



THE SOUND OF RIGHTEOUSNESS

VOLUME 2, 2023



NEWS UPDATE

UDGH  SH

July to September



NEWSLETTER
COMMITTEE

UDGHO SH 2023



TABLE OF CONTENTS

01	NOTE
02	BOOK REVIEW
03-13	GUEST LECTURES
14-21	LIFE ON CAMPUS
22-24	EVENTS OUTSIDE THE CAMPUS
25	WHAT'S NEXT
26	NEWSLETTER COMMITTEE
27-28	SPECIAL THANKS TO
29	CONTENT CURATORS
30	HAPPY READING



NOTE



PROF. JENITA SAJI
MENTOR

This volume of Udghosh is brought to you by the enthusiastic student body of Indus Business Academy. This newsletter aims to portray not merely a summary of events that have taken place here, but a spectacular representation of the interesting life at IBA. I hope you enjoy reading this newsletter.



PRASHANT SINGH
SECRETARY

As we usher in another vibrant edition of UDGHOSH, it is with great enthusiasm that I extend a warm welcome to each one of you. The pages of this volume reflect the dynamic spirit that permeates our campus. Within these pages, you'll find a tapestry of voices—from insightful analyses of current events to heartfelt narratives that capture the spirit of our IBA. We take pride in the diversity of perspectives and experiences that enrich our college environment, and we hope that this newsletter serves as a platform to amplify those voices.



SHREEPARNA SEN
UDGHOSH

Our college is more than just a place of learning; it is a dynamic community where individuals from diverse backgrounds come together to shape the future. As we turn the pages of this newsletter, let us take a moment to thank all the contributors, writers, photographers, and editors who have poured their passion into this edition of UDGHOSH.



MARKETING 5.0 TECHNOLOGY FOR HUMANITY - BY PHILIP KOTLER



In "Marketing 5.0: Technology for Humanity," marketing guru Philip Kotler, alongside Hermawan Kartajaya and Iwan Setiawan, presents a compelling vision for the future of marketing, one that seamlessly integrates technology with human values to create a more sustainable and equitable world.

The book delves into the concept of "Segments of One" marketing, a strategy that utilizes data and artificial intelligence to tailor marketing messages to the unique preferences and behaviors of individual customers. This hyper-personalized approach, Kotler argues, is essential for building meaningful relationships with customers in today's dynamic and interconnected world.

Kotler also emphasizes the importance of "Contextual Technology," which leverages real-time data and customer insights to deliver relevant and timely marketing messages. This approach, he explains, allows businesses to engage with customers in the context of their current needs and preferences, creating a more seamless and personalized customer experience.

The book serves as a thought-provoking guide for marketers navigating the complexities of the digital age. Kotler's insights provide a roadmap for creating a more human-centered approach to marketing that leverages technology to enhance customer experiences while contributing to a better future for all.



SHAINI BOSE
22-24

ALUMNI HANGOUT

The atmosphere at IBA was filled with anticipation and excitement as our alma mater welcomed back some of its most accomplished alumni for a guest lecture. On 8th July, 2023, Vishal Sir, Luigi Sir, Abhishek Sir, Akshay Sir, Arun Sir, proud alumni of Indus Business Academy conducted a session - Reflections EMEA region. They all are in Dubai currently and connected with IBA's 23-25 batch via Zoom meetings.

The alumni speakers generously shared their insights, lessons learned, and the challenges they encountered along their respective paths. They spoke humbly, acknowledging that their successes were built upon failures and perseverance. Their words resonated deeply with the students, reminding us that setbacks are opportunities for growth and that true success is often born out of resilience and determination.



They coined a word that they used to use at their time in IBA which was Cooperate + competition = “coopretition” which means we should cooperate with our peers while maintaining a healthy competition that will push each one of us to grow towards our individual goals. They told us how IBA is training us for corporate life. They mentioned different ways in which dual specializations give extra opportunities to students which included extra efforts towards each subject and better management skills to finish our academics while handling our extra-curricular activities. We understood different ways by which case-based learning improves our holistic development.

The guest lecture by our esteemed alumni was indeed an inspiring and insightful session that left a lasting impact on all of us. Their journey from being students at our institution to achieving remarkable success in their chosen field has been nothing short of extraordinary.

IMPORTANCE OF QUALITY IN MEGA PROJECT BY MR. PR SUBHASH CHANDRAN

Indus Business Academy conducted a guest lecture on “The Importance of Quality in Mega Projects: A Case Study of Marine and Offshore Structures.” The talk was headed by Mr. PR Subhash Chandran.

Mr. PR Subhash Chandran is a highly experienced Quality Assurance professional in the fields of Shipbuilding, Marine and Offshore Structures, the oil and gas industry, and the renewable energy industry. He works in the Quality Assurance department at Seatrium New Energy Ltd.



In his conversation, he highlighted the importance of quality and shed light on Quality Management systems, discussing more about their types and main components. He also focused on the principles and procedures of quality assurance, giving us clarity on the different standards and regulatory bodies that are important to be taken care of. He demonstrated different examples, showing submarines and their models. It was a fun filled session that essentially covered a lot of informative and interesting facts that cleared all our curiosities and questions.



GUEST LECTURE

MATRIX CONVERSATION IN INDIAN SOCIETY

A workshop was conducted in the auditorium of IBA on 17th July, 2023 by 5 guest lecturers having a discourse on various management thinking concepts. The first lecture was commenced by Dr. Subash Sharma on the very same topic.

The edge of chaos – from pyramid to amoeba. He took us through different types of dialects such as single variable & multi variable and searching for middle space solution.

The 3 aspects of conversation in Indian Society that are civilization ethos, cultural heritage and spirituality. He also urged the students to think about their vision and hope for India. He concluded his speech by making the students recite a beautiful poem called Song of Hope, Matter and Antimatter.

Mr A. V. Ramana engaged us with a thought provoking topic called Conversing a Conversation. Deploying Conversation as a strategy for firms in the era of marketing 5.0. He explained about the vision of India in 204, Knowledge Management, showed us a few clips of comic situations which were both funny and reflected the day to day scenarios.



HOW TO BENEFIT FROM STRATEGIC MANAGEMENT BY MR. KRISHNA KUMAR

On 20th July, 2023, IBA organized a guest lecture by Mr. Krishna Kumar from IIM Lucknow on the topic - "Strategic Management and how to benefit from it life long."



He touched upon topics such as his retirement life, importance and the real cost of knowledge, visited his website, introduced us to his books on case studies, importance of checklist, ratio of teachers to students in different institutions, faculty shortage across the country and his teaching experiences at IIM Lucknow and IIM Kozhikode. He even explained in detail about Strategic Formulation and Strategic Implementation.

NECESSITY OF DISRUPTIVE INNOVATION FOR EMERGING ECONOMIES BY ATANU GHOSH

Indus Business Academy, Bangalore conducted a lecture by Professor Atanu Ghosh on the topic of Disruptive Innovation. Professor Atanu Ghosh is a former Dean of School of Management and Entrepreneurship. He has close to 21 years of experience as an academic and more than 18 years of senior level corporate experience. He also authored the book titled "Strategies for Growth" published in 2010.

Mr. Ghosh talked about the Product Life cycle and the difference between innovation and disruptive innovation. He explained disruptive innovation through examples like pager which was replaced by cell phones to smartphones.

Mr Ghosh also gave the students an in-depth knowledge about the 3-box solution which was suggested by Prof. Vijay Govinda Rajan where Box 1 states "Managing the present", Box 2 states "Selectively forgetting the past" and Box 3 states "Creating the Future".

Lastly, he concluded the session with a beautiful quote by A.P.J. Abdul Kalam: If you fail, never give up because F.A.I.L means 'First Attempt In Learning.' End is not the end, in fact E.N.D means 'Effort Never Dies'. If you get No as an answer, remember N.O. means 'Next Opportunity'.





GUEST LECTURE

RESEARCH WORKSHOP ON "QUALITATIVE RESEARCH USING ATLAS.TI BY MRS. MERLIN MYTHILI NELSON

On 05th August, 2023, Indus Business Academy, Bangalore, organised a Research Workshop on "Qualitative Research using ATLAS.ti" by Merlin Mythili Nelson. She is an experienced academic working in the higher education industry and proficient in instructing and conducting research within domains such as Organisational Behaviour, Workplace Communication, Qualitative Research, Gender Studies, and Diversity & Inclusion. Presently, she is engaged as an independent academic, qualitative researcher, and certified instructor for ATLAS.ti. offering virtual workshops on Qualitative Research and ATLAS.ti usage to faculty and aspiring researchers.

This session provided us with knowledge about various aspects in the field of 'Research'. She discussed the 'Onion Model' and how it guides the researchers through the process of conducting and designing research, developing the major objectives of research.

During the workshop, we also got an insight into 'Narrative Inquiry', 'Ethnography', 'Grounded Theory' and 'Coding filters'. We also had a practical session on ATLAS.ti that helped us understand how coding can be simplified through its use and how transcripts can be analysed effectively.



"NEW WORKS IN CONSCIOUSNESS CORRIDORS: DIALOGUES"

On 08th August, 2023, Indus Business Academy organized a Symposium to officially release the newly published book "New Works in Consciousness Corridors: Dialogues," authored by Professor Ananta Giri and Professor Subhash Sharma. Professor Giri, an esteemed anthropologist with a remarkable career, has excelled in his field with groundbreaking research on the Chipko movement and extensive fieldwork on habitat for humanity. The session commenced with Saraswati Aarti and the Gayatri Mantra, followed by the professors elucidating the significance of mantras in our lives.



The session commenced with Saraswati Aarti and the Gayatri Mantra, followed by the professors elucidating the significance of mantras in our lives. They emphasized how mantras foster cosmic realization and how distinguishing between false and true objectivity is a major challenge. Poems written by the professors were recited, and Professor Rakesh Mohan Joshi discussed the Sharman logic, followed by Minati Pradhan Ma'am speaking about nurturing a passion for poetry among management students. The event concluded with gratitude and a profound quote on unity and growth.

UNYIELDING SPIRIT : TRANSCENDING ADVERSITY IN SPORTS AND BUSINESS

BY MR VIBHAS SEN

Mr. Vibhas Sen is an accomplished marketing professional with over 16 years of experience. He has a proven track record of driving global initiatives, enhancing team efficiency, and achieving impressive organizational growth. With expertise in team leadership, campaign management, digital marketing and branding, he excels at building meaningful relationships, optimizing resources and improving systems.

The guest lecture by Mr. Vibhas Sen gave us an in-depth knowledge on “Unyielding Spirit- Transcending Adversity in Sports and Business.”

Mr.Sen shared his personal story of becoming a Paralympian. He introduced the intersection of sports and business as dedication, perseverance, strategy and resilience. The turning point of his life was watching a physically challenged man from China participate in a swimming competition. He was motivated and inspired by the man and started practicing swimming and later within 3 months, he took part in State Championship and earned a silver medal.



It is not about perfection but progress. Every race or competition requires a game plan. It is likewise with regards to any business, without a clear strategy even the best resources can be ineffectively utilized. Mindset is as crucial as physical ability, in business also the difference between success and failure often hinges on mental resilience. In business, technologies, methodologies or external consultants serve a similar purpose to enhance performance and enable adaptability. At the end, he mentioned a quote ‘Life, just like sports and business, is a continuous race.

FUTURE ATTRIBUTES FOR A RELEVANT HR FUNCTION BY MR. SHUBHAYU SENGUPTA

Mr. Shubhaya Sengupta comes with more than 25 years of deep Human Resource experiences across both lines of HR and Consulting in global corporations, across multiple geographies and domains. He has worked in big 4 consulting organizations.

Indus Business Academy organized a guest lecture by Mr. Shubhaya Sengupta giving us in depth knowledge on “ Future Attributes for a relevant HR Function “.



Mr Sengupta explained the future attributes of HR and also discussed the challenges about talent risk and 5Cs which are Capacity, Capability, Cost, Connections and Compliance. He further discussed the changing business and people environment as new business models straddle the ‘BANI’ word as Brittle, Anxious, Non-Linear and Incomprehensible.

Mr. Sengupta also mentioned about the changing Paradigms which are basically of two types namely Operative and Strategic. The operative paradigm refers to driving employee experience in each transaction and understands and recommends the right HR solution and metrics. The strategic paradigm refers to the custodians of Talent plus Culture and enables high business outcomes and plans to build for the future.

13TH WORLD EDU SUMMIT

On 09th September, 2023, Indus Business Academy (IBA), organized the 13th World Edu Summit on the theme “Education for Sustainable Development” in collaboration with MTC Global. The summit was attended by eminent speakers from various fields who shared their insights and perspectives on the ways to promote sustainability in education, business and society.

The event began with the lighting of the lamp by the dignitaries, followed by the welcome address by Professor Bholanath Dutta, the Founder and President of MTC Global.

Dr. Subhash Sharma, discussed the concept of globalization and its impact on sustainability. He proposed that instead of viewing globalization as a homogenizing force, we should adopt a pluralistic approach that respects diversity and local contexts. He also introduced the Four Lion Model, the 4E Model, and the STEPS Model for holistic development.

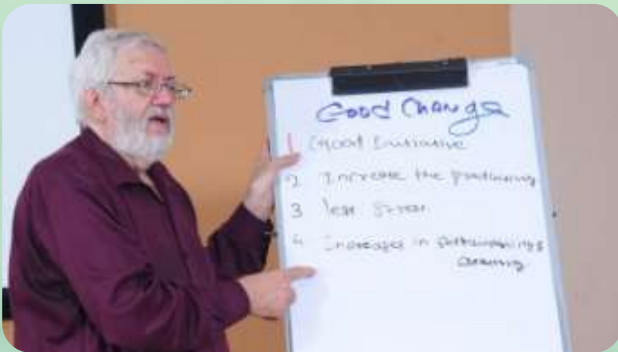
Dr. Shaiful Islam, the Director of Center for Sustainable Development at Dhaka International University, Bangladesh, shared his experiences and research on sustainability and development. He stressed the need to balance the economic, social, and environmental dimensions of sustainability.

The summit concluded with the closing remarks by Professor Bholanath Dutta who thanked the speakers, the organizers, the sponsors, and the participants for making the event a success. He also announced the release of a book titled “Education for Sustainable Development: Perspectives and Practices”, which is a compilation of papers presented at the summit. The event ended with the signing of a memorandum of understanding (MOU) between IBA and Dhaka International University to strengthen collaborations and cooperation in the field of education and sustainability.



WORKSHOP ON CHANGE MANAGEMENT BY MR. PETER DE JAGER

The two-day workshop at IBA on 26th and 28th September, 2023, featured Peter de Jager, a renowned workshop trainer, author, and international speaker, focusing on the theme of Change Management. Mr. De Jager shared valuable insights derived from his personal experiences, delving into the dynamics of individual versus organizational change. The session emphasized the critical role of management in navigating and facilitating change, addressing the challenges associated with fallbacks. Communication's paramount significance in the change process was underscored, exploring how effective communication can mitigate resistance and drive successful implementation.



During the interactive session, participants actively engaged with the topic, posing questions and seeking clarifications on various aspects of change management. Mr. De Jager adeptly navigated discussions on the Kubler-Ross cycle, providing a nuanced understanding of the emotional dimensions inherent in change. Mr. De Jager not only discussed prevalent change management issues but also provided a glimpse into his upcoming book, "Busted," which promises to debunk management myths through logical analysis, personal experience, and intellectual curiosity. The workshop provided a comprehensive exploration of change management, blending theory with practical insights, and fostering an environment of active participation and learning among students.

INDEPENDENCE DAY

Amidst the tri colour flags and echos of patriotic fervor, with freedom in mind, faith in words, pride in our hearts and memories in our souls, IBA was the hub of excitement on 15th August, 2023 as we marked the 77th Independence Day of our beloved nation.

The program began with the lighting of Knowledge Lamp accompanied by Saraswati Vandana in the Amphitheatre. The campus was graced by a prominent chief guest from Indian Navy Lt. Ctr. Sunil Govind who charged the air with great insights on true freedom, fear and fortitude. This year's independence day celebration was nothing short of extraordinary. The event then proceeded with a welcome speech followed by flag hoisting and National Anthem. It went on with the opening speech by our honourable Chief Mentor, Dr. Subhash Sharma and our Chief Guest on the real meaning and relevance of celebrating Independence Day for every Indian. Among the plethora of things, the patriotic songs created an atmosphere of pride and love towards country and the rich legacy that our freedom fighters have left behind. The event then, continued with the Director, Dr. Subhendu Dey's speech and quiz on unknown yet remarkable Indian Freedom Fighters.

The program concluded with an endearing piece of act depicting the contribution of the sung and unsung freedom warriors complemented with a group dance showcasing an assortment of patriotic songs and eventually with a heartfelt vote of thanks.



ORIENTATION FOR BATCH 23-25 (SEC C) - MAJOR GENERAL VIKRAM DEV DOGRA

Indus Business Academy inaugurated the 23-25 Batch, Section C with enthusiasm, hosting Major General Vikram Dev Dogra, AVSM, as the esteemed Chief Guest. The orientation commenced with the traditional lighting of the Lamp and Saraswati Vandana, symbolizing the pursuit of knowledge and enlightenment. Dr. Manish Jain welcomed Major General Vikram Dogra with a floral gesture, acknowledging his remarkable service setting the stage for an enlightening discourse.

The inauguration proceeded with the guest addressing the audience, he imparted invaluable and inspirational life lessons to the eager audience. Major General Vikram Dogra outlined a five-step approach to realizing dreams: first, defining one's aspirations; second, breaking down big dreams into manageable goals; third, embracing positive pressure; fourth, adhering to the 21-day rule for habit formation; and finally, preparing to navigate failures and challenges.

Major General Vikram Dogra's insightful discourse offered a roadmap for personal and professional success, resonating with the students and instilling a sense of purpose. Beyond marking the start of the academic journey, the event left a lasting impact, motivating the student body to approach obstacles with resilience. His words acted as a guiding light, steering the new cohort toward a path of determination and accomplishment.



HOPE DAY

Indus Business Academy, Bangalore celebrated the 23rd Hope IBA Foundation Day, with great enthusiasm and nostalgia cherishing each ounce of the day. As a part of this auspicious day, Indus Business Academy was honoured to have Mr. Sumit Singh Gandhi (CATKing) embrace the occasion with his presence.

The occasion began with Saraswati Vandana, followed by our chief guest hoisting the flag. Our students put on an outstanding show full of passion. The event concluded with gratitude and acknowledgment.

This enlightening day left us ardent for more successful events in the near future.

This day was a celebration of optimism and resilience. Together, we embraced the power of hope, fostering a spirit that propels us forward.



ONAM CELEBRATION

Onam is a magnificent festival in Kerala, characterized by various sports, activities, and most importantly, traditional cuisine. This celebration commemorates the annual return of King Mahabali from the underworld to visit his people. IBA celebrated this event with lot of joy and happiness. YMCC committee managed everything with students to make the entire campus look mesmerizingly beautiful with flower decoration and authentic Kerala food with traditional serving.

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

The women sashayed in the eye-pleasing traditional Kerala Saree while men were seen in traditional Vesti.

At IBA, we honor this cultural occasion with great enthusiasm through traditional attire, floral decorations, authentic cuisine, and an exhilarating tug-of-war between students. The event not only fosters cultural knowledge but also encourages fun and team spirit among all participants.



TEACHER'S DAY

“One book, one pen, one child and one teacher can change the world.” - Malala Yousafzai As the quotation adroitly states, teachers put a remarkable impact on society and on the future of a country. In order to recognize our cherished Teachers for their precious imprints in our life, we, the students of IBA had Teacher's Day celebration on 5th September, 2023.

Students organized a fun event for beloved faculty members 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.

Motivational songs were sung by batch 23-25 followed by soulful song by Partha which captivated our ears. Songs were followed by speeches from students reflecting on our teachers' significance in our life and their role in shaping us.

A beautiful duet dance was presented by Ms. Rishika and Ms. Twinkle from batch 23- 25 along with group dance.

Eventually, the appetizing moment came, the cake cutting and the gift distribution. Gifts were customized for all teachers reflecting our deep respect and love for their knowledge and guidance. Overall, the event came to a beautiful end with a memento of joy, gratitude and respect.



JANAMASHTAMI CELEBRATION

The 2022-24 and 2023-25 batch organised an event as Indus Business Academy observed Krishna Janmashtami on 08th September, 2023. Janmashtami or Gokulashtami is a significant Hindu festival celebrated with great fervour and devotion across India and by Hindus around the world. It commemorates the birth of Lord Krishna, who is considered the eighth incarnation of Lord Vishnu. The festival falls on the eighth day of the Krishna Paksha (dark fortnight) in the month of Bhadrapada, according to the Hindu lunar calendar.

The event started with story telling highlighting the life of lord Krishna by Mr. Swapnil Thakur and Ms. Anisha Nayak. The night proceeded with beautiful dance performances and then Radha-Krishna competition where participants showed their talents depicting the Raasleela of Radha Krishna. The competition was won by Kanak Bagra as Krishna, who as an IBA custom, proceeded for “Dahi Handi” for breaking the dahi handi blindfolded. It was a spectacular event.

Dr. Manish Jain and Bhavya Kalra ma’am beautifully chanted the prayers post which everyone participated in aarti.

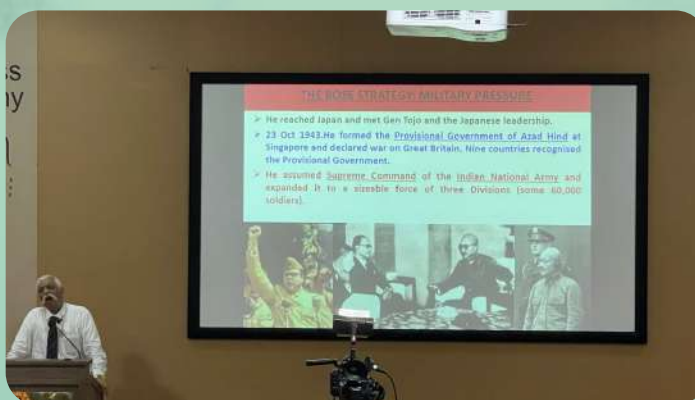


MARGDARSHAK DIWAS - BY GD BAKSHI

In a commemorative event that resonated with patriotism and historical significance, Indus Business Academy celebrated the 6th “Margdarshak Diwas” on 18th September, 2023 in honor of the birthday of the Founder Chairman of Indus Business Academy, Late Shri BML Jain whose indomitable spirit of leadership continues to inspire and guide the students towards excellence.

On this auspicious day, IBA welcomed Major General Gagandeep Bakshi Sir to grace the occasion and inspire the students with his captivating speech. The presence of Major General GD Bakshi, a distinguished military veteran and scholar, added prestige to the event. His speech delved into the life and work of Netaji Subhash Chandra Bose.

General Bakshi discussed Netaji’s unwavering commitment and contribution of Azad Hind Fauj to achieving India’s freedom. He also talked about his work towards construction of a black granite statue of Netaji Subhash Chandra Bose. He further requested everyone to sign the petition for constructing grand war memorial for the 26,000 soldiers of Azad Hind Fauj. The event concluded with cultural programs presented by the IBA students capturing the patriotic love for our country and its great martyrs.



GANESH CHATURTI

The festival of Ganesh Chaturthi, also known as Vinayaka Chaturthi, honors the birth of Lord Ganesh, 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 19th September, 2023.

The day before the idol's sthaapna, the students enthusiastically set out to create Ganesh idols made of clay. At IBA, there was a 10-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 food items, including sweets, fruits, and dried fruits. Every arti was accompanied by students singing beautiful bhajans, which energized the room.

The students of both the batches competed in a highly entertaining laddoo auction. With heavy hearts, students performed Visarjan of our Ganesh idols to conclude the 10-day celebrations.





BANGALORE DARSHAN

The students of Indus Business Academy (IBA), Bangalore, embarked on an exciting journey across the vibrant cityscape of Bangalore. The itinerary for the day was filled with exploration, learning, and cultural immersion. The day began with a visit to the serene Sri Meenakshi Sundareshwara Temple on Bannerghatta Road, followed by a dive into the bustling technology hubs of Electronics City and Whitefield.

The journey led students to the pulsating heart of technology—Electronic City. Home to numerous multinational giants such as Infosys, Wipro, and Tata Consultancy Services, Electronics City is a sprawling industrial park that plays a pivotal role in the Indian IT industry.

The final destination was the vibrant suburb of Whitefield, another prominent IT hub in Bangalore. Whitefield seamlessly blends residential and commercial spaces, housing corporate giants like IBM, Accenture, and Dell.



The day concluded with a sense of awe and inspiration. From the spiritual haven of Sri Meenakshi Sundareshwara Temple to the technological marvels of Electronic City and Whitefield, Bangalore expedition with IBA was a perfect blend of tradition and modernity. This journey left us with a deeper appreciation for the cultural diversity and technological prowess that define the dynamic city of Bangalore. As we returned to the campus, we carried with us not just memories but a broader understanding of the symbiotic relationship between tradition and progress that makes Bangalore truly unique.

FACTORY VISIT- SAPTHAM

A symposium held on 12th July, 2023 at the factory floor of Saptham Gubbalala was addressed by Ms. Mamta Manohar (Strategy Dept.). She was accompanied by Mrs. Shruti Iyer (Co Founder) wife of Mr. Manohar Iyer. They explained about the intriguing thought which Manohar Iyer had while travelling abroad which led to the formation of Saptham. Company brochures were given containing information about the product offered.

They touched upon the topics such as origin of the name Sapta, inception of the company in 2019 pre pandemic period, how every factory is an experience centre, importance of hygiene and quality, making conscious effort for smooth improvements.

She also shed light on various management concepts such as gap analysis, general analysis of the market, importance of consistency, challenges faced by bootstrapped business, customer retention, expansion to different markets etc. Students eagerly asked thought provoking questions which were aptly answered by Mrs Shruthi Iyer.

The students were accompanied by Ms. Nishita - (Sales and Marketing Head) to the oil extraction process from dry coconut. There, the workers showed us a demonstration of the process. It was a fascinating watch. Then the students proceeded to the Sun Drying Zone where peanuts were kept under sunlight for several hours. She explained about SOP (standard operating process), importance of communication skills for sales and how word of mouth was very important for marketing purposes.



INDUSTRY VISIT : EXCEL DIE CASTERS PVT LTD.

On 26th August, 2023, the IBA 23-25 batch embarked on an industrial visit to Excel Die Casters Pvt. Ltd., a leading manufacturer of die-cast components in Bengaluru, India. The visit provided the students with an in-depth understanding of the die-casting process and its applications in various industries.

The production process for the Level Gauge for big oil and water tanks involves four main steps:

Melting and Molding: Raw aluminum pieces are melted in a furnace at a temperature of 650°C. The molten metal is then poured into dies to form the desired shape. Excess metal is scraped off and recycled.

Sanding belt: The rough castings are furnished using belt sanders to remove any sharp edges or burrs.

Drilling and Threading: Holes are drilled and threads are tapped into the castings to allow for assembly with other components.

Grinding and Polishing: The final finishing touch is given by grinding and polishing to achieve a smooth and shiny surface.

The industrial visit to Excel Die Casters Pvt. Ltd. Provided the IBA 23-25 batch with valuable insights into the die-casting industry and its applications. The students gained firsthand experience of the production process and learned about the various factors that contribute to the success of a manufacturing company.





FRESHERS' DAY



BURNING BUSH



ECOFLUENCE

MARKCON





NEWSLETTER COMMITTEE 22-24





SPECIAL THANKS TO



MR. HAMMAD SIDDIQEE
22-24



MS. SHREEPARNA SEN
22-24



**PROF. JENITA
MENTOR**



MS. AYUSHI DUTTA
23-25



MS. SAPNA KUMARI
23-25



SPECIAL THANKS TO



MS. PALLAVI SOW
23-25



MR. SAURAV KUMAR
23-25



MS. SUZAIN MIR
23-25



MR. BHARAT
23-25



MR. BHASHIT TRIVEDI
23-25



MR. KOUSHIK
23-25



CONTENT CURATORS

- Mr. Prashant Singh
- Ms. Shreeparna Sen
- Ms. Shaini Bose
- Ms. Ayushi Dutta
- Ms. Sapna Kumari
- Ms. Pallavi Sow
- Ms. Suzain Mir
- Mr. Saurav Kumar
- Mr. Bhashit Trivedi



**Hope
you all
enjoyed
Reading!!**