



**Research and Publications**  
**Book Review**  
**Guest Lectures**

**VOLUME 2, 2022**



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*July to September*



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NEWS LETTER  
COMMITTEE

IBA'S  
UDGHOSH 2022



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# RESEARCH AND PUBLICATIONS

## Dr. Subhash Sharma

1. Published an article on "Spirituality Models of Management and Leadership, with Roots in Ancient Wisdom", in Spirituality and Management: From Models to Applications, along with Sanjeev P. Sahni, Tithi Bhatnagar and Pankaj Gupta.
2. Published an article on "New Earth Sastra for Harmonic Globalization and Sustainable Development" in IIM Shillong Journal.
3. Published an article on "Indian Models of Management and Leadership with Roots in Ancient Wisdom" in Global Perspective in Indian Spirituality and Management, along with S.K. Chakraborty, Sanjoy Mukherjee and Laszlo Zsolnai
4. Published an article on "Ethical Basis for a New Corporate Model" in Southern Economist.
5. Published an article named "From Shunya to Alphabets of Creation" in Alphabets of Creation: Talking God to Bed, along with Ananta Giri.
6. Authored a book named "Indian Ethos and Business Ethics for Management" published by New Age International Publishers. Co-author Rajneesh Khare
7. Delivered a talk on "Ethics of Globalization" in a webinar sponsored by the Indian Council of Philosophical Research (ICPR).
8. Delivered a talk on "India, Indianness, and Humanity" in Workshop on Realizing India at Indus Business Academy, Bangalore.
9. Delivered a talk on "Management Mantras for Success" as a Chief Guest at the Orientation Program of New Batch of Students at the Seshadripuram College, Bengaluru.



**DR. SUBHASH  
SHARMA**

# RESEARCH AND PUBLICATIONS

## Dr. Subhendu Dey

1. Published a paper in the Journal of Macromarketing titled "The 7A framework: "Extending the 4A Framework Based on Exchanges in Subsistence Marketplaces in India and Vietnam", along with Tapan Sarker, Moutusy Maity, Denni Arli, and Giang Nguyen.
2. Published a Case Study "SELCO Solar Light Pvt. Ltd., India. on "Social Enterprises and SDGs", in the World Scientific Encyclopedia of Business Sustainability, Ethics & Entrepreneurship by World Scientific Publishing, along with Tapan Sarkar, Anish Yousaf and Abhishek Mishra
3. Moderated a session on "Accelerating the Innovation Ecosystem via Academia" at the BW Unicorn Summit and Awards, 2022.
4. Published a paper on "Changing Millennial" Perception Towards Apparels: A Study of its Impact in the Handloom Industry in India", in the 9th ICOMBS held at IBS Hyderabad, 2022 along with Sourav Ganguli.
5. Presented a paper in the 9th ICOMBS held at IBS Hyderabad on " Learning Experience through Digital Platform- A Conceptual Framework & Empirical Study of Indian Students", along with Jayanta Banerjee.
6. Conducted an FDP titled "Doing Literature Review Systematically" for ICFAI University Tripura.

## DR. N.R. ARAVAMUDHAN

1. Published a case study - "The Impact of Learning and Culture and Organisational Identification: An Indian Case study" along with R.N. Padma. Published by Pursushartha.
2. Published "A New Template for Identifying the Best Training and Development Practices in an Automotive Industrial Cluster - Indian Case Study" in the International Journal of Management Practice.



**DR. SUBHENDU DEY**



**DR. N.R.  
ARAVAMUDHAN**

# RESEARCH AND PUBLICATIONS

## Prof. Nagendra Hegde

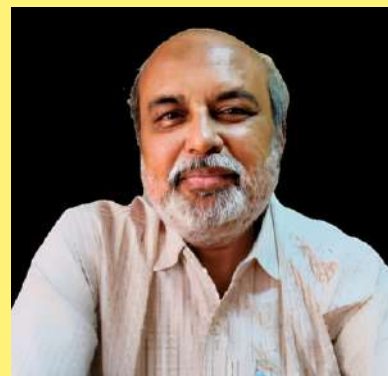
1. Edited Volume 13- Issue 2 of the IBA Journal of Management and Leadership "3D" on Marketing 5.0-A Humanistic Approach.



**PROF. NAGENDRA  
HEGDE**

## Dr. R. Ravi Sankar

1. Authored and published a book titled "Statistics Really Made Easy For Business" with the publishing house of notion press.com



**DR. R. RAVI  
SANKAR**

## Dr. Bijay Krishna Bhattacharya

1. Published a paper on "Yes Bank Saga: Some Lessons and Suggestions for Indian Banking Sector" along with Lakshmi Kanta Sinha Ray and Mridul Ghosh in the "3D" IBA Journal of Management and Leadership.



**DR. BIJAY KRISHNA  
BHATTACHARYA**

# RESEARCH AND PUBLICATIONS

## PROF. MURALIDHAR DESHPANDE

1. Presented a Paper on "Risk Mitigation Approaches of Fintech Firms Towards Cyber-Security Challenges" along with Dr. Krovvidi Krishna Kumari and Dr. A.V. Ramana Acharyulu at SDM IFC conference.
2. Published an article on "an empirical analysis of information technology (IT) projects using clustering techniques—an unsupervised machine learning algorithm" in Bloomsbury along with Dr. Nandeesh V. Hiremath, sponsored by AICTE.



**PROF. MURALIDHAR  
DESHPANDE**

## PROF. S MAHADEVAN

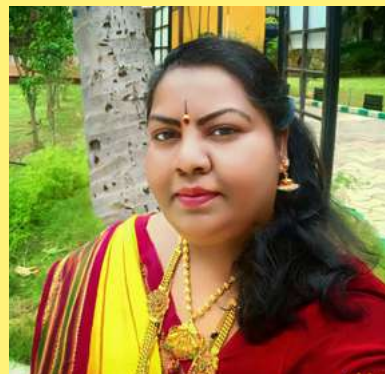
1. Published an article titled "Does 5G reset the competitive play in telecom" in The Global Analyst, ICFAI press .



**PROF. S  
MAHADEVAN**

## PROF. SMITA M GAIKWAD

1. Published a paper on "Eco friendly Green Products: A Study of Consumer Buying Behavior in Karnataka" in the Journal of Emerging Technologies and Innovative Research.
2. Published a paper on "Social Media Advertisement: Does it Influence Millennial Consumer's Buying Behavior of Green Products" in the International Journal of Research and Analytical Reviews.
3. Published a paper on "Factors Determining the Consumer Buying Behavior of Green Products Using Social Media Advertisements" in the Journal of Emerging Technologies and Innovative.



**PROF. SMITA  
M GAIKWAD**

# FACULTY ON BOARD

**Name: Dr. R. Ravi Sankar**  
**Designation: Professor**  
**Subject Area: Finance**

Dr. R. Ravi Sankar brings with him 40 years of experience that includes both industry and academics. He has held senior positions for a little over two decades in the manufacturing and financial services industries. He has over 18 years of experience in management consulting and corporate training. For the past 2 decades, he has been a visiting faculty member at some of the top management institutes in India.



**DR. R. RAVI SANKAR**

**Name: Prof. Pargat Singh Sidhu**  
**Designation: Asst. Professor**  
**Subject Area: Sales & Marketing**

Mr. Pargat has an experience of over 10 years in both academics and industry. He possesses a rich experience in B2B and B2C domains. His areas of competence lie in client service, strategic planning, leadership, data audit, and compliance.



**PROF. PARGAT  
SINGH SIDHU**

# FACULTY ON BOARD

**Name: Dr. Krishna Kumari**  
**Designation: Asst. Professor**  
**Subject Area: Finance**

Dr. Krishna Kumari comes with the right mixture of experience and expertise in corporate. Her expertise is in finance and accounts and she is highly passionate about academics and financial markets. She has a working knowledge of creating and implementing statutory enactment accounting policies and procedures. Her forte lies in connecting theory to the practises. Her research interest includes equity, alternative investment, financial statement analysis, and fintech company.



**DR. KRISHNA  
KUMARI**

**Name: Prof. S Mahadevan**  
**Designation: Professor and Chairperson – Corporate Engagements and Placements**  
**Subject Area: Marketing**

Prof. S. Mahadevan has a rich blend of corporate and academic experience. In his corporate career spanning 30 years, he has handled Business, Marketing, and Customer Service Responsibilities in the telecom and FMCG sectors. He played leadership roles in companies such as Amul, Jagatjit, Reliance Infocomm, Tata Teleservices, and Loop Mobile.

Before joining IBA, he was a Faculty at TAPMI, where he handled administrative roles such as Placement, Internship, Brand, International Accreditation, and Executive Education, at various points in time.

Prof. Mahadevan is trained in leadership assessment and has delivered one-on-one advisory to 100+ students.



**PROF. S  
MAHADEVAN**



# FACULTY ON BOARD

**Name: Ashli Rajesh Khurana**  
**Designation: Asst. Professor**  
**Subject Area: International Business/ Business Communication**

Prof. Ashli Rajesh Khurana has degrees in Applied Electronics and Software Technology from Nagpur University and master's in International Business from Queensland University of Technology (QUT), Australia.

Her post-graduate work research interest includes trade purchase logistics negotiation.

She has spent three years working in the FMCG, Media, and Health Industries as an International Business Consultant and HR Executive.

**Name: Dr. N.R. Aravamudhan**  
**Qualification: B.Com, MBA, M.Phil., Ph.D. (Anna University, Chennai and PSGIM, Coimbatore), UGC-NET Qualified.**  
**Subject Area: Training and Development**

Dr. N. R. Aravamudhan has more than 23 years of experience teaching at the graduate level and is an erudite researcher. He holds a Doctorate from Anna University in Chennai. His academic interests are in the areas of capacity building, workplace spirituality and human resource management, Highly regarded for his contributions in these fields, he has presented his work at numerous conferences and published many articles and journals indexed in ABDC and Scopus. Dr. N.R. Aravamudhan, was the recipient of "MTC Global Outstanding Researcher Award" in 2020. He has successfully completed UGC-NET with a high percentile score in 2019.



**PROF. ASHLI  
RAJESH KHURANA**



**DR. N.R.  
ARAVAMUDHAN**



## IBA JOURNAL OF MANAGEMENT & LEADERSHIP

INDUS BUSINESS ACADEMY published the second issue - Volume:13 of the IBA Journal for the month of January-June, 2022. The signature theme of this journal is "Marketing 5.0: A Humanistic Approach". The journal's guest editor, Professor Nagendra Hegde, Senior Assistant Professor at IBA, brought invaluable expertise to the publication. The journal's editor, Dr. Subash Sharma, provided the concept by bringing a 3-dimensional viewpoint to the journal through his extensive expertise and experience. The editorial board is made up of the following distinguished individuals, each of whom has helped this publication consistently succeed through their experiences- Ananta Kumar Giri, Arvind Singhal, Atanu Ghosh, Brajaraj Mohanty, Gopal Mahapatra, Pravir Malik, R.K. Gupta, R.D. Pathak, R.S. Deshpande, R. Sampath, Sangeetha Menon, Siddharth Shastri, L.P. Pateriya, Divya Kriti Gupta & Rishikesh Sharma.



The journal's articles deliberated upon varied facets festering the challenge of the numerous aspects of Marketing 5.0 and handling the shifting nature of the market. The concepts discussed in the journal are viewed through several lenses, yet ultimately they all converge into one. The viewpoints presented in the various articles in this publication provide a veritable minefield for carrying out similar studies in marketing 5.0. The content includes the following articles in the journal.

1. **Ready for Marketing 5.0?** by Gauri Chaudhary.
2. **Marketing 5.0: A Humanistic Approach** by Anandgoud V.N.
3. **The 7A Marketing-Mix strategy** by Anupam Narula.
4. **Agility as a Driver of Marketing 5.0** by Dr. A.V. Ramana Acharyulu
5. **Marketing 5.0: Changing Marketing Paradigms & Customer Loyalty** by Shreyas Naik.
6. **Soft Skill Based Recruitment for Sales Profession** by Praveen Kumar B.V.
7. **The Emergence of Leadership in COVID Times** by Rishikesh Sharma.
8. **Opinion: Design AI to benefit Mankind Better** by Tej Singh Kardam.

The current issue of the journal covers how the rapid evolution of digital technology has driven customers and marketers toward brands to be compassionate. Today's world revolves around the humanistic approach to marketing, or H2H Marketing, which is service-oriented and human-centered. It is founded on the design thinking methodology. Concentrating on the questions that marketing 5.0 sought to address This edition of the 3D journal, Marketing 5.0 - A Humanistic Approach, is chosen as the main focus in order to clarify the situation.

The thematic articles deliberated up on the varied facets of marketing 5.0 and outlined strategies to navigate the shifting sands of the markets and their complexities. The theme of the journal covers a staggering span right from the marketing of the masses to the digital-driven market that exists today. The papers highlight how the veritable exposure of technology has changed the market on its head.

Joe Pulizzi's latest work "Epic Content Marketing" leaves you thoroughly impressed. Fairly engrossing, and fascinating, the book exhorts why advertisements are outdated. The author lays out that the customers look for live experiences and create their own stories in the sun rather than relying on stones dished out by advertisers.

Pulizzi exhorts marketers to tell a consistent story to grab the eyeballs and be on top-of-the minds of the customers. The book also underscores the overarching need for the right position of one's business in the industry to acquire the edge and heft in the market.

One of content marketing's biggest champions has been Joe Pulizzi, who founded The Content Marketing Institute, a conference - Content Marketing World, and a publication, the Chief Content Officer magazine. McGraw Hill has released a book on the subject, Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers By Marketing Less.

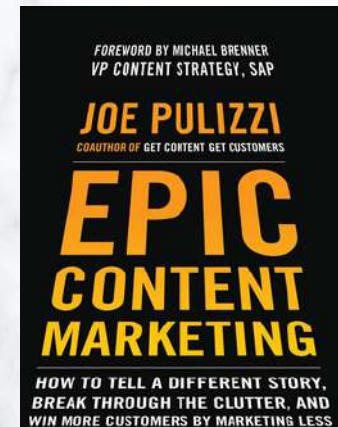
He discussed how businesses and brands are achieving real marketing objectives by creating compelling, relevant, and consistent contents. Joe has spoken to audience around the globe, including more than half the states in the US, Canada, Germany, Finland, Belgium, The Netherlands, Poland, and more.

The book is captivating with do's and don'ts of digital marketing. Pulizzi offers 15 reasons why current content marketing may not be benefiting organizations, some of them include: self-centeredness', fear of failure, communicating in silos, lack of C-suite sponsorship, and more. He goes on to provide six principles of epic content marketing:

1. **Fill a need**
2. **Be consistent**
3. **Be human**
4. **Have a point of view**
5. **Avoid "sales speak"**
6. **Be best-of-breed**

#### **Recommendation:**

Admittedly, the book has generated lots of buzz and excitement which compelled me to read the book. I wasn't disappointed at all. I would recommend this book to those who are past new-age marketing. I would like to add a caveat. Each reader should have a notebook by his/her side to record the most consequential life observations as they navigate through the esoteric world of Joe Pulizzi's marketing firmament. So, what are you waiting for? Go for it and grab your copy.



By  
**Charul Priya**

## DIGITALIZATION IN INDIA BY- MR. DHRITIMAN GHOSH

For the class of 2022–24, Indus Business Academy organized a guest lecture on Digitalization in India. Mr. Dhritiman Ghosh, who received his ACA from the Institute of Chartered Accountants of India, served as the resource person. He has held several positions with L'Oreal, Marico Limited, and ITC Limited in the past. His experience covers the whole arc- retail, finance, digital finance, Insurance, etc.



The seminar began with an introduction to digitalization, a Government of India's flagship program with the goal of transforming India into a knowledge-based society and economy. He took us all on a tour of the digitalization route and its various tiers. His presentations were primed on three aspects: Device, User and the Internet.

This kept us all fascinated and made the discussion highly engrossing. Later, by emphasizing ONDC (Open Network for Digital Commerce) and segmentation, which are Audience, Acquisition, Behavior and Conversion, Mr. Dhritiman Ghosh made the workshop incredibly lively.

Mr. Ghosh added a distinct perspective and value to the discussion, thanks to his vast knowledge and extensive experience. A heartfelt vote of appreciation from the professors and students brought the meeting to a close.

## BUILDING A CULTURE OF EMPATHY

Edwin Rutsch, the founder and director of the Center for Building a Culture of Empathy, who has spent the past two decades promoting empathy and creating a database of academic articles on the subject. We talk about his journey, his motivation and the importance of empathy in everyday life.

Empathy is a talent that a psychoanalyst needs in an order to communicate with and counsel patients effectively. The study of the psycho-dynamic obstacles to empathetic engagement that may originate from the analyst, the patient and the greater culture is the main goal of 'A Rumor of Empathy'.

A Rumour of Empathy encourages people to cultivate empathy through intersubjectivity. Empathic understanding and interpretation are achieved through intersubjectivity, vicarious experience, receptivity, and empathetic understanding and interpretation.



## MARCHING TOWARDS EXCELLENCE OF LIFE

On the 16th of July 2022, Indus Business Academy, Bangalore hosted a guest lecture. The creator and advocate of Vikas Center for learning, Mr. B.S. Ravi Prakash, gave the day's keynote address. He holds a master's degree in Public Administration, and a certificate in Social Work and is a qualified trainer from AIMS INSIGHT, Mangalore. He is also a member of the Bangalore Theosophical Society. He is also a certified Transactional Analysis Counsellor.

The session began with the lessons Mr. Prakash has learned in his life, namely the importance of empathy in getting good results from challenging work. By modeling empathy, people can cope with the demands of the corporate world better. Empathy also has implications for the organization's progress and has a telling effect on how each individual behaves in those organizations. The resource person exhorted the students to strike a balance between "intelligence and emotional quotient. The guest also dwelt on how to handle criticism at work."Life does not work on binary logic" Mr. Ravi Prakash argued. Never let criticism downsize your self-worth, he added.

He summed up the discussion by quoting "Hate me and Kill me till I die or love me and appreciate me." Mr. Prakash was very approachable and modest. The session concluded with a group photo after he responded to all the students' queries and made a commitment to visit our campus again.



## THE NEED OF B-SCHOOLS STUDENTS TO CSR

On the 30th of July, IBA Bangalore was honored to have a guest speaker Dr. Prettysha Curtis, a corporate social responsibility leader, industrial/organizational psychologist, and specialist in Occupational Health and Safety compliance who has worked with Akzonobel India Ltd. for more than 15 years.

Dr. Curtis conducted a session on "The Need For B-School Students to know about CSR" with the current class of students. She talked about the 2014 Company Rules' policies on BRR, ESG, and corporate social responsibility. Kudos to Dr. Prettysha for a wonderful session and for educating the students about the importance of CSR.



## INTRODUCTION TO DATA ANALYTICS AND CAREER DEVELOPMENT BY MR. ASHISH PATEL

Mr. Ashish Patel has over 12 years of expertise in project/program management, business analytics, and consulting across a range of industries. He is also a trained Six Sigma Green Belt. He has an extensive experience in supply chain management, demand forecasting, data visualization and performing gap analysis.

On the 26th of July, Mr. Ashish exhibited in-depth knowledge and held forth on topics like data analysis and career advancement, which resonated with many in the audience

"Trust Data. After God, you can trust data"- Mr. Ashish Patel reflected. Data is precious and must be cashed upon. Learn how to read and analyze it and put it to the organization's benefit, Mr. Patel exhorted.

He further added that data support business decisions and allow firms to increase income by using accurate estimates and relevant algorithms. If you enjoy using data to solve challenging problems and possess strong critical thinking abilities, a career in data analytics is a great choice, Mr. Patel quipped.

The session opened for questions and answers after providing students with background information on the subject. Students received a slew of career advice from Mr. Patel during the question-and-answer session, which was followed by a group photo.





## HOW TO EMERGE AS A PURPOSEFUL PROGRESSIVE ENTREPRENEUR?

On the 2nd of July, Dr. Nandeesh Hiremath led the guest talk on "How to Emerge as a Purposeful Progressive Entrepreneur". Mr. Prem Kr. Rathore, Founder, and CEO of KisanSaathi was our guest and he shared his extensive knowledge and experience with the students of IBA. He highlighted the importance of networking by saying that "Network is Net worth". He also explained how Amul networked with women and farmers who produced milk. He also articulated the philosophy of "INM," (Innovation, Networking, Marketing). He revisited the mission of providing capacity-building solutions to improve and assist farmers in moving from conventional to modern Agro Supply Chain Models. The over-achieving vision is to scale-up sustainability and improves farmers' income.

He outlined the difficulties farmers face while growing and selling their goods, which include applying scientific techniques and having access to markets. He stated that only 20 to 25 percent of the crops are consumed, 30 to 35 percent are lost in the supply chain, and the remainder is wasted. He also explained various dimensions of "Arbitrage Trading".

He discussed the current trends in entrepreneurship and research, entrepreneurial entry methods, psychological research, the risks and trade-offs of an entrepreneurial career, and women and minority entrepreneurs. According to him, the FPO (Farmers Producer Organization) movement should be used to improve the lives of Indian farmers.

Finally, he declared at the end of the session that "Entrepreneurs challenge the unknown to become one of them" and concluded the session by highlighting the significance of mentoring.



## PERSONALITY DEVELOPEMENT AND LIFE SKILLS



On the 17th of August, IBA Bangalore played a perfect host to Major Aditi Mohan who came calling on the students. She has served as an Army officer in the past and was part of the Indian Army during the Kargil and Parakaram operations.

Major Aditi talked about "Personality Development and Life skills". She also enlightened students on the topics of 3Ps and 3Vs, which she considers as her Paramveer Chakras.

Her life experiences left the students largely inspired, energised, and motivated.

## GLOBAL SUSTAINABILITY

IBA Bangalore hosted a webinar on July 20. Mr. Karthik Raj, Head of Strategic Partnership & Alliance, Swiss Learning Exchange, spoke at the event. Mr. Karthik Raj has ten years of expertise with India's top business organizations, including CII and FICCI. More than 30 national and international conferences were handled by him. Mr. Karthik Raj is actively engaged in efforts to establish a sustainable community across all of India.

Moving on to the reasons for sustainability, he stated how capricious people are becoming at the cost of society and are using all the available resources for their own self-interest.

People must remember that resources are finite and diminish with time. Countries have set sustainability targets in relation to climate change. The objective is to eradicate hunger, achieve food security, improve education standards, encourage possibilities for lifelong learning for all and maximize economic growth.

Each and every student actively participated and gained extensive knowledge about best sustainable practices. Energy and enthusiasm were abundant during the session. Additionally, we hope to hold more such sessions in the future.



## IMPORTANCE OF EMPATHY IN PROFESSIONAL LIFE

IBA Bangalore invited Mr. Vinay Kumar Singh, Senior General Manager (HR & ER) - Jindal Saw Ltd., for an interactive session with PGDM students, teachers and staff.

He spoke about corporate culture and the importance of empathy at work. He also emphasized the significance of having self-confidence in order to thrive not only in one's professional life but also throughout one's entire career.

The crowd was uplifted by his positive view on life, humility, and dedication to lifelong learning. The workshop also benefited from the professional insights of Mr. Mandeep Singh, the Assistant Manager of HR, ER, and Administration at Jindal Saw Ltd., Mr. Megharaja Yeri, Assistant General Manager of Human Resources.



## IMPACT OF HYPER AUTOMATION ON BUDDING MANAGERS

IBA Bangalore graciously received Mr. Venkat Aravamudan, a seasoned executive and businessman with more than 30 years of diversified expertise. He is the founder and the CEO of InnoHat Systems Pvt. Ltd. He founded SmartMegh Solutions, where he also holds the position of CEO.

Mr. Venkat conducted a session on the "Impact of Hyper automation on Emerging Managers". He elaborated on how hyper-automation could be used to fulfill our time-consuming everyday data activities in a way that is both cost- and time-efficient.

He also exhorted students on how to combat the battle of the rising tide of Job instability, job losses, and lay-offs. "Focus on upskilling, that's the only way you remain relevant in the market," he advised the students. He also addressed questions about career opportunities in the field of Hyper Automation.



## REDISCOVERING INDIA - DISCOVERING SELF BY SHRI A SRINIVASA RAMANUJAM

On the 30th of August Shri A Srinivasa Ramanujam, a visionary and authority in the field of agriculture, delivered a guest lecture at the Indus Business Academy in Bangalore on the topic of "Rediscovering India - Discovering Self". A man about the world, Mr. Srinivasa Ramanujam's pearls of wisdom left the students highly inspired and energized.

Everyone is aware that, like a coin, life has both good and sad sides. It is up to each individual to decide how to keep the two in balance. The process of figuring out who you are is at the heart of everything you do in life, despite the fact that it could seem like a goal that is fundamentally selfish. First, "we must understand who we are and what we are. We must first consider our worth and ultimately what we have to offer." the resource person reflected

He provided concrete examples from his personal experience to show how a person's willingness to take chances can shape their destiny. You can accomplish more by taking risks. "We need to work together if we want to accomplish anything big." Mr. Ramanujam quipped

There will be ups and downs in life, but nothing in the cosmos is permanent and everything goes, Mr. Ramanujam said, quoting the familiar trope of "This too shall pass." The biggest and most significant adventure of our lives is discovering who we truly are.



## CONCEPTS OF CYBER SECURITY

The current batch of students and Mr. Ashish Kumar Kumbhar, an IBA alumnus from 2008–2010 cohort, participated in a session on "Content of Cyber Security." Presently he is working with Tata Communication as a Sr. Product Manager for the international Market.

Mr. Kumbhar gave the audience a tour of the cybersecurity sector. He explained how cyber security shields systems, networks and data from internet dangers. He discussed his own first-hand knowledge of network characteristics, next-generation firewalls, cloud proxies, remote work ransomware, etc.

Mr. Kumbhar also covered endpoints, applications, and IOTs. During the insightful workshop, students demonstrated learning more about cyber security.



## **LEAN STARTUP METHODOLOGY: AN APPROACH TO BUILDING NEW BUSINESSES, MINIMUM VIABLE PRODUCT, 3 CORE PRINCIPLES**

On 5th Sept 2022, IBA Bangalore organized a guest lecture. The Speaker was Chandrashekar Kupperi, founder of Anova Corporate Services Pvt Ltd. A career Chartered Accountant, Mr. Kupperi has worked in different sectors. Currently, he is working in the LORNAMED Group. Being an angel investor he has been a part of 11 transactions and 4 disinvestments, refinancing in India, Europe & North America. The session was organized through WebEx.



The session commenced with the introduction of Lean startup. The resource person walked the audience through the start-up model and its scaling up

Big names like Instagram and YouTube were the classic examples of lean startups, the resource person added. The resource person also spoke at length about the reasons for the failure of the start-ups. He extended his session on a high-octane note by “The goal of a startup is to build in the right way” and “Lean Startup says don’t sell what you can make, make what you can sell.”

The session ended with a vote of thanks from the students, It was indeed a great experience for all of us. The session was filled with enthusiasm and energy.





## **NURTURING HARMONY & SELF-CARE\_ THE MIND BODY EMOTION CONCEPT BY MS. KAVITHA ALVA**

A webinar was organized on Nurturing harmony and self-care by Ms. Kavitha Alva on the 12th of December, 2022.

Ms. Alva is a corporate trainer and coach based in Mumbai. She has been in the field for over 23 years working with corporate and individuals. She is a Gallup-certified 'Strengths and Performance' coach. She is a certified Strategic Performance Management practitioner from XLRI and a certified ICF coach- Results coaching- Australia. Other certifications include certificates in 'Heal your Life' and NLP.

The webinar started with a meditation session to relax from one's cluttered life schedule. The resource person implored students to practice harmony and self-care through mind and body and emotional connection. She further stated that "There are two laws of the Universe; Law of Attraction and Law of Giving". The melody of wholeness is the harmonious play of different notes. There is a Mind-Body connection which is basically the relationship between a person's thoughts, emotions, and bodily responses.

The session ended with a query handling by the guest which left the students in a self-reflective mood.





## **LESSONS I LEARNT OR WHAT THEY DID NOT TEACH ME IN SCHOOL BY MRS. RENUKA KRISHNA**

On 15th September 2022, Indus Business Academy, Bangalore organized a webinar on "Lessons I learned or what they did not teach me in school". The webinar was conducted by Mrs. Renuka Krishna, a highly qualified Human Resource professional who accomplished organizational goals through Talent Acquisition, Training and Development, PMS, HR Operations, Employee Engagement, Employee Relations and Team Management.

Mrs. Renuka Krishna began her lecture by quoting from Oscar Wilde's "I always pass on good advice. It is the only good thing to do with it. It is of no use to oneself". She encouraged the students to absorb life lessons from their experiences rather than from books.

Earlier we knew that slow and steady wins the race, but Mrs. Krishna added a new perspective to look into it. She further reflected that fast and consistent will always beat the slow and steady, if one puts constant efforts to rectify mistakes. She linked this to the Hare and Tortoise fable where the hare lost the race because of being overconfident. She flipped the story and wondered what if the hare made some soul searching and understood the mistake made.

She also touched on various other points such as

- How to rectify yourself
- Work on your competencies
- Compete against the situation, not rival

She said that soul-searching helped the hare win the race later on.

## LESSONS LEARNED AFTER SCHOOL

On the 16th of September 2022, an online guest lecture was organized in the auditorium of Indus Business Academy for the MBA aspirants. The speaker of the session was Mr. Sachin Parekh who is the Director of the London School of Digital Business, UK with more than 25 years of experience in the "Technical and pre-sales" role in the Cisco Contract Center domain and related solutions. He was also the founder, CEO, and Managing Director of JAMS Technologies Private Limited and Co-founder of various other ventures.

The session started with a brief study about the knowledge one gains in the practical world than what one gets from books and in school. The major focus of the session was to make us believe in ourselves and that each one of us has our own way to tackle the challenges of life. He walked us through various thought-provoking quotes and how one can apply them in his/her life. The key learnings from the webinar were:

- Rectify yourself first to become better.
- Fast and consistent beats slow and steady.
- Work on your competencies.
- Pooling resources and working as a team will always beat individual performances.
- Compete against the situation, not a rival.

Later, Sir made the session exceedingly interactive by taking up questions from the students and solving some of them with motivational talks. He really impacted future managers with his knowledge and experience.

To put it in a nutshell, Sachin Sir brought a unique dimension and value to the table with his abundant and all-around experience. The session ended with a warm vote of thanks from the professors and students, hoping that we expect more such sessions conducted by the Indus Business Academy.



## BUILD YOUR PERSONAL BRAND

Rajdeep Singh, a proud alumnus of IBA (Batch 2005-07), currently serving at EY as EY Associate Director and Brand, Marketing, and Communications Leader (GDS CS), conducted a session on the topic "Build your personal Brand".

The resource person spoke on personal branding, namely what people say about you while you're not in the room. He also stated that it is not about talking about oneself, but rather about demonstrating what you are capable of.

He provided an overview of how one's social media profile should look, its components of it, and how to boost one's social media presence.

"What people say about you when you are not in the room says a lot about you" the resource person quoted.





# MEME CONTEST

**CONGRATULATIONS TO THE WINNERS**



**BY**  
**DILEEP KUMAR REDDY**

**Employee:** Special thanks to my manager without whose support this wouldn't have been possible  
**The Manager:**



**BY  
VIDHI  
PARASHAR**



**BY  
SHAINI  
BOSE**

## IIMB VISTA FEST 2022

The 2022 Vista Fest at IIM Bangalore was attended by students from Indus Business Academy, Bangalore. The chairman of Vedanta, Mr. Anil Agarwal, gave a guest lecture on the first day on "Reimagining India's growth story." Mr. Aman Gupta, the founder, and CEO of Boat gave a lecture in the second session. With his persuasive personality, he connected instantly with the audience and highlighted the upsides of working as an entrepreneur. Prof. Vasanti Srinivasan presented the third session on "Future-proofing your career."

The second day featured a business simulation game on startup multiplier and role-playing, which was followed by a discussion panel with IIM Bangalore alumni. The third day featured a sports management and marketing event, which was preceded by a lecture by Boman Irani and Dr. Raghunath on how a career should not be a risk.





# LIFE IN CAMPUS



Hundreds of students from all over the nation, from many culture, and from far-flung locations have gathered in one location with the shared goal of realizing their lifelong dream of being effective managers. The IBA campus, a cultural mosaic, is an attractive campus in the state of Karnataka, plays a crucial part in keeping this goal together. Hundreds of students, cutting across several states, languages, culture, and religions have come to IBA Bangalore with an overarching goal to graduate as successful business professionals.

A typical day in the IBA campus begins in the early morning when students rush to Santripti, IBA's mess. The students enjoy delectable and healthy cuisine, a nice cup of tea, and good talks that they aim to have throughout the day. The 9:30 am lecture period lasts until 5:15 pm. A minute late is seen as being missing on the IBA campus because punctuality is the mantra that every faculty member lives by.

Students have lunch in the afternoon and refreshments in the evening in between classes. Different types of meals served here, where students regularly eat food from different states, are an example of how diversity and unity can coexist.

At IBA, life is much simpler amidst the vast expanse of green in the campus, which plays a prominent role in keeping student's goals alive.



## 76TH INDEPENDENCE DAY

Indus Business Academy, Bangalore celebrated the 'Independence Day of India', which is commemorated religiously throughout the country on the 15th of August every year and reminds every Indian about the 'Dawn of a New Beginning' of an era of deliverance from the clutches of British Colonialism for more than 200 years. This Independence Day marks 75 years of India's independence. On the eve of Independence Day, IBA organized an inclusive program dedicated to depicting a portrayal of mini India, rightly termed "Indiapura".

This time, IBA played host to Retired Major R D Bhargava, a Veteran of the Indian Army, as the Chief Guest of the event. The event then proceeded with a welcome speech followed by flag hoisting and National Anthem. The chief guest spoke on the relevance of celebrating Independence Day for every Indian. Following his speech, the patriot songs "Teri Mitti and Maa Tujhe Salaam" were played leaving the audience's hearts with patriotism and pride.

To cap the day's event our students put up a spirited dance performance capturing the patriotic love for the country.



## SRI KRISHNA JANMASHTAMI

The 2022-24 batch organized the entire event as IBA observed Krishna Janmashtami on August 19, 2022. It was on this auspicious day that Lord Krishna was born on earth. In India, Lord Krishna's birthday is observed with great zeal and fervor in August or September. This festival is observed on Ashtami of Krishna Paksha, the eighth day of the dark fortnight according to the Hindu calendar. The most potent soul according to Lord Vishnu's carnations is thought to be Lord Krishna in Mathura. That is why Mathura is known as Krishnabhumi.



## HOPE DAY

Hope! It's a powerful word that energizes and inspires millions of people. Hope has moved people out of untenable situations into better lives and has helped humans stay alive long enough to figure out how to thrive.

On 20th August 2022, Indus Business Academy celebrated its 22nd Hope day. IBA Founder Dr. Manish Jain articulated his vision, he vouchsafed and emanated Hope.

Our Dean, Dr. Subhash Sharma offered a new spin to the word "HOPE" that was thought-provoking. In its true essence, the Higher Order Purpose of Existence is the significance of the word Hope. Then the event proceeded with the 'Hope song'. Dr. Manish Jain provided us with the vision that ensued to form Hope, the CSR committee doing their bit for the underprivileged kids in orphanages and elders in old age homes.

He further elaborated on how the CSR committee is contributing its mite to help a lot of underprivileged kids in orphanages.

The day was graced with a host of song and dance, speech competitions, poetry, and quiz program.

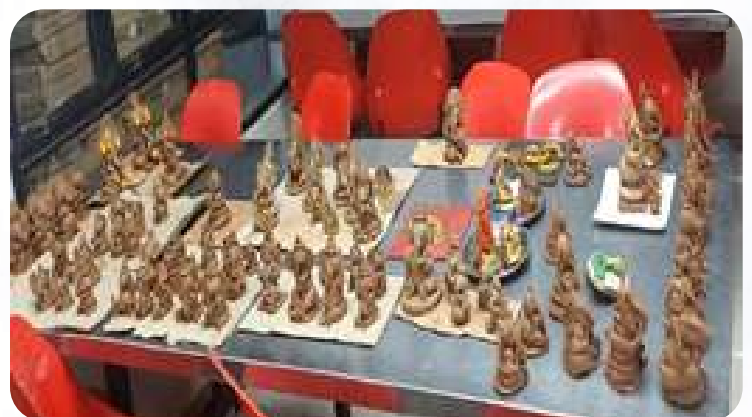


## GANESH CHATURTI

The festival of Ganesh Chaturthi, also known as Vinayaka Chaturthi, honors the birth of Lord Ganesha, the Lord of Wisdom and Prosperity. This auspicious celebration has been observed by IBA for many years. The sthaapna of Ganesh murti marked the start of the celebration this year on August 31.

The day before the idol's sthaapna, the students enthusiastically set out to create 101 clay Ganesh idols, surpassing previous records in the process. At IBA, there was a 4-day festival that included arti offerings in the morning and evening. Both students and faculty members volunteered to prepare the delectable prasad offerings for the arti. The prasad included 56 different foods, including sweets, fruits, and dried fruits. Every arti was accompanied by students singing beautiful bhajans, which energized the room.

The students organized a special cultural celebration on the third day, illuminating the evening with joyful dance performances, uplifting songs, and a drama about Lord Ganesha's birth. A customary lavish feast was enjoyed on the final day. Then two parts of our cohort competed in a highly entertaining laddoo auction. With heavy hearts, students performed Visarjan of the 101 Ganesh idols to conclude the four-day celebrations.



## ONAM CELEBRATION AT IBA

Onam is the most revered and celebrated festival in Kerala. It is symbolic of King Mahabali's annual homecoming as well as celebrates the Vaman avatar of lord Vishnu. IBA has been celebrating this festival every year.

The YMCC committee was the main handler of the festival. The students from Kerala helped others to know how onam is celebrated, and what are the different rituals of Onam that has to be followed.

Basically, Onam is the rice harvest festival of Kerala. Every year students make "POOKKALAM" which is also known as Rangoli. The students decked up the whole campus with flower arrangements.

The students sashayed in the eye-pleasing traditional Kerala Saree while guys were seen in traditional Vesti.



## TEACHERS DAY

“The influence of a teacher extends beyond the classroom, well into the future”- F. Sionil Jose. Teacher’s Day is celebrated to commemorate the birth anniversary of Dr. Sarvepalli Radhakrishnan. Hence, Teacher’s day 2022 was celebrated at IBA Bangalore to honor all the teachers for their dedicated hard work in bringing out the best in their students.

Students organized a fun event for beloved faculties of IBA at AMA Auditorium to thank them and also to address the role and importance they play in educating and guiding the young minds of our country. The program commenced with the lighting of the lamp followed by Saraswati Vandhana which was beautifully recited by Supriya Iyer of batch 2022-24

A motivational and encouraging speech was given by s teachers. Later on, Sayantan Banerjee from batch 2022-24 delivered a speech mentioning his experience with the teachers on behalf of the batch. We had a group song of old melodies heartily sung by Rupanjali, Rishita, Rudransh, and Koyelina of batch 2022-24. There was a beautiful poem recital by Sakshi Kathane which was loved by everyone. An energizing dance performance was put up by Ankita and Pritisha of batch 2022-24. Now comes the fun part of the event, Moumita from batch 2022-24 hosted the Anthakshari event for teachers. Teachers were given on spot hilarious situations in which they had to sing a song matching the situation. Finally, the delicious and exciting moment of the event commenced with cake cutting and gifts distribution. Gifts were custom-made for each and every teacher which showed the love and affection of batch 2021-23 and 2022-24. Overall the show was a grand success which spread joy to every single person present there.





# NEWSLETTER COMMITTEE





# SPECIAL THANKS TO



**PROF. NAGENDRA  
HEGDE**



**DR. SUBHENDU DEY  
(DIRECTOR, IBA)**



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- Sudheer Rathi
- Charul Priya
- Abhirami R
- Aarushi Verma
- Jyoti Shaw
- Sneha Mishra
- Sujitha John
- Rohit Sudharkaran



Hope  
you all  
enjoyed  
Reading!!