at work – it is about building a sense of purpose, being agile, getting things done, ability to take risk, being resourceful, and above all doing things with passion.

The students of Iba get an opportunity to participate in national conference conducted

by NHRD. This conference is anchor by Ms Nandini chawla, CEO of TV Rao learning systems on & by MR. Saurabh Govil, president and head of HR, Wipro. The NHRD network explore the theme across three different context:

For young companies i.e. Start-up companies "Gaining momentum".

For organisation which was in growth stage "Sustaining momentum".

For organisation which was in maturity stage "Re-imagining momentum".

This conference speaker speak about "young companies". How they live the spirit of entrepreneurship, their entrepreneurial challenges and success in crafting their dream for effective execution. How companies in growth stage focusing on the flywheel of performance & keeping their organisation grate by delivering values and result. The conference will spotlight large global companies that are impacted by disruption and reinventing themselves.





# Festivals @ IBA

## DIWALI

30<sup>TH</sup> DECEMBER 2016

Students at IBA, being away from home during Diwali, came together and celebrated Diwali making the campus look a home away from home. The celebrations started two days before by bursting crackers, eating sweets and wearing new clothes. The fragrance of festival and happiness was spread in the atmosphere as students prepared Rangolis near the admin building and decorated with flowers and lights. On the day of Diwali, **Dr. Subhash Sharma** (Director – IBA Bangalore) along with the Faculty & Staff members of IBA performed the Pooja and offered prayers with the students; worshipping goddess Maa Lakshmi. Afterwards, in the evening, students dressed themselves as per the tradition, in new attire and the whole campus was lightened up with Deepaks in every corner. Later on, students burst crackers and there was fireworks for students. All this made students feel like home, that's what IBA is all about.



## NAVRATRI

12<sup>TH</sup> OCTOBER 2016

At IBA also, students of both the batches came together to organise and celebrate Navratri with the same energy and enthusiasm by following all the traditional rituals; right from sthapana of **Maa Durga's** idol to the day of visarjan. The highlight of this celebration was the Dandiya night on Navami (the ninth day of this festival) in

which students participated and enjoyed with DJ on the floor, along with beautiful lights and crackers lighting up the dark sky. The next day as it was **Dussehra**, there was a Ramayana role play done by the students of 16-18 batch under the guidance of their seniors, the students of 15-17 batch. The event came to an end, with the ritual of Ravan Dahan; the preparation for which were done by the student themselves. On the last day, as per the tradition and rituals, visarjan of the idol of Maa Durga was done in a grand way with bursting crackers and playing colour. This festival will surely remain forever etched in memories of all, symbolising togetherness and enjoyment like a one big family.



## ONAM CELEBRATION

14<sup>TH</sup> OCTOBER 2016

Students of both the batches of IBA came together to celebrate Onam with excitement and high energy. Preparations started two-three days in advance, for which students showed their initiative and interest in making the festival a grand success. A group of students created Pookalam i.e. rangolis made with flowers near mess building, admin block and classroom block to give entire IBA a beautiful look. It was a great sight, because even though at IBA there is a lot of cultural diversity, but when it comes to celebrating festivals, all come together with one heart, one soul to make it a grand celebration for the mini-**Indiapura**.





## HOPE DAY

8<sup>TH</sup> SEPTEMBER 2016

Like every year Hope day was celebrated at IBA to remind us of the privilege we have been blessed with, by spending time with the less fortunate, yet, people full of life. It is to remind us that every being has a "Higher Order Purpose of Existence", without which, life truly is incomplete. The 16<sup>th</sup> Hope day celebration was delayed 8<sup>th</sup> September. This time, we were graced with the presence of the kids from Samarthanam. An NGO that not only takes in underprivileged children, but also provides them with a holistic education so that they can support themselves and lead normal lives. It has more than 11 branches in India as well as USA.

A sum of Rs. 2455 was handed over to the manager of Samarthanam by Mr. Manish Jain which was earned by selling the paper bags made by the kids in our campus. Adding to this, the generosity of various people led to the collection of Rs. 4375, which would further be donated to the less fortunate.



## GANESH CHATURTHI

5<sup>TH</sup> SEPTEMBER 2016

The whole IBA fraternity came together to organise **Ganesh Chaturthi**, the Hindu festival celebrated in honour of the elephant-headed Lord Ganesha on 5<sup>th</sup> September 2016.

IBA Students took the initiative of decorating and gave the *Pandal* even more traditional look than the past times.

Many events were conducted during the five days of this festival; out of which, **Laddu** auction and **Antakshari** were the biggest hit. At last the laddu was bagged by students of Batch 15-17; who had bid a whopping amount of Rs. 8,500/- for it. Then at around 8 PM the idol was carried to the place of immersion with lots of chanting and dancing. Then the idol was immersed in the lake signifying **Lord Ganesha's** return to his mother's lap. These five days of Ganesh Chaturthi were a blissful experience to all the students.



## JANMASTHAMI

25<sup>TH</sup> AUGUST 2016

Janmasthanmi is a festival which is an annual celebration of the birth of the Hindu deity Krishna, the eighth avatar of lord Vishnu. The whole IBA family came together to celebrate the birth of Lord Krishna with high energy and spirit.

The event started off with dance performances by the students and was followed by



a competition to identify the best couple as **Radha-Krishna** pair. Subsequently, the traditional and exciting Dahi-Handi competition between different groups of students also took place.



## INDEPENDENCE DAY

15<sup>TH</sup> AUGUST 2016

The IBA family celebrated the 70<sup>th</sup> Independence Day with high enthusiasm and patriotism. This time, a speech competition that took place among the students, in which **Mr. Manu Sharma** (Student – PGDM Batch 16-18) won the first prize.

The event came to an end with the recital of National Anthem; thus instilling the patriotic feeling among the audience. But it was not the end for the day as students had organized sports competitions in line with the '**Bharat Parv**' festivities; where both students and faculty/staff members took part. The day ended full of memories and smiling faces all over our mini *India-Pura* which will carry on as IBA's



## GURUPURNIMA

20<sup>TH</sup> JULY 2016

On the auspicious day of Guru Purnima, students of PGDM/MBA 15-17 and 16-18 organized an event for their Mentors (Faculty and Staff members), to show their gratitude towards them for always being there for guiding students and making them successful in achieving their goals.

The respect and affection was clearly visible in the efforts students had put in to make the event a success.

The auditorium was enlightened with a speech by **Dr. Subhash Sharma**; his motivational words inspired all the students and faculty members present over there. Subsequently other faculty members also gave speech on being a Guru and what is it all about to them.

The program ended with vote of thanks and cake cutting, followed by hand-prints of faculty members in a Guru-Paduka (white sheet) where they signed and shown the love and affection towards their students. The event came to an end with chants of the following Guru mantra:

**Gurur Brahmaa Gurur Vishnu, Gurur Devo Maheshwarah**  
**Guru Saakshaata Parabrahma Tasmai Shri Guruve Namah**





## KANNADA RAJYOSTSAVA

25<sup>TH</sup> NOVEMBER 2016

Kannada Rajyotsava is celebrated on the first of November to commemorate the formation of the state of Karnataka. This year, Rajyotsava celebrations were held at IBA for the first time.

The event commenced with the lighting of the lamp, followed by the saraswati vandana and the hoisting of the flag with the state song "Jaya Bharata Jananiya Tanujate". We were honoured with the presence of Ms. Choodamani, along with other classical singers for the celebration.



Skits in Kannada, depicting the culture of Karnataka, enacted by the students was a highlight. Dance and singing, not just by the students but also by the faculty members and staff of IBA energized the crowd to join in.

Since majority of the student body hails from outside Bangalore, it was a great opportunity

for the students to learn about the land they live in.

Speeches about the importance of the red and yellow Karnataka flag, and its culture, by Prof. Prashant Kulkarni, and ideas of how this could be inculcated in our corporate life by our Dean, Dr. Subhash Sharma made the event memorable.

The day closed with lowering the flag in the evening, leaving a budding sense of gratitude and pride for being in Bangalore, the heart of the state of Karnataka.





# Clubs Activities

## Barcodes—The Retail Club



1<sup>st</sup> session – 20/09/2016

An activity was conducted on 20/09/2016 for all the BARCODE members that basically was an introduction session for the new batch to the world of retail.

The activity invited students to share their ideas and discuss about retail sector.

The outlines of the session conducted are as follows:

1. Introduction about retail- definition, market size, evolution of retail in India, current scenario and brief about ecommerce
2. Queries and interaction session after the presentation.
3. Dividing the members into groups and allocating an assignment for submitting in the next session.
4. Briefing them about retail event and asking them to submit interested topics for panel discussion.

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## Dolphins—The Communication club



### Dolphins' Radio Show

In reference to the facility which is being provided by the club the “Radio show” was organised as a club activity on 19 Sep. 2016. The event coordinator for the event were Mr Aklank Jain and Writoja Roy. The main objective behind this Radio show was to enhance the quality of presentation and communication through entertainment. In order to make this radio show useful for the entire batch each and every member and students were free to participate. Because of this freedom immense amount of people participated in the show and there were two teams with 12 members each.

## Hunterz Ignite—The Marketing Club



### ACTIVITY 1

1st Activity for the batch 16-18 was scheduled on 13th October, 2016. The main objectives of the activity was to give basic ideas about solving of case studies. The reason behind this session was making them prepared for real situations and analysis of it. The main idea was to make students think analytically upon a certain topic related to real situation in marketing. The session was conducted by the club mentor itself, Prof. Narendra Babu took this session. The session was for 60 minutes.

### ACTIVITY 2

2nd activity was for the batch 15-17 that was scheduled on 14th October, 2016. The main objective of this session was to brush up the basic knowledge of marketing management I to the batch mates as it was placement time and most of the time basic questions were asked in profile for marketing. The session was conducted by Pranav, Ankita, Ranita and Amrutha. The session was 45 minutes long and it included a discussion among students with the team. The entire discussion was based upon an article that included every topics that we studied in marketing management I. Later, the article was circulated among the students of our batch for better clarity.

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## InfiniT— IT Club



### Activity 1

#### IOT workshop

A workshop/seminar on ‘Internet of Things’ was organized by InfiniT Club on 30 September, 2016 to spread awareness and knowledge about the practical implications of IOT. The workshop was addressed by few keynote speakers from industry viz. Mr. Sivananda Choudhury from Rooman Technologies, Mr. Ramaraj Srinivasan and Mr.



Sharan K. from Preva Systems. A live demo was given to students of how IOT works.

## Activity 2

Teaching sessions for Batch1618 on SAP Lumira and Management Information Systems(MIS) were organized by members of Infinit Club. The sessions were intended towards extending the knowledge and experience on these topics to 1618 students and help them excelling in their academics.

## Spandan—HR Club



The SPANDAN Club conducted an event on 6<sup>th</sup> Dec'16 at AMA Auditorium. It comprised a game called Leadership Enhancing Game and Extempore speech round.

Total four teams from both batches participated in the event.

In the first activity, Group 1 with team leader Shaista was declared the winner because of her approach, confidence and her way of handling the group during the situation.

In the second activity, the winner for the round was Gayatri Devi with lots of good points and knowledge.

## OM Club—Operations Club



### Session 1

Students learn-by-experience many key economic principles including: how markets function, demand and supply relationships, consumer and firm behavior, price elasticity and revenues, production and cost

relationships, economies of scale and profit maximization. Thus this session focused on business simulation game on how to play the game and skills required to play this game.

### Session 2

The session was conducted on different types of hypothesis testing. Also this session

was explained about one way anova and two way anova using some examples.

### Session 3

This session of OM club was on Six Sigma. It was divided into different parts which was taught on DMAIC process. First part of Six Sigma in session 3 is- Define and Measure

### Session 4

It is the Second part of Six Sigma on-Analyze, Improve and Control of DMAIC process. The main agenda of this session is to deliver about process controlling, managing a process, project Management. All these four sessions were conducted in the month of December, 2016.

### Session 5

To give an overview of advanced excel, OM club conducted a session on advanced excel in December 2016. In this session of advanced excel, the functions and excel formulas covered are:

- Conditional formatting
- Advanced charting
- Pivot tables & pivot reporting
- Data tables, simulations & solver
- Integrating excel with other tools & optimizing excel

### Session 6

In the month of March, 2017, OM club conducted a session on market research/ theme paper for the batch of 16-18, it covered the following

- Elements of Marketing research
- Importance of Marketing Research
- Types of Marketing Research
- Objectives of Marketing Research
- Utility of Marketing Research for Business
- Planning the Research Project
- Techniques of Organizing Marketing Research



## Navigators—Finance Club

### Session 1

The first session of Navigators was held on 4th October 2016. This session concentrated on basic knowledge on taxation which as an individual one needs to know. The session started with first chapter of Taxation, i.e. financial year and assessee. After giving all the students the basic knowledge of taxation we started with various heads which an individual shall have.

### Excel Sessions

#### Day 1:

The Excel Session was taken on 6th December 2016 with the basics of excel. In the session, we taught –

- Shortcut keys
- The use of dollar function
- Left function
- Conditional formatting
- V-lookup function
- H-lookup function

#### Day 2:

The second day of excel was on 7th December 2016 which began with the recap of the previous session and then continued with the match function followed by the sum if function. After the sum if function we taught them the pivot table again around for 20 to 25 minutes. Then we taught them the ranking function followed by the transpose function and the sum product function. The next was the standard deviation function. The excel session ended with a promise to be held soon again.

### Session on Stock market basics

Third session was conducted on 8th December 2016 in order to spread knowledge on Investment and Stock Market. Hereby they have taken initiative to conduct session on stock market basics to enlighten students on market and investment importance in foregoing future.



### Workshop on Micro Analysis of Financial Statement

The workshop was conducted by Mr. S. Chandrashekhar, managing director at empower HR solution Pvt Ltd, on 17th December, 2016.

#### Coverage:

- Clarity on Business & Types of business organizations
- Revised Balance Sheet Format
- ALM - Maturity concept & Duration concept
- Du Pont Model
- Introduction to Abridged B/S
- Critical ratios and overview of DSCR





## OBSM

### (Overseas Business Study Mission)

Date: 2-9 DECEMBER 2016.

The students of IBA were given the opportunity to attend a study tour to Singapore, accompanied by Mr Manish Jain, Founder and CEO, IBA, Bangalore. This endeavour lasted from **2<sup>nd</sup> Dec 2016 to 9<sup>th</sup> Dec 2016**. The purpose of this tour was to give the students an exposure to different industries and analyse them in terms of their working and nature of business.

The highlight of these companies was that they displayed methods by which they could tackle the shortage of drinking water in the country. From the start, process of manufacturing, packaging, till the end process of shipping and logistics, and even problems faced in these tasks, was all made familiar to the young minds.

The students not only gained academic knowledge, but also indulged in the culture of the country while visiting famous spots such as China Town, Sentosa Islands, that harboured the Universal Studios and the beach, The Singapore zoo with its famous night safari, Mustafa shopping centres, Orchard road and finally, Little India in Singapore. The students got to explore the place, and themselves, on both personal and professional levels. It was an experience enriched with the history and heritage of another country. An experience that will be cherished by the students for years to come.



This tour included Industry visits to companies such as-

1. **NeWater**
2. **Marina Barrage**
3. **Tiger Breweries (Asian Pacific)**





# 14TH CONVOCATION CEREMONY

## “INDUS BUSINESS ACADEMY, BANGALORE”

### 26<sup>TH</sup> NOVEMBER, 2016

It was a beautiful afternoon of 26th Nov. 2016 when the whole IBA family gathered to congratulate the 14th batch (2014-16) of IBA Bangalore for passing out successfully and wishing them all the best in their future endeavours. The convocation symbolizes “A new beginning” in the corporate world and was honoured by lightening of the lamp. **Mr. Anoop Mathur** was the chief guest for the day. Mr. Mathur last served as the President and Member of Group Advisory Board at Mahindra & Mahindra and was also Executive Director at Hindustan Unilever Ltd. Well known dignitaries of IBA including **Mr. B.M.L Jain** – Chairman, IBA, **Dr. Subhash Sharma**, Director, IBA Bangalore, Mr. Manish Jain, Founder & CEO, IBA Bangalore, **Mr. Pradeep Kumar**, Governing council member, IBA & **Mr. Anant Sagar**, Honorary Secretary, IBA Alumni Association along with all the faculty members graced the event with their presence. The ceremony started with the welcome speech by Mr. Manish Jain followed by Mr. B.M L Jain & Dr. Subhash Sharma addressing the gathering. Mr. Pradeep Kumar then introduced the gathering to Mr. Mathur, after which Mr. Mathur enlightened the passing out batch with his experiences in the corporate world. Students graduated with flying colors and the pride was visible on their as well as their parents’ faces. Several students received various awards & Scholarships including Dr. Anil Agrawal’s Memorial Award worth Rs.25,000. All students were conferred their degree certificate by Mr. Mathur with a ray of hope to see them at top levels in different capacities for the new world, that they were stepping into. As our slogan goes “Think Beyond. Think IBA”, its significance was well demonstrated by Batch 14-16. The time came eventually for the event to end by thanking all those who were present which was well presented by Prof. Suresh V Chandra with a hope that the passing out batch will make their Alma Mater proud at all levels.





# Students Achievements

Fest	Prize	Participant
Kristu Jayanti National Management Fest 2016	Overall Runners Up Winner— Best Managing Director	Sagar Apte—PGDM1517
Christ National Annual Management Fest 2016	Runners Up—Operations	Anjan Banerjee & Swaroop Bharadwaj PGDM 1517
Amity National Management Fest 2016	Runners Up—Photography	PVSS Krishna Pranava— PGDM 1517





# The Cultivator of Bright Minds Award 2016

On 11th Dec, 2016 Mr. Manish Jain (Founder & CEO – IBA Bangalore) received the prestigious “*The Cultivator of Bright Minds*” Award 2016 at the World Business Conclave 2016, Hong Kong: “Celebrating Asia-Pacific's Success Story”.

As an institute, IBA Bangalore was also honored with “*The Academy of Success*” Award.



Process Reviewers and Evaluators:

- **PricewaterhouseCoopers (PwC)**
- **Associated Chambers of Commerce and Industry of India (ASSOCHAM)**
- **Hong Kong General Chamber of Commerce (HKGCC)**



# NEWSLETTER COMMITTEE



Prof. Smita M. Gaikwad  
Mentor



**Newsletter committee—1517**



Ms. Richa Sarna  
Mentor

We thank students from batch 1618 for their contribution to this edition:

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