

Udghosh

... The Sound of Righteousness

VOLUME 4 | OCTOBER - DECEMBER' 2018

# FEST

## AND FESTIVITIES

### ALUMNI IN SPOT LIGHT

Sandeep Sharma  
(Batch 2002-04)

### STUDENT INITIATIVE

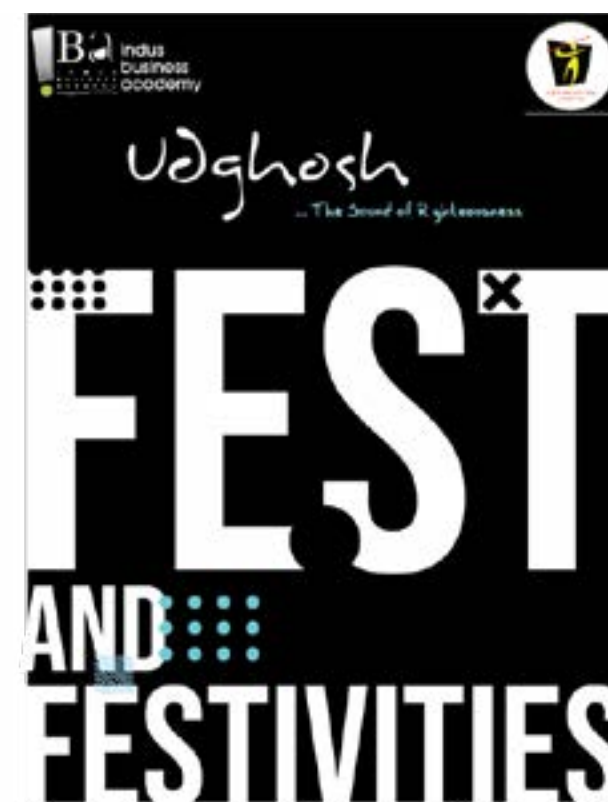
Somendranath Some  
(Batch 2017-19)





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OCTOBER - DECEMBER  
2018



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# THE PINNACLE OF A BEGINNER

In the monotonous cycle of a student life, which mainly includes eating, sleeping, lectures, and repeating, 'College Fests' shows certain degree of fluctuations in the excitement levels. As the fest season marches, every student tastes the sweet scent of hard work by killing themselves with incessant amount of dedication to win the victory title.

Our journey for fests also started with an aspiration of the winning trophy and the ticket to Russia. They were the pinnacle of the fulfilment we can ever imagine to achieve. For the first time in our life I and Aamir had participated under the vertical "Best Manager" and "Best Marketing Officer" respectively in Cranium 2k18, an International Management Fest.

The event was diligently organized. There was a soul to it. A soul that was vibrant, contagious and exuberant. The theme was "Architect of Aspirations". From the day one we had to undergo rigorous rounds that set the tone right that playing it safe might be the easy way out, but meeting our goals doesn't always come easy. We had to realize that taking risks and experimenting should be encouraged, and managers should set the example by being first to jump in and test the waters. We had to put ourselves into many roles such as an architect who had to design a new age mall or a social entrepreneur or a disruptive techie or a manager of last resort at the time of a disaster.

The second day again had different tasks such as managing an IOT Summit, developing strategies to launch a new age television channel, and then setting up a completely distressed city etc. At the end of the seventh round they announced our positions in terms of our scores, we were leading. But then the biggest landslide had to be crossed to win the crown, last but not the least the stress interview. Stress Interview, put me in the situation of embarrassment, impetuosity, agitation and nervousness etc. At that time we felt we were the worst performers ever. We thought of telling our team that we need not attend the prize

distribution ceremony as we had no hopes. But then we wanted to be there to cheer for them.

The first thing that happened to us as we entered the Prize Distribution Arena was that my senses started observing the environment, and we could feel the rush of cortisol in my brain as the fight-or-flight mentality began to set in. We were anxious, petrified and nervous. Our whole team was very optimistic about us winning the trophy. All the prizes were distributed, they had cake cutting ceremony, the only prize that was left to be announced as that of the "Best Manager" Vertical. Mr. Donald, the Chairperson of Jain University announced "The Best Manager for the Cranium 2k18 goes to Miss Nivedita Mohan Joshi, from Indus Business Academy".

There is nothing quite like the feeling of victory. When we won, my body shot with dopamine. Boom, we felt like we can conquer the world.

With the trophy in one hand and a ticket to Russia in another, we walked into the gates of Indus Business Academy, Bangalore.

Cranium 2k18, gave a new definition to our MBA. The skills, knowledge and learning we got of this fest were more than meaningful. But the journey didn't complete at Bangalore with the best Manager Trophy, it was meant to end at Russia with the Overall Champions Trophy. I and Aamir had to fight for it with other two colleges, St. Josephs and XIME – Bangalore. The feeling that dopamine gave us in Bangalore made us want it more, and it is part of the reason we wanted to win it so badly. It was not only us, the whole IBA was eagerly waiting for the homecoming of the Champions Trophy.

At the international destination it provided incredible immersive experiences that let me see the wonders of Russia, the sun coming down around 02:00 am and rising again a few hours later. We remember Red

Square full of people in the middle of the night. To this day, Hermitage Museum is still one of the best we've ever visited. St Petersburg was very pretty and very different than Moscow. The city welcomes you looking like it did couple of hundred years ago. Those cathedrals with bulbous domes and bright colours were mesmerizing. The cruise ride at St. Petersburg allowed us the treat of navigating through the tranquil waters and thrill of marine exploration

The Finale took place on 31st October at 7 p.m., at St. Petersburg. The finale was spread across four hours of grilling and drilling. It was testing our vision on "Current State of Indian MBA Education & MBA in India by 2025". This Grand finale event tested our entrepreneurial idea, leadership skills, and stress handling skills, decision making, critical thinking and endurance

It is always said that 'Your brand is what other people say about you, when you are not in the room.' I and Aamir went extra miles to achieve this, and we are

glad we made it through. As the old saying goes all's well that ends well, the door to Cranium 2018 drew to a magnificent close at Russia. With a cherry on topping when it was announced that 'Indus Business Academy' were crowned the winners of Cranium 2k18. The culmination of receiving the trophy was the pinnacle of my career.

Upon receiving the trophy of Cranium 2k18 "The Overall Champion" it made us realise that the trophy isn't just ours, this success wasn't just ours, it all belonged to whole bunch of people who believed in us, our capabilities and motivated us which maximised our strengths to create something truly amazing.

This time the students of Indus Business Academy aimed for sky and have enjoyed every step along their way by bringing glory and laurels to their institute. Let's hear the winning stories from our students...



# RESEARCH AND PUBLICATIONS



## DR. SUBHASH SHARMA

Subhash Sharma, Towards Productive Use of Technology for a New Humanistic Paradigm, Seminar on Technology, Sustainability and Humanity, organized by CMR University, School of Management, Bangalore and Humanistic Management Network, Switzerland, Oct. 1-2, 2018. Held at CMR University, Bangalore

Subhash Sharma, Women Empowerment & Social Entrepreneurship: A LIFE Vision, National Seminar on Social Entrepreneurship: Tool for Women Empowerment" at Vivekananda Education Society Institute of Management (VESIM), Chembur, Mumbai, 12 - 13 October, 2018

Books- "New Mantras in Corporate Corridors" and "Western Windows and Eastern Doors" added under subject Indian Ethos & Human Quality Development (IE&HQD), Gujrat Technological University, October 2018

## DR. SUBHENDU DEY

Consultancy  
Developed the business plan for

- 'Raising Private Equity for Bin Sammar Trading and Contracting Company' - a leading Infrastructural Construction, and Operations & Maintenance company in the Kingdom of Saudi Arabia during the period September to December 2018, and
- 'Debt Financing for Pulse – Housing Project', Kingdom of Saudi Arabia during the period September to December 2018.

Publication

Bose, Indranil., and Subhendu, Dey., (2018), "Disciplinary and Dismissal Issues and Procedures in the European Work Environment: A Brief Review", Training and Development, Vol. 9, No. 2, July-Dec 2018



## DR. A V RAMANA ACHARYULU

AV Ramanacharyulu, Challenges in Pursuing Confucianism in Globalized Business Scenarios- Reflections of Few Native Confucian Organizations: A Discourse through Meta-analysis, Parikalpana, Volume-14 (II), December-2018

## DR. VAISHALI AGARWAL

Vaishali Agarwal and Ramana Acharyulu, Competitive Scape of Self-Driven Consumer Diagnostics Businesses in National Capital Region (NCR0, India, Parikalpana, Volume-14 (II), December-2018



## PROF. B.M. GOURISH

B.M. Gourish, Welfare officer - The criterion for Industrial Relations, 7th International Conference on Managing Human Resources at the work place, organized by SDMIMD, Mysore, December 14-15, 2018

## PROF. SMITA M. GAIKWAD

Smita M. Gaikwad and Gourab Mazumder, Impact of Green Marketing and Green Products on Consumer, Synthesize: An International Interdisciplinary Conference on Business Studies and Social Sciences, School of Business Studies and Social Sciences, Christ (Deemed to be University), December-2018



## IBA-HEF CONFERENCE ON 'MANAGEMENT AND LEADERSHIP IN DISRUPTIVE TIMES' December 7, 2018

IBA in association with Higher Education Forum (HEF) is organized a conference titled 'Management and Leadership in Disruptive Times' on December 7, 2018. The conference began with the welcome address by Dr. Subhash Sharma, Dean and Director, IBA. Dr. A.K Sengupta, Founder and Convener, HEF, Mumbai introduced HEF and provided overview of the conference theme. Dr. A.K Sengupta spoke about "The Power of Now" which means live the life today. The program continued with the briefing upon HEF-IBA Awards, awards were conferred and awardees made award acceptance speeches.

The conference was presided by Dr. Pallab Bandhyopadhyay, Founder, HR Plus as chief guest. Sir, delivered a talk on "Dance of Change" and he spoke about as to why India is different. He elucidated the three major problems of India- health, education and environment.

The conference also featured the power-talks of several other dignified speakers ([Program Schedule](#)) and panel discussion moderated by Dr. Jawaharlal Chaudhary, Member-HEF, Former Dy CEO- Khadi and Village Industries Commission emphasizing the need to foster a "digital-ready" organizational culture which doesn't resist, but embraces continuous change. The core message delivered by different speakers could be summarized in terms of, 'today's business landscape has evolved into a digital terrain characterized by dynamic and incessant disruptions. This necessitates the organizations to be agile and quick in their responses to rapid changes. Consequently, businesses need leaders who are not only effective interpersonally, but who can also handle progressively complex organizations. Effective leaders are effective because they know different situations requires different leadership styles. Monotony is a buzzkill. Leaders must be able to make decisions faster, adapt quicker, and skilfully influence the formation of a more unified, collaborative business landscape'.

The conference provided a great learning opportunities to budding managers to learn to manage and lead in turbulent times irrespective of the function and position that they would be working at.

**-Naina Singh and Anushree Sen (Batch 1820)**





# ACADEMIC EVENTS



## MIS IN MANUFACTURING INDUSTRY (ASHOK LEYLAND)

The industrial visit to Ashok Leyland on the 14th of December was a great learning experience for my batch. We got to see all the concepts such as 5S to kaizen and their application which reflects its organised operations. We also saw how engines are manufactured. Besides these, we also came to know the ways in which an employee is given on-the-job training. To see all the things that one has learnt in classroom in practise is really a very wonderful experience and one gets a lot of clarity about the concepts as well.

- Naina Singh  
(Batch 2018-20)

## TRENDS ON RETAIL INDUSTRY

This session on Retail Industry which was held on 13th December was very informative and focused on the future of retail industry. Mr. Mathur showed us interesting videos such as the Nike's store in New York which was huge and expensive & Amazon which adopted the use of drone for its delivery which has an impact on retail. He further advised us to focus on one thing but also know how to do multitasking. I thank Barcode club for conducting such an amazing session from where we got lots of insights about the retail industry.

- Naritya Sharma  
(Batch 2018-20)



## STARTAB AND JOSH TALKS

The Josh talks by #StartAB team was an amazing session held on 29th September. It inspired all the students as well who are aspiring to be an entrepreneur or stepping into the world of careers and jobs. It was our privilege to listen to the struggle stories of the entrepreneurs and the hard works that they put in order to become a successful and turn their dreams into reality. It was really a breakthrough session and I thank the ELIC team for conducting it.

- Sankha Subhra Roy  
(Batch 2018-20)



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## DOING IT MY WAY

SOUMENDRANATH SOME

Soumendra, from 17-19 batch is perhaps the most intellectually curious candidate. He has taken the student initiative of doing freelancing in the Digital Marketing field, and he has been doing this since 3+ years. In talking with Soumendra, he spoke about his journey as a freelancer.

### “I like to keep myself busy the most”

Soumendra started freelancing when he was in BBA 1st year. After his 12th he was doing an AUTO CAD course, which eventually brought interest in him of selling his CAD skills (2D drafting & 3D modelling) and earning some bucks. He didn't like asking money from parents and have always looked forward to independence. Initially having no proper idea, he had been cheated and scammed by a few companies as by buying their toolkits and being asked of doing non-productive and pathless jobs. After being conceptualized properly, he also had to struggle a lot to get clients in freelance bidding websites. Freelancing or being a home-based worker was completely his own thought, which tended to be existing in the market. After months of struggle, finally, he got an email from a company asking for a freelance content creator, and after interviews and tests, his journey took off. Now he has built networks and have regular clients and catering throughout the Digital Marketing domain. Soumendra says, freelancing is all about selling skills to acquire the right and profitable project. Currently, he is working as DM professional & content creator in MeritStep & RplanX. Quoting a statement of Soumendra i.e. “I & my laptop are inseparable”. Client servicing, attaining and retaining clients are his motto in freelancing. His future perspective is to get his own team of freelancers & start his own start-up someday!

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# KIRTI STAMBHA

We are very proud and happy to share that one of the 108 commemorative columns (Swarna Kirti Stambha), decided to be erected to mark the fiftieth anniversary of Shri 108 Acharya Shri Vidyasagarji Maharaj's diksha has been built in the IBA, Bangalore campus. There are only 2 other stambhas in Karnataka, one in Belga- vi and other in Shravanbelgola. On the 18th of October, Indus Business Academy officially unveiled the Kirti Stambha with a prayer ceremony followed by other Jain rituals in the presence of dignitaries, guests, faculty members and students of IBA. The four sides of Kirti Stambha manifests four core values of Jain Dharma i.e. Anekantavada, Ahimsavada, Aparigrahavada and Syadvada.

Shri 108 Acharya Shri Vidyasagarji Maharaj (born on 10 October 1946) is one of the best known modern Digambara Jain Acharya (philosopher monk). He is known for his scholarship, tapasya (austerity) and long hours in meditation. While he was born in Karnataka and took diksha in Rajasthan, he generally spends much of his time in the Bundelkhand region where he is credited with having caused a revival in Jain educational and religious activities.

He is also considered as the 25th Tirthankara of Modern Times. He was initiated as a Digambara monk at the age of 22 by Acharya Gyansagar, who belonged to the lineage of Acharya Shantisagar, at Ajmer in 1968. He was elevated to the Acharya status in 1972. The Acharya does not eat salt, sugar, fruits, milk, in addition to what is traditionally prohibited (like onions). He goes out for meal at about 9:30-10:00 a.m. from Śrāvakas (lay votaries). He takes food once in

a day in the palms of his hand, one morsel at a time. As a traditional Digambara Jain monk, he never stays in a single place for more than a few days, except for the four months of the rainy season (chaturmas). He never declares which place he will be in next, although people attempt to estimate his next move.

Acharya Vidyasagarji is a scholar of Sanskrit and Prakrit and knows several languages such as Hindi and Kannada. He has written in languages like Prakrit, Sanskrit and Hindi. His works include Niranjana Shataka, Bhavana Shataka, Parishah Jaya Shataka, Suniti Shataka and Shramana Shataka. He also authored nearly 700 Haiku poems which are unpublished. He authored the Hindi epic poem Mukamati. This has been also included in the syllabus of MA Hindi in various institutions. This epic poem has also been translated into English by Lal Chandra Jain and was presented to the President of India. Several researchers have studied his works for masters and doctoral degrees.





# STUDENTS' ACHIEVEMENTS

<b>CRANIUM</b> 9th and 10th Oct'18	CMS Business School	Marketing Best Manger HR	Winner Winner 2nd Runner	Aamir Haroon Nivedita M Joshi Alisha Ali
<b>SPARDHA</b> 29th Oct'18	Jain College, Jayanagar	Finance	Runner	Saiteja Karipaka Avishek Banerjee Bhuvanesh V. Nareddi Lokeshwar Reddy
		Business Conglomerate	Winner	Shreya Banerjee Ujjawal Chugh Nishant Sharma Aastha Pahlajani
		Marketing	Winner	Neha Shawant Vinit Kumar Keshari Shreya Nair Anushree Sen
		Photography	Runner	Probal Ghosh
<b>ARKIORA</b> 14th and 15th Nov'18	Amity Global Business School	Marketing	Runner	Alisha Ali
<b>VERVE</b> 23rd and 24th Oct'18	SJIM	Entrepreneurship	Runners	Pragya Kumawat Rajan Shah
		HR	Winners	Alisha Ali Shreya Nair
<b>TARKASH</b> 30th Nov to 1st Dec'18	IBS	Best Manger	Winner	Anindita Adhikari
<b>ARTHAYUDH</b> 18th and 19th Dec'18	Christ (Dept. of mgmt. studies)	Best Manger HR	Winner Runner	Anindita Adhikari M Lokesh Alisha Ali
		Entrepreneurship	Winner	Parul Mehra Munna Dey

*Congratulations to all the participants!*

# FEEL BEYOND THE CAMPUS





# IN A CONVERSATION WITH SUNDIP S. SHARMA

From a student who aspired to be an entrepreneur, Mr Sundip S Sharma has never stopped working towards his dream, and today he is flourishing in the international market with two giant companies of his own. He is the founder and CEO for both Crescent Asia Pvt Ltd, and LAMINATAJ Europe, and proud VC for alumni association, IBA, Bangalore. The following is an excerpt from the telephonic conversation with Sir.

**How does the glorious transition from a student to a VC for alumni association make you feel? Would you like to share few among your many memories of IBA?**

Journey at IBA started in the year 2002. We were part of IBA during its inception. We were a small batch of 54 students. We knew every faculty very closely and vice versa. IBA was a great learning experience. Particularly, Finance classes of Prof Ramesh and Entrepreneurship class by Prof Joseph Shields where we learned different business challenges; since I come from an entrepreneurial background the classes were of special interest. Then there was Chandu Sir, who slammed us with assignments and projects so that we don't get slammed in the outside world. I was not residing in IBA hostel but given

the schedule, I would return around 1 am sometimes and again come back at 7 am but I enjoyed all of that. The food was really messed up during our time; it is much better now! (laughs)

**Which lesson or experience was helpful when you stepped in to your career?**

There wasn't a particular subject but the entire course was a rich experience in itself. I had taken up Marketing and International Business as specialization. Mr Mohan Kuruvilla, our marketing guest faculty taught us about distribution and marketing know-hows; Prof Harish Bijoor's sessions on branding; Chandu Sir's lessons on how to look at things with real world approaches; Ramesh Sir's finance classes and everything else had instilled one or

another lesson. I had opted out of campus placement and was made the placement head. I served in my family business even before coming to IBA, I came here to acquire valuable learning experience for my business and it helped me to continue to expand my business.

**What do you consider as the major milestones in your career?**

I was in the International Market ever since 1999 but my major set ups have been in Singapore and in Europe which were big milestones in my career. We had some wonderful projects in both Singapore and Europe catering to some big brands.

Would you like to tell us more about your businesses? Or what do you look for in a fresher while recruitment? Crescent Asia is in the businesses of decorative surfaces. Our products are also available to interior designer's (wooden mosaics, etc.). We bid for projects, like in case a hotel is being made or renovated in Singapore, then we examine their architect and once approved, we go forward with it. Singapore is our business headquarter. We manage the entire south East Asian market from there; we have another company called Lamina Taj in Belgium. Lamina Taj is in the same business but it's only for the European continent.

To talk about recruiting freshers- **we don't look at bookish knowledge but see if a person has a 3rd dimensional approach of look out.** Our work does not require much of logical reasoning but more of creativity. It's a great leverage if one can see through how designs evolve and stay updated with the market trends and has a business sense. The garments industry and the decorative surface industry go parallel in this respect; both need to stay updated and keep changing with the trend. We look for a basic master's degree which is not for evaluating his or her business sense but to look at the overall development of the mind as too much of creativity also kills you in the financial aspect; it has to be balanced.

It must be very hectic for you to look after both the companies.

**How do you maintain a Work-life balance?**

My wife has been very supportive and that is how the balance is maintained. She is also working in a fashion label, SAGA. It is her who is holding the house when I am madly travelling across the world. She takes care of both her personal and professional life effortlessly. I love my work but I make sure I have enough time to spend with family in the weekends. While doing what you love is the key, getting too workaholic is also not right as you need those hours to yourself when you can unwind and evaluate yourself. You need the time off for yourself and your family; this is also necessary when you meet your customers as not everybody wants to speak about business all the time. So there may be a conversation about what's going around the world or in your personal

life. As I always say, "A product does not sell, relationships do".

**Having operated in both India and Singapore, how is the work culture in Singapore different from India?**

I love India and nothing can match this country. However there isn't much of a difference if we talk about how businesses operate. Singapore is also people centric than the product. There is no scarcity of products as the market is highly competitive. So, it's not because of the product that one can earn monopoly in the market but by relationship management. It all boils down to how strong a relationship you have with the company; how strong a relationship you have with your employer, colleagues and clients; how strongly you stand beside them in their bad phases so that they are with you in yours.

**What would you like to advise the present batches?**

The time you are investing at IBA- think of it as the net practise for the outside world. Be more concentrated and focussed there rather than finding deviations elsewhere; that will help you in the future and I am saying this from my experience. I passed out in 2004 and I am here today in 2019; so whatever you are doing at your campus is building you for your tomorrow. Don't just look at the bookish knowledge but think of the business implications too.

**“WE DON'T LOOK AT BOOKISH KNOWLEDGE BUT SEE IF A PERSON HAS A 3RD DIMENSIONAL APPROACH OF LOOK OUT”**





### NAVRATRI 18.10.2018

Navratri is a celebration to extirpate the evil within ourselves and be a better person. A small yet magnificent pandal was setup on the 15th of October by the students working day and night to make us feel good. On the 9th day we organize a dandiya program. Students volunteered to perform dandiya which was later joined by everyone to celebrate the festival and have fun. It brings the students together also gives a moment to learn about different cultures. YMCC all-around the year organizes various programs to celebrate various festivals and occasions to make the students feel at home at Indiapura.

- K Suman Subrat  
(Batch 2018-20)

### DIWALI 7.11.2018

Diwali not only the festival of lights but also of friendship and new beginnings. It was astonishing to see diyas lit all over the campus on the evening of 18th October. It brought good vibes and hopes. Everyone was traditionally dressed and greeted each other. We all marked the beginning by a small puja followed by bursting crackers. It was indeed good to listen to stories from every part of India about how they celebrate this day. At the end we played antakshri which was judged by Chandu Sir. I realized how friends turn into family in IBA.

- Deepak Prasad  
(Batch 2018-20)



### KARNATAKA RAJYOTSAVA 22.11.2018

Karnataka Rajyotsava is celebrated on 1st of November on the occasion of the state of Karnataka formation. On this day kannada speaking regional people merged to form this state. As our campus is located in Karnataka we celebrate this day with great joy and vigour. We remember the struggles of great people to form this state and the importance of the Kannada language. We hoisted the flag in our college and sang the Kannada anthem "Jaya Bharatha Jananiya Tanujate".

- Shaik Yehsanullah  
(Batch 2018-20)

### GURU NANAK JAYANTI 23.11.2018

Guru Nanak Jayanti is celebrated to mark the birth anniversary of first Sikh guru- Guru Nanak. In IBA, on 23rd Nov, we all visited the Gurudwara. We sat there for kirtan and later helped to make rotis for Langar. I have no words to express how happy we were in helping them. Later in campus few students helped in preparing authentic punjabi dinner and kada Prasad (dessert made of whole wheat flour) which is very sacred and a symbol of equality among Sikhs.

- Aastha Pahlajani  
(Batch 2018-20)



### ALUMNI CRICKET MEET 9.12.2018

The Alumni Cricket match of IBA was held on Vet Ground, JP Nagar, Bengaluru on 9th of December 2018. The tournament was organized by the IBA Alumni Association and it was a faceoff between the alumnus and students, also joined by some of the sports enthusiast faculty members. There were total 4 teams, namely Diamonds IBA, Connoisseurs IBA, Brigadiers IBA and Avengers IBA. The final match was played between Diamonds IBA and Connoisseurs IBA, where Diamonds IBA won the match. Several awards were given away for some outstanding performances. Best batsman: Samruddha Gadnayak, Best bowler: Ashish Patel, Best fielder: Bikash Agrawal. Man of the match: game 1: Mayank Shrivastava. Game 2: Rohit Kumar Singh. Game 3: Vishal Banerjee

- Vishal Banerjee  
(Batch 2018-20)

### CHRISTMAS 25.12.2018

We celebrated Christmas in the true spirit, bringing joy and excitement to everyone. It started on 24th evening when we visited the church at M.G.Road, lit candles and sang carols. It depicted the native scene where Jesus was born. On 25th evening we celebrated Christmas in college with a bonfire along with which confessions were read. It unfolded wishes and desires of students, which made people laugh their heart out. Christmas is a story of god becoming man, a story of god's great love for everyone.

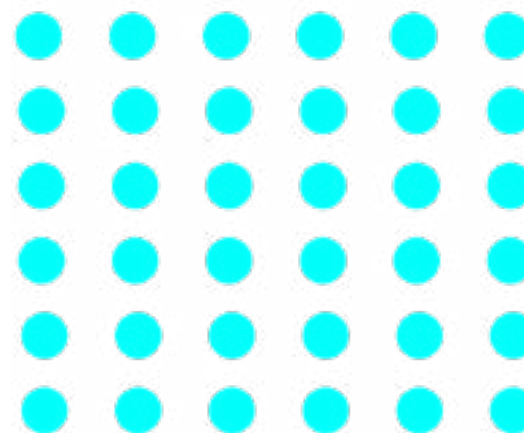
- Archishman Das  
(Batch 2018-20)



### NEW YEAR 31.12.2018

"Cheers to new year and another chance to get it right", before I start I would like to wish once again a "happy new year". This year's new year was a special as we celebrated it in our college also known as "India-pura as it is mini India. The college had organised various events where we enjoyed to our fullest And at the last, there was the cake cutting ceremony sharp at 12 'O' clock and with this we bid good bye to 2k18 and thus welcomed 2k19 happily..

- Sital Mohanty  
(Batch 2018-20)



# LIFE AT CAMPUS





## ALUMNI DAY 15.12.2018

The theme for kalakshetra 2018 was backyard farming wherein the students started growing organic vegetables 3 months ago & sold them to the faculty & alumnus. Kalakshetra brings in many alumni of IBA at one place & gives the opportunity for the students to interact with them. IBA has banked a lot of talented corporates as it's alumnus. The alumnus took various sessions based on the specializations & gave the students a lot of valuable inputs. The sessions, as in the words of students were very realistic as they knew exactly what's going on in the industries and thus shared their experiences. Students were also given a platform to discuss & take decision regarding the specialization they would like to choose. On the other hand, the alumni were also happy, coming back to the campus, interacting with the present batches and seeing students market the products that they had produced with varied propositions of their own.

- Manu Reddy  
(Batch 2018-20)



# MOCK FEST

Every year as the season for intercollege fests onsets, Newsletter Committee devises a methodology for screening students and selecting participants for the respective college fests. The selection process ensures that more number of students get a chance to participate and gain exposure from the events. While participation is the key, not winning an award was demotivating both the students and the committee. As part of the current session's action plan, we were recording feedback from all participants on-

- 1) each round of the respective verticals
- 2) their performance vs competitors'
- 3) areas of improvement
- 4) peer assessment

The aim of the feedback session was to identify the areas of improvement and groom the students on the same for the next fests. Unfortunately, the grooming workshops could not be held due to the academic schedule and hence we needed another way out.

The committee found out that several colleges organise an intra-college fest as an ice-breaking activity or to form a core team for participating in different college fests and decided to execute the same for IBA. With more college fests lined up and scheduled academic events, it wasn't possible to do it in an extensive manner.

The committee then decided on a Mock Fest model. The clubs were invited for collaboration for the execution of the same. Each club was given charge of a particular vertical and a student from the senior year who has participated in different college fests so that his/her experience can be leveraged on designing the rounds.

The Mock Fest was held from 19th October'18 to 21st October'18. 105 students (from both the batches combined) had applied for the respective verticals and amidst Dusshera preparations and academic engagements the fest was yet a success! Credit goes to all the clubs and participants who contributed in bringing this event together. 41 students across 7 verticals were selected to form a core team who would be given first preference while participating in inter-college fests and shall also help in the night rounds or video making rounds as and when required.

There was a significant improvement in the results after the Mock Fest was held. Immediately after this event, the students took part in the inter-college fest of Jain College and won 4 verticals among the 6, they had participated in; Compared to the previous year wherein the students had 16 wins with 5 winner trophies, this year they had 24 wins with 13 winner trophies. The feedback sessions after each fest also added to the improvement of the results. The committee members thus did a commendable job in this arena.





NKUR PATIDAR | UTKARSH SINGHAL | ROHINI BANERJEE | AMIT KUMAR | ALISHA ALI | TAGORE KOSURI | SRI ROHIT DAYANA | R DINESH | APURBA BHOWMICK | DEBMALY  
 KDAR | MEGHA JHA | SHALU | ABHIJY CHOWDHURY | ADVAIT SHIRISH MURUDKAR | BALDEV PARMAR | ARGHYA MANDAL | POTTI SRIKANTH | SURYAKANTA SAHOO | SI  
 ANYA KONER | SWETLANA HAZRA | AKHILESWAR SIVARATRI | MAYUREENA BERA | DIBYA RANJAN DAS | JOYDIP CHAKRABORTY | MARRIPUDI MANJUSHA | N AKHAY  
 UMAR DORA | KAPALAVAI SUDHEER KUMAR | VEDJI RANA ROY | SUBBA RAJU KANUMURI | PRIYANKA LAKRA | SHRADHA JAIN | VIDUSHI AGARWAL | ASHISH KUMAR AN  
 ASHT | SHATARUPA PODDAR | MANSI LALCHANDANI | SUBHAM GOEL | KRISHNA KHADELWAL | SUBHAM DAS | SONU BURNWAL | P STEPHEN | DEBOL RAHA | GADEN  
 AVEEN TEJA YADAV | ANINDITA ADHIKARI | SHREYA BANERJEE | SREERUPA SARKAR | SANHITA MODAK | AKANKSHA SINGH | AAMIR HAROON | BIJO THAMPI | ANUSH  
 ELUGU | KH HARISH SINGHA | PRABHAKAR NAGA VENKATA SURUBHATLA | AMAN KUMAR VIJAY | HARSHIT SINGLA | MANDEEP PAL SINGH | CHITIRALA HARISH KUMAR  
 HAVESH CHANDNANI | VISHAKHA JOSHI | VITHILESH MUNDHRA | REPALLI RATNA SAI | SAURABH MISHRA | SHAHROON | TUHINA CHAKRABORTY | YASWANTH SAI MANOHA  
 ANDI | PRIYANKA SAHA | JONNA VEERA VENKATESH | ACHYUTHA ANUDEEP KUMAR | JOHN SUNDAR RAJU DODDA | PALLAVI DAS | JIT GHOSH | ARPITA SENGUPTA | SHREY  
 HAKRABORTY | SIDDHANT AGRAWAL | SOUMA KANTI MONDAL | NAREDDI LOKESHWAR REDDY | RAJDEEP PAUL | KAUSTUBH JAIN | SRIJITA SARKAR | SOHAM DATTA | ATL  
 BARWAL | AYUSH AGRAWAL | SABIPREET SALUJA | SUMIT KUMAR BARMAN | DIVYASREE MADDURI | PRAVEEN KUMAR | ANNU SHAW | PRAGYA KUMAWAT | BHUVANES  
 ENKATARAMANARAO | PAVAN KUMAR REDDY RAJOLI | JAFER SADIK SHAIK | VIJAY KRISHNA CHINTHA | ILLURU SANTOSH | SNEHUNGSHU GHOSH | AKHILESH BANERJEE

# FOOTPRINTS

*Class of 2019*

SROBONA SARKAR | SMS MOHAMED ISMAIL | NAGA VENKATA SAI RAM PRAVEEN GELLI | PRITAM KUMAR | MANGALAGIRI BHANU TEJA | NISCHITA SHANKAR SHETTY | TEJ  
 AVINDRA CHAVAN | SHEELA GUPTA | RAKTIM CHOWDHURY | SNEHA CHOWDHURY | PAYAL DAS | SAI KIRAN PILLI | SAI KIRAN PILLI | ANKITA SAIKIA | JAGADEESH MULAP  
 THI | LYDIA B SHIBU | AKASH SINGH | DIPANJAN SEN | ANKITA KUNDU | THIRUPATI PARAMESWARA RAO GUDE | PRATIK CHATTERJEE | DEBDIP MITRA | BAISHALI NAG  
 MIT SRIVASTAVA | CHERUKURI MOUNIKA | MUNNA DEY | VIVEK T | TUSHAR SINGH | SOUMENDRA NATH SOME | AKASH AGARWAL | SOURABH MANDOI | AMAN KUMAR  
 WATI KESHARI | ASHISH KESHRI | BHANUDEEPA REDDY KATAM | RAJAN KUMAR SAH | ANIRBAN CHAKRABORTY | SIVA KUMAR MUDDAM | SHWETABH SUBH PRASAD | SAT  
 NI GANESH IPPILI | MRIGANKO DASGUPTA | SANDEEPA ROY | MONALI SADANAND NAIK CHOPEKAR | GUDURU SREEKAR | DIBYAJA GHOSH | ABHINAV MISHRA | TRIVE  
 IVAJI | MOUNIKA GANTHI | SOMNATH GOSWAMI | RITESH KUMAR | ANUPAM MITRA | STUTI | MANIDEEP KUMAR GODAVARTHI | DEBOUTTAA BAGH | PRAVEEN KUMAR  
 DHIT KUMAR DAS | SWETALEENA DAS | BIRANCHI NARAYAN MAHARANA | SHAMBHAVI MISHRA | RAHUL BHOWMICK | SK SAHID ALAM | KONCHA SRIKANTH REDDY | ANKI

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