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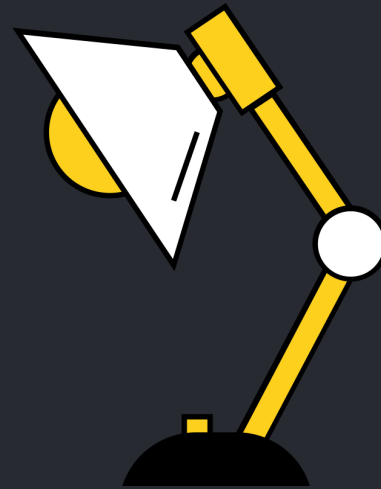
THE SOUND OF RIGHTEOUSNESS

- INDUSTRY CAFE
- ALUMNI IN SPOTLIGHT
- LIFE AT IBA



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ACADEMIC CAFE



PROF. SRINATH SETHURAMAN

Prof. Srinath Sethuraman is an extremely dynamic person and a very passionate Business Communication trainer. He pursued MSc in Pharmacology and Biotechnology from Sheffield Hallam University, UK.

He was also the Chief Executive of the British Council. Currently, he is pursuing his career as a trainer/ mentor at 'GIVE' and he is a visiting faculty for Business communication at Indus Business Academy.

He further pursued MBA at London Business School, securing an A+. He has rich experience working and training in different sectors with various organizations. He started his career as a Product Manager in Novartis and Pfizer. Later he worked as a Senior Product Manager at Lewon Pharmaceuticals. After identifying a strong passion for training, he went on to pursue a career as a Business Mentor for Shiply. He further enhanced his career by working as an Independent Negotiating Consultant for Pfizer.

1. From your experience in the industry and academic career, how much importance do you think good communication skills hold in determining one's personality?

Effective Communication skills play a crucial role in honing one's personality and vice-a-versa. Communication assist individuals to express themselves in the most convincing way. Your thoughts, feelings, and knowledge should be passed on in the most desirable manner and effective communication skills help you in the same. In my opinion, employees with a strong personality should master the art of expressing their thoughts and feelings in the most desired way. That makes the individual respectable, disciplined, and an asset to his/her organization.

4. Can culture, gender, and nationality impact our communication?

Culture plays an important role in shaping the style of communication. Often, people react to how we speak rather than what we say. The culture in which a person is brought up influences the way he communicates and the way individuals communicate can change the culture. Values often conflict when people of different cultures and languages work together. Opportunities for misunderstanding are ripe.

Women tend to place emphasis on the importance of communication that expresses emotions and feelings. Males may be viewed as assertive, and self-reliant while females can be seen as less competent compared to males for leadership roles. Women, in my opinion, are good in reading between the lines.

2. How did you get inspired to become a trainer in communications?

The best reason to be a teacher is that I wanted to have a positive, inspiring impact on students'/ participants' lives. I achieved this by being kind, caring, empathic, passionate, and funny. These are some of the great qualities that a teacher should possess to enable effective knowledge transfer.

As a trainer, I bring results from the training of the participants, which helps them in various scenarios and makes them a valuable resource. On the other hand, a professor brings theoretical results along with inputs from the industry. It doesn't mean getting high marks would enable you to gain employability skills. I believe in getting things done by influencing and motivating participants, thereby bringing new skills in them and that's what I think I'm good at. So, I always wanted to do what I am good at and what I love.

3. What is the main difference you find between the lifestyle in the UK and India?

Life in the UK was very systematic. No chaos involved. When I start my day, I know what I'm going to do and everything goes according to the plan. Whereas in India, sometimes what I plan does not happen due to external factors. That's the main difference, other than that I don't see much difference between working in the UK and working in India.

5. What difference do you find between training employees and students?

Students do not know the meaning of training so first I need to explain to them what is training. Employees know what training is and how it is going to help them. So they are into it straight away. When I start training, they know what is the expected outcome and they follow me and understand what I'm trying to say and perform the activities given to them meticulously. Whereas, students do not understand what training is, students understand only teaching. This is the major difference between training employees and students.

6. Is there any best way to measure effective communication?

Firstly, you should have a reference point to measure communication and move forward. Secondly, you should take feedback and responses along with continuous tracking of the engagement. Finally, reporting should be made mandatory and can be used as a metric.

7. Can you share some tips to be a confident public speaker?

According to my experience, preparation and organization are the keys along with the practice for confident body language.

8. Is there anything else that you would like to add?

To be a successful business manager, it is important that the student managers are able to communicate well and be understood by the people they will be working with—their team, business partners and other business professionals. As a student manager, you need to be clear, polite, professional and strong when you speak English.

9. Is there any student/trainee who inspired you with their effective communication?

Yes, there are some students; they have inspired me with their effective communication. Generally, they are the students who have learned their basics well. I give it all to their confidence and to their initial schooling. Whoever taught them has done a remarkable job. English is functional, like you and me. English should function; it should do its job. That's what I call English, a functional communication.

10. What are all the common mistakes made by students in academics when it comes to communication?

The common mistakes made by students when communicating in English are lack of confidence, focusing too much on grammar, usage of double negatives, use of the wrong tense with inappropriate verbs, usage of two comparatives or superlatives like much better, wrong usage of I, me and myself as subject, wrong usage of say and tell, unnecessary adding 's' afterwards, subject-verb agreement to name a few.

INDUSTRY CAFE



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Even the slightest change affects the industry in some way or the other, like stamp duty change, circle rate change, all have impact on the clients as well as the business.

Mr. Anil Singhal
(Owner, Pratham Realtors)

1. Narrate us the journey of Mr. Anil Singhal

I was born and brought up in Delhi. I finished both my high school and college studies in Delhi. At the age of 20, my elder brothers and I established a modest electrical wire factory that was my first job. Manufacturing of copper cable wires took place in the factory. After that, I travelled to many other areas while working with South Indian fabric traders. I spent several years working at a renowned Indian audio cassette company where I was in charge of producing the plastic tapes that were once used in cassettes. After that, I obtained import-export licences by working for numerous private businesses, and I began my real estate career in 1995.

2. Any hobby or interest that you have

Most of my time is occupied in business and related works. So, no hobbies as such, but, I like to read crime novels and watch mythological series

3. What made you to choose real estate

When I started, commercial real estate was a new thing in the market, but, I always had an idea about real estate because my father helped in setting up of a housing colony in Ashok Vihar, Delhi. So I was near and around real estate every time. After parting ways with one of the leading audio cassette companies in India, a friend of mine introduced me to real estate.

4. Real estate is a vast field having different dimensions, Can you give a brief about the various aspects inside it?

Real estate as a field is extremely vast and also a very unexplored industry. The various aspects inside it are housing, corporate space, renting, dealing with land, factory, or space for a shop. In brief, the overall aspects are residential, commercial, industrial, agricultural which contain functions like sale, purchase, rent, leasehold. Commonly I would say that any physical space you enter into, work into, or sit into is somewhere or the other connected to real estate.

5. What are the various certifications a company needs to have to perform efficiently in the field of real estate.

One of the prime certifications that a real estate company must possess is the Real Estate Regulatory Authority (RERA) certification. And every state has its RERA like Uttar Pradesh has UPRERA, Haryana has HRERA then there is Delhi RERA, Maharashtra RERA so in every state of your working you need to be recognized in RERA of that particular state. More certifications include CREDAI which is a developer's certification, you can have NAREDCO which signifies ethical professionals of real estate.

6. How did the pandemic affect your business and company and what are the new things or strategies you have developed to tackle it?

The pandemic impacted my business very severely. One of the challenges that you face while being in the real estate industry as a consultant is, there is no fixed income or monthly salary. As the lockdown was implemented, the savings of people got hit which also impacted me and my business. The method of my working was to meet people physically and covid completely restricted me of it. So I had to search for alternatives. As I worked with my son, he gave me new ideas like meeting clients through zoom, WhatsApp calls and he started marketing my company on various platforms like Instagram, WhatsApp and whenever there was a requirement from the client to visually see the flat or building then video calling the client helped a lot. Hence a positive outcome which the pandemic has resulted in is having a wider reach among the clients through digital media, which wouldn't have been possible physically.

7. What are your plans for the future regarding your company?

Our aim is to become one of the biggest real estate consulting firms in India and to promote ethical real estate practices to earn a valuable image for the entire real estate sector.

ALUMNI IN SPOTLIGHT

ALUMNUS: MR. NAVIN PATEL
(DIRECTOR, TALENT ACQUISITION, AFFINE)
BATCH: 2001-03



1. How does it feel today, at this moment, to be here at IBA as an interviewee for the Newsletter Committee? What memories are flashing through your mind?

It's an amazing feeling. 20 years is a long period; I'd say it's about half my lifetime. Being in the spotlight and back on campus again after all these years feels wonderful. Being from one of the very first batches of the college gives me many fond memories of IBA. There were about 38 of us in the batch, and the campus was still very new. With so many trees and other plants inside, first visiting the campus was like going on vacation. I also remember connecting with the lecturers and classmates, who were all from different regions of India. With time, new amenities entered the campus, beginning with Wi-Fi and printers. When the institute first started, I witnessed its development. At least 60 students made up the next group. Even though the first batch of instructors included some geniuses, the institute still needed to establish itself. We also have wonderful memories of Prof. Chandra Kant and his full-day classes, which were one of the most popular practices at that time. Even two-point assignments used to have negative marking. We had that sort of stuff, but it was amusing anyway. It was different back then since he used to visit campus and experience business life, but now it seems like he is more laid-back. Before being a professor, he was a full-fledged professional.

2. What increased your affinity towards marketing and finance?

I've had a fascination with finance since my graduation. Coming from a business background, I knew what was in store for my future. Finance was the best option for me because of my family background, and because we had dual specialization, I thought finance and marketing were a great combination for any business person. I thought this would be something that would be good for me. Hence, I went ahead with this combination. HR was something that never excited me; I had a different perspective related to that field. I thought it had more to do with people management, and that was the last thing I wanted to do. Ironically, I ended up being in the HR domain for at least the last 13 years of my career. You don't always get what you want, and now that I am in this domain, I enjoy it. I got to know it is not easy, as we consider HR to be an easy job. It is more complicated than it looks, and considering the current scenario, HR work is getting more complicated than it used to be.

3. What difference do you see in the HR field? How was it back then, in the initial phase of your career, and how different is it today?

Earlier, people were pretty bookish. They used what they had learned about organisational behavior. People, when they used to join organizations that were branded in the market, used to stick around for a long time. We had a few policies, and we were done. But now the market, with the internet boom, has become very dynamic. People are extremely picky, and are no longer behind brands. Now people are more into exploring and experimenting, and this makes the HRs' job very difficult. There is a lot of competition in the market, so how do you differentiate your employee retention strategy from the company's, and what strategies do you use to stand out? A lot of customization is requested from the business today. I would say that earlier HR was not a part of the board, the board meetings, and all, but today they have increased importance even there. The field has gained importance in terms of inclusion in decision-making meetings, planning, employee retention, employee branding because if you do not have people, good people, the organization cannot run. Even in the manufacturing sector, people are the key assets. That is a dramatic shift I can say I have observed in the field over the years. This field will keep growing and becoming more important in the coming years. Back then, we were like a support function, but now we are involved in strategic things. Organizations are including HR in decision-making, and organizations are ready to invest now in HR and even allocate budgets that were not so open in the past.

4. As you have 10+ years of experience in the HR field, what basics should students in this field look into if they wish to be in talent acquisition?

Talent acquisition is one part of the HR. If people are looking at talent acquisition specifically, then they should have a passion to help the best candidate get a job; that is the ultimate goal from the candidate's perspective, and they should also help them in solving the problem of meeting demand. There is a particular requirement that has to be fulfilled. You need to have a passion for engaging the candidates and solving problems for the organization. It is more like a sales function. The job of the head of talent acquisition is to attract people to the company who will join and help the company grow revenue, much like salespeople do for bringing in sales. For example, if there is a requirement of fifty people and I am not able to bring them for the company, I am out of business. There is constant pressure in the function, and if you can handle the pressure, you like numbers, you like targets, and you like to create strategies and engage with clients, stakeholders, and candidates. And you need to continuously keep motivating your team. One of the thankless jobs is HR, because as long as you are increasing the numbers and making people join, you are appreciated. The moment a candidate declines to join, people are ready to escalate on you at the drop of a hat. You have to stay alert, right?

5. What are your suggestions for us? How did you advance your career, and what advice do you have for your super juniors and young management graduates?

What I did was to pick up whatever came my way. I was picky but also wanted to grow in my career and reach a particular level that I always aspired to, and that is how I started my career. My advice to all current batch members is to keep an open mind and take any opportunity that comes your way, and then once you have the opportunity, explore whatever comes your way and master yourself. Pick something up, learn something, and then you can perform in that and become an expert in that. As a result, take on more and more responsibilities, become an expert in them, and you will see yourself growing as a professional; prove yourself, and opportunities will come to you naturally. Keep learning constantly from your team members, peers, and everyone else around you. There will be ups and downs in life, but that should not let you down or stop you from moving ahead. There are always good times after bad times. Wait for those good moments, and you will succeed in your career. Hard work cannot be substituted for anything. Hard work needs to be converted into smart work. Keep yourself well connected and well networked in the industry, as this plays a very important role, especially with a lot of social media around lately. You need to have the right network in the industry. Along with these, you need to have the right perception of things around you because this helps you grow faster in your career. Always keep having positive perceptions about getting that promotion or other opportunities. A little bit of self-marketing is always required within an organization. You need to know how to showcase your work and what you have achieved.

PARTAGER L' EXPÉRIENCE



1. What was your experience during the beginning of the pandemic?

On March 15th, 2020 a lockdown was imposed at the campus. Prior to the declaration of the national lockdown, we were in lockdown for 10 to 15 days. At the time, nothing was certain. My last day working for IBA was March 23. Over 70% of us left college on the same day.

2. How quickly could you adapt from offline to online classes?

The transition from offline to online classes, to be quite honest, wasn't that difficult. However, in-person classes had better engagement. With traditional classes, we could learn a lot more. Traditional classes have a higher level of interaction and information. A hurdle in this situation is the diversity of technologies.

3. How was the placement process online?

Although the entire planet was under lockdown, few companies were flourishing. For instance, Deloitte, one of the first company to visit IBA, completed the entire process online. Although the procedure was essentially the same, using it online offered few challenges. Some of the companies had substituted group discussions with case study solution, since conducting online GD was challenging.

4. What do you miss the most about IBA?

I miss a lot of things about the campus. One thing that I miss badly is my IBA hostel, coupled with the lovely campus where I spent two wonderful years learning and incorporating management into my way of life.

5. Best memories in IBA.

Burning bush was my favorite memory in IBA. Burning bush takes place at the beginning of the year as soon as the orientation is done. It helped me bond well with seniors, and it is the first interaction we have had with the management as well. It taught us so many things including time management and Sportsmanship.



**IPSHITA
BHATTACHARYA**

BATCH 19-21

1. Could you briefly describe your role in the internship and the company with which you were working?

My CIP role was completely diverse. I was fortunate to begin my career in talent acquisition and later advance to my role as HR coordinator. I can say that TA was something I was doing daily and I got to learn a lot. It was something I thoroughly enjoyed, as each day started with a new challenge.

2. What made you pursue an internship in this field?

HR has always been my passion, since graduation. I previously worked as an HR intern at a real estate company, where I learned how to recruit qualified candidates. Gradually, I became interested in the TA domain, and this is how I decided to pursue an internship in the field.

3. How did you get this particular internship offer?

"Networking" is the key mantra. Moreover, a career in HR always demands networking. I started growing my connections over LinkedIn, up-skilled myself by undergoing various courses in HR, joined various HR groups, and became proactive on LinkedIn. That's how I ended up getting a message from the company's CEO one day, asking for an interview. I did well in the interview and got shortlisted for the role.

4. Key learnings from the internship

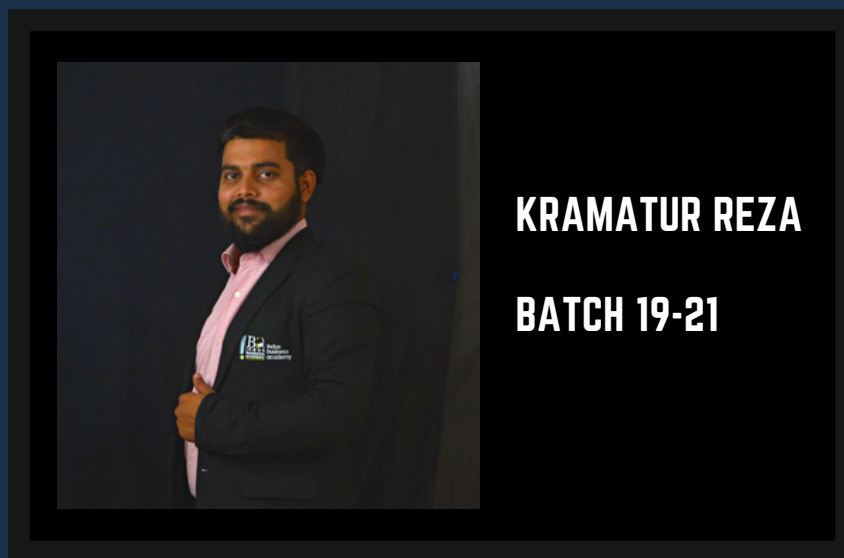
I learned a lot, to be honest, both from a technical and managerial standpoint. As a TA intern, I learned to build more networks, source the right resources and gained knowledge on various LinkedIn and Naukri hiring tips and tricks. As HR Coordinator, I learned how to interact with clients, interact with internal employees and maintain balance in the interview process. In addition to this, I also learned to work on CRM software while coordinating the BGV process. Finally, because I was in charge of analysing the performance of weekly recruiters, I learned a variety of methods.

5. How important is an internship to pursuing a career in the same field?

According to me, it matters a lot. Taking an example from my practical experience, I would say that if you wish to pursue your career in a specific domain, you'll have to learn everything from scratch. If the foundation isn't strong enough, you can't build an empire, so your career is your empire. You want to see it thrive and develop. So yes, an internship in the same domain is important to pursue a career there.

6. How do we work towards getting a PPO?

"Always give your best in whatever you do!" To be very honest, we all do make mistakes, but when you step into corporate, you learn that these mistakes are considered blunders. Life in corporate won't give you a second chance, so you have to gear yourself up from the beginning. No matter which domain you belong to, in the end, you are a sales representative, selling your expertise, skills, knowledge and worth every day. So to crack the deal, you need to be the best presenter of yourself.



1. Could you briefly describe your role in the internship and the company with which you were working?

I joined Arbunize Digital Media Pvt. Ltd. as a Machine Learning Engineer. I was assigned a project "Resume Parser". I was handling the part of Machine Learning Model and after this, I started working on Django Rest Framework for developing API for the Resume Parser and developed the same.

2. What made you pursue an internship in this field?

From the starting of my PGDM course, I was very clear about my career. I decided to pursue the field of data science and this was the main reason for learning Python and other related programming languages.

3. How did you get this particular internship offer?

I did three remote internships to get an internship in the field of Machine Learning and Data Science and finally, after completing my internships in boarded Technologies, I got an internship offer from Arbunize Digital Media Pvt Ltd. Since this internship was in the field of data science, I started working here.

4. Key learnings from the internship.

I learned software such as Python, Django, etc; I learned how to manage deadlines effectively due to which I was able to complete the assigned work effectively and the best part was getting practical exposure in the field of my interest.

5. Can we pursue jobs in different fields after pursuing internships?

Yes, we can pursue jobs in a different field irrespective of completing internships in another domain. An internship helps us to understand how corporate works. If job satisfaction is not there, it is good to shift career as early as possible.

6. How do we work towards getting a PPO?

It is not difficult to get a PPO, but it's also not simple. It's crucial to know the industry you want to develop in, to be clear about your goals, and to strive towards them if you want to obtain a PPO.

LIFE AT IBA

UGADI - 2022

*THE FESTIVAL OF LOVE AND
HARMONY IS CELEBRATED ALL
OVER.*



Festivals are moments to adore forever because they bring people together, fill voids with love, disseminate smiles, and bond our hearts. Ugadi 2022 was observed at IBA Bangalore on April 2nd with excitement and a fresh spirit of the new year, as the YMCC (the cultural committee of IBA) never fails to conduct magnificent celebrations. Telangana, Andhra Pradesh, and Karnataka all celebrate Ugadi as one of their major festivals. Ugadi Pachhadi and Puran Poli are the festival's signature dishes.

The festival volunteers were enthusiastic and began their work pretty early in the morning. Some students used mango leaves and rangoli to decorate the campus, while others chopped fruits and vegetables for the day's special meals. The dress code for the day was traditional, and students wearing sarees and veshtis made the campus look lively. Everyone took a selfie to capture the special moments. While others assisted in preparing lunch for everyone, some of the batch 20-22 students were enjoying their final days on campus. Both the batches collaborated closely to ensure the festival's success.

Everything that went into making the cuisine was done with love, care, and additional effort. A spectacular lunch featuring Ugadi specialties like Mirchi Bajji, Obbattu, Cucumber Salad, Rice, Papad, Mango Juice, and Ugadi Pachhadi marked the end of the day.

The volunteers' perseverance paid off as everyone gave them warm embraces and grins in appreciation. Thanks to the YMCC, students' festive spirits were satisfied while maintaining all precautions during this busy time of the year.

CLEANLINESS DRIVE - 2022

*CLEANLINESS IS NEXT TO
GODLINESS*



"CLEANLINESS IS A STATE OF PURITY, CLARITY, AND PRECISION" - SUZE ORMAN



It is important to keep ourselves and our environment clean and hygienic for us. Students are the real ambassadors of cleanliness, and they can motivate others to keep their homes, schools, colleges, and surroundings clean.

The students of IBA batches 20-22 and 21-23 came together for a "campus cleaning drive" organised by HOPE Committee 20-22. Students cleaned the entire campus on April 17, 2022. It was a volunteer activity, and the group of enthusiastic volunteers were delighted to work. Each one contributed in their own way to the cleanliness and beautification of the campus. These drives are a wonderful experience for students which motivate them to contribute their bit to society and they are major role players in raising awareness of the importance of cleanliness in one's neighborhood.

Everyone needs to understand cleanliness, hygiene, sanitation and the different diseases that are brought on by unclean living situations. Cleanliness promotes both mental and physical wellness. It is not just one person's responsibility, but each and every person is responsible. The primary objective of this campaign was to increase cleanliness awareness among students, contribute to the protection of our beautiful environment and make the world a better place to live.

CLUBS & COMMITTEES LAUNCH - 2022

EVENT TO HIGHLIGHT THE
CRUCIAL COMPONENT OF
DISCOVERING FRESH PEOPLE TO
FILL ROLES



THE SCHEDULES WERE TIGHT, TIME WAS LESS, BUT THE ANTICIPATION AND ENERGY WAS HIGH FOR THE LAUNCH OF CLUBS AND COMMITTEES - A GRAND TOTAL OF 8 CLUBS AND 4 COMMITTEES WERE LAUNCHED.

The clubs and committees are the face of IBA and play an important role, because they aim to help students develop leadership skills in relation to various streams and activities and to ingrain corporate culture. The clubs and committees are the student bodies, which work directly under the management and help students in their professional careers and growth.

These clubs and committees help the students grow both their potential and their humanity. They build the students from scratch and prepare them for the corporate world. The launch of clubs and committees was a significant event organised to introduce eight clubs, four committees, and the Entrepreneur Learning Incubation Centre (ELIC) to students through creative videos in order to help them understand the goals of the respective clubs and committees. Students were inspired to join groups and committees after watching footage of them in action and carrying the tradition forward.



BURNING BUSH - 2022

*WE CAN STILL HEAR THE CHEERS
OF THE AUDIENCE IN OUR EARS
WHENEVER WE THINK OF THE
MEMORABLE EVENT.*

Burning Bush is IBA's sports and cultural extravaganza, conducted every year at the beginning of the academic year. "Burning Bush" is named after two famous authors of marketing research, Alvin C. Burns and Ronald F. Bush. The motive of hosting Burning Bush is to ensure that good rapport gets built between the juniors and the seniors. The event was organised and administered entirely by a team of senior batch students under the supervision of the IBA administration.

Burning Bush 2022 was launched on April 23, 2022, with enormous excitement, energy, and positivity. The primary motive behind Burning Bush was to incorporate the vitality of physical exercise along with building relationships, managing conflict, and driving people towards ardor.

The offline launch was inaugurated by the Founder, CEO and Chairman, the Programme Director and faculty members. The launch was followed by heats and bidding on Day 2. The bidding's goal was to make Burning Bush 2022 a brawl among the tantamount clubs rather than the stronger clubs. Notably, one of the key practises during Burning Bush 2022 was the integration of a "no-paper tournament" design where the use of paper was nullified and notification of the rules, schedule, and scoring was digitalized. The Burning Bush 2022 week began with a bang, with students participating in a variety of games and activities such as outdoor games, business games, cultural events and other events. The overall winners of Burning Bush 2022 were "Hunterz Ignite" with maximum points, followed by "InfinitIT."

"Burning bush-2022"

We can still hear the cheers of the audience in our ears whenever we think of the memorable event.



SAYONARA - 2022

AN OCCASION THAT HONOURS THE PASSING
OF TIME WHILE WISHING EVERYONE A
HAPPY ROAD AHEAD



ALTHOUGH SAYING GOODBYE IS ALWAYS DIFFICULT, THIS IS TO HONOUR THEIR FANTASTIC TWO-YEAR JOURNEY THAT HAS COME TO AN END.

The official farewell celebration "Sayonara" was organised to say goodbye to the class of 2020-2022. The class of 2021-23 worked with member of the faculties to organise the party. The students were offered delectable refreshments to start the evening, and then the celebration began.

Various games and entertaining activities were conducted during the session. The 2020-22 batch had a great time. Mr. and Mrs. Eleanor were chosen from the students. As a thank-you gift, souvenirs were also handed out to the group. The students were treated to a delectable dinner to round off the evening, which finished with memories they will always treasure.





CONVOCATION - 2022

*THE OCCASION THAT BRINGS
EVERYONE TOGETHER TO
RECOLLECT THEIR MEMORIES.*

COMING BACK TOGETHER AND FORGING AN ENDURING CONNECTION WITH THE FOLKS YOU SPENT YOUR ACADEMIC CAREER WITH, IS QUITE REMARKABLE.

Convocation happened in the convocation ground of IBA, and students of batches 18-20 and 19-21 were present there along with their parents. The Chief Guests' and Subhendu Dey Sir's speeches were followed by the award ceremony for the rank holders from both the batches. A photography session took place in the auditorium with all the members of faculty. Everyone was so happy to meet with each other and with their mentors after so long. They were talking and sharing lot of incidents from their lives and what's going on in their post-IBA lives. Then, a special dinner was there for everyone. Everyone enjoyed being over there and chatting with the faculty and friends. That day, dinner was served in batches. Alumni and their parents were served first, followed by faculty, batch 20-22, and then batch 21-23. There were volunteers from batches 21-23 and 20-22 everywhere. Starting with greeting alumni, taking care of their parents, picking up guests from the airport, assisting them with their necessities, then on the stage and backstage, in the auditorium during the photography session, and finally at the dinner location. The day was well spent, with a lot of memories and motivation.





ORIENTATION - 2022

BUILDING BETTER BEGINNINGS

The orientation programme for batch 2022-24 commenced on June 9, 2022, in the auditorium. It started at 11:30 a.m. with the presence of the whole IBA family to welcome the new students and their parents. Mr. Hemanth Jadala and Ms. Prarthana Reddy, student volunteers from batch 21-23, hosted the event. The programme was inaugurated with the lighting of the lamp by all the IBA faculty members and student volunteers, Mr. Prasanth Revanuri and Ms. Bhavana Srivastava. Saraswati Vandana was chanted, invoking the "Goddess of Knowledge," Maa Saraswati, for her blessings to mark a new journey for the 22nd batch of IBA. Dr. Manish Jain, CEO and Founder of IBA, wholeheartedly welcomed the new batch and talked about how they can utilise these two years to their full extent. Following this, Dr. Subhash Sharma, dean of IBA, introduced the students to the management mantras. All the faculty members and staff members then introduced themselves one by one.

After the lunch break, all students of batches 22-24 were asked to introduce themselves. The new batch got to know the faculties, and it was a kind of ice-breaking session where each student got to know about one another. The auspicious event was concluded by Dr. S. Ramesh, who thanked everyone for their efforts and inspired the new batch to follow in the footsteps of their predecessors and extend the legacy of Indus Business Academy with bright colours and high spirits.

After this, students were taken for a campus tour by Prof. Nandeesh V. Hiremath in order to introduce the students to the IBA campus and make them understand the rules and regulations of IBA.



GUEST LECTURE - 2022

UNDERSTANDING SECURITY MARKET INVESTMENT STRATEGIES



As a skilled financial practitioner, Dr. Shikha Gupta provided an overview of the financial markets by outlining the concepts underlying the securities market's operation and the difficulties it faces. Throughout the interactive session, students learned about the various facets of wealth management and its significant concepts.

Along with describing the various types of securities, including equity, debt, derivatives, and hybrids, she also shared her personal experiences to help students understand the buying, selling, and holding of securities, which are the three main activities an investor undertakes and which are crucial in generating returns.

Her expertise has been crucial in helping students develop their financial literacy and understanding of the value of various sources of income, which has also boosted the confidence of beginners.

In the Q&A session that followed the lecture, queries from the students on securities and investments were addressed, and Dr. Shikha Gupta was thanked for her substantial contribution.

GUEST LECTURE - 2022

INTERACTIVE SESSION WITH DR. DEEPAK VOHRA

The interactive session with Dr. Deepak Vohra, Hon. PM's advisor in South Africa, was one of the most inspirational sessions attended by IBA students, faculty and staff. In addition to serving as India's ambassador to Poland, he is a well-known Indian diplomat who had previously held the position of Additional Secretary in the Ministry of External Affairs. He served as an officer on special duty to the Indian Prime Minister's Technology Advisor before entering the diplomatic service. Additionally, Dr. Deepak Vohra had experience with Sulabh International and had worked in a United Nations project in Africa.



Dr. Deepak Vohra provided the IBA students as well as the alumni, teachers, and staff members with considerable knowledge and perspective on international affairs. He made IBAians understand how fortunate we are to be Indians by blood.

He said, "India needs the world more than the world needs India. Dr. Vohra stated that as the world's youngest generation, India is unstoppable and that its time has arrived to take its place on the global stage. The former diplomat added that India is well-positioned to lead the world in addressing the major issues that humanity is currently experiencing, including health, climate instability and economic recovery through free and open seas.

His motivational speech was followed by a question-and-answer session from the faculty and student of IBA.



GUEST LECTURE - 2022

CUSTOMER STRATEGY IN HEALTHCARE INDUSTRY

Mr. Vineesh CN, Director of Evidence and Customer Strategy at IQVIA, shared his wisdom with the newly enrolled students of batch 2022-24 about current healthcare industry strategies. Every student was captivated by his inspirational words. Mr. Vineesh conveyed and articulated the idea that strategy is only the road map for long-term choices that are creating sustainable competitive advantage.



Every company looks for methods to improve the products it offers, and the healthcare industry looks for ways to improve the lives of its patients. The core of this strategy is when a particular economic sector makes environmental adaptation its top priority. We must understand where we truly compete, how to create value in these areas, and what our priorities ought to be in order to be able to adjust. According to Mr. Vineesh The ability to adapt to the most recent industry trends and outcomes is a skill that we as future managers must have.

We were given an explanation of the winning concept which had four essential elements: higher earnings, maintaining vital goals, more customer value, and a competitive emphasis. Bringing people into alignment is a crucial function because strategy is always an outside-in approach, indicating that our focus should be on learning, execution, and alignment. Focus and vision help define strategic decisions.

Analyzing the performance graph, winning and losing percentages, and—if losing is more frequent than winning—what is going wrong and the reasons the opposition is winning. In a nutshell, Mr. Vineesh brought a distinct dimension and value to the table with his wealth of information and extensive expertise. As the session came to a close, the teachers and students expressed their sincere gratitude, hoping that there would be other sessions of this kind at Indus Business Academy.

NEWSLETTER

2021-23



SPECIAL THANKS TO:



Dr. Subhendu Dey



Prof. Smita M Gaikwad



Prof. Nagendra Hegde

TEAM UDGOSH- VOLUME 1



Raunak Srivastava



Sebi Jain



Kritika Pandey



Shreyasi Srivastava



Srivathsa Sanketh

HOPE YOU ENJOYED READING!