

- *IBA in News*
- *Alumni in Spotlight*
- *Book Review*

UDGHOSH



The Sound of Righteousness



OCTOBER - DECEMBER

NEWSLETTER COMMITTEE



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02	IBA In News
03	Achievements
04	GHRDC Training Program
05 - 06	Alumni in Spotlight
07	Book Review
08 - 13	Guest Lecture
14 - 15	Student's Hobbies
16 - 23	Event In Campus
24	Newsletter committee
25	Team Udghosh
26	Content curators





“To compete globally, education institutes in India must start treating students as work-in-progress products rather than their customers. If the products (graduated students) have to outperform other products then they will need the best ingredients (inputs) to be the one and this will redefine the existence of the Institute, where the quality of its alma mater will speak for it and we are proud that we have implemented this successfully” -

- Dr. Manish Jain

HR & Marketing student from IBA Batch 21-23, was invited as a Chief Guest to deliver a guest lecture at Sanskriti Group of Institutions, Andhra Pradesh on 6th December 2022 on ‘Corporate Trends Integrating with Growing HR Expectations’. She elucidated that high standards are possible with skills and said that every student who focuses on adapting their career well in accordance with the corporate sector changes can achieve success. She also said that in today's market, there is intense competition in all fields, and students should grow accordingly and aim to make their careers the best and move forward. As there are constant changes in the modern corporate sector based on science and technology, she said that they should develop their skills by observing them from time to time. She also shared her experiences as a student. Later, she cleared the queries asked by the students about changing their careers.

- Sundara Harini S





**DR. MURALIDHAR
DESHPANDE**

Congratulations, Sir on earning your doctorate! This is a major achievement that showcases your hard work, dedication and expertise in your field of study. It is a great accomplishment and something you should be extremely proud of. Your passion for learning and growing as a professional is an inspiration to us all. Wishing you all the best for your future endeavors.

Congratulations, Ma'am on earning your doctorate! This is a major accomplishment that is a testament to your hard work, dedication and expertise in your field. You have achieved something truly remarkable and you should be extremely proud of yourself. Your passion and commitment to learning and growing as a professional is an inspiration to all of us. Wishing you all the best for your future endeavors.



**DR. SMITA
M GAIKWAD**



GHRDC-TRAINING PROGRAM “ROAD TO CORPORATE WORLD”

On October 10th and 11th, 2022, the INDUS BUSINESS ACADEMY in Bengaluru held a two-day student development session. Mekhla Sinha and Neha Kapoor were graciously welcomed by the hosts on the first day with lovely flower bouquets. The Global Human Resource Development Center's executive director is Mekhla Sinha Ma'am, and its human resources manager is Neha Kapoor Ma'am.

The session started with an explanation of hopes and fears, during which the students were asked to write down their top three hopes and worries on a piece of paper. A sheet of paper was then randomly chosen, and the students then discussed how to realize their hopes and face their fears. The following activity involved the well-known game "stupid charades" with a learning twist, in which a select group of students agreed to act out the most important advice on "How to stand out from the crowd" while the others attempted to guess the terms. The students then studied "The Art of Introduction," where they discovered that making an introduction is the key to making a good first impression. Tell Me About Yourself is one of a broader range of questions that can cover a variety of facets of a person's life.

The pupils also discovered how important body language is in conveying one's views to others. Additionally, how both content knowledge and communication abilities are equally valuable. An engaging discussion capped off the first day's program. An interactive Group Discussion round, in which the students were split into groups of ten each, marked the end of the first class day. The students were therefore given a topic for debate, and following its conclusion, they received personalized constructive comments regarding the DOs and DON'Ts of a GD as well as tips on how to stand out among the throng.



1) It's been 5 years since you graduated from IBA. Please tell me about your journey.

It has not been an easy journey I got placed in a real estate company in a sales role but I understood that sales were not for me and at that moment the teaching of my mentor Prof. Chandra Kant sir and the learnings that I got from Prof. Smita ma'am on how to market myself have helped me in shifting my career and moulding it the way I like.

2) Have things changed before and after covid in your perspective?

For me personally, things have not changed much, I was based in Bangalore and I had to go back to Goa but the work was the same. I am grateful that I got a reasonable amount of time to spend with my family but other than that it's the same before and after.

3) What has changed in the past 5 years after passing out from IBA? How is Faladesi sir of 2k17 different from 2k22?

First of all, I am a lot more confident than I was back then. I am more mature than I was, the way I see and approach things have changed, the way I handle a conversation and I am able to work a lot harder than I used to which has put me out of the the crowd and in the spotlight.

4) What were the greatest learnings in your journey?

I learnt from my failures. I have learnt how to control my emotional self, I have learnt to manage stress. I have learnt that the baggage that you carry is the main reason for your stress, so the best thing to do to maintain a good mental health is either to forgive or to forgo.



5) What generated the passion for going on an entrepreneurial journey?

It could be attributed to my upbringing my family has had a business from my grandfather's time and I got the knack and zeal for entrepreneurship from my childhood.

6) How did you start the incubation for the center's innovative product development?

During my internship, I worked for a networking company and realized the need for innovative products and we came up with the idea of providing the infrastructure to aspiring entrepreneurs for producing and launching their products.

7) As there is a recession looming and a probability of job cuts what is your advice for aspiring entrepreneurs and job seekers?

Even though there is a recession, I personally feel like getting a job is easy but sustaining the job is difficult. Getting into the entrepreneur business before having a robust network makes you dependent on a minimum number of clients. So, I would advise job seekers to go get jobs to prove themselves and then think about their entrepreneurial journey.

8) A word of advice for the 21-23 and 22-24 batches?

I would advise you to be aware of the market trends and base your decisions on these statistics rather than intuition. Invest time in yourself by doing some courses as at the end of the day you have to stand out from the competition and for that to happen you have to constantly upgrade yourself as the world is a lot more dynamic and ever-changing than it ever was.

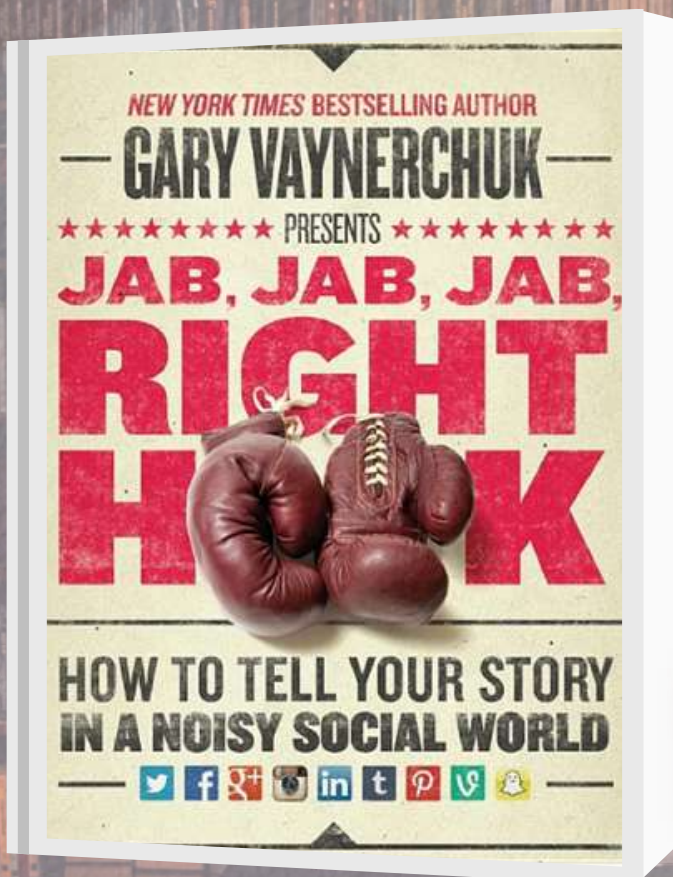


The New York Times best-selling author and social media specialist is back with updated advice on how to use social media marketing to connect with customers and surpass the competition.

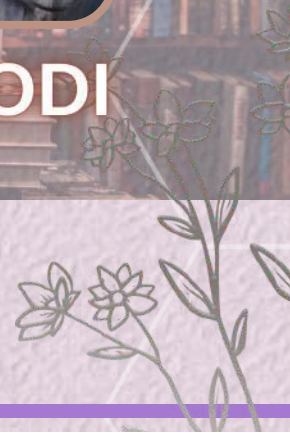
When laying out their social media strategy, managers and marketers routinely plan for the "right hook"—their upcoming, highly anticipated sale or campaign that will annihilate the competition. Even businesses that are committed to jabbing—patiently interacting with customers to build the relationships that are so crucial to successful social media campaigns—still long for the powerful, bruising swing that will land and break their opponent's or their customer's resistance in a single tooth-spritzing, fatal blow. Right hooks, after all, convert traffic into revenue. Results and ROI are easily shown. That is until they don't.

Gary Vaynerchuk is on a mission to improve marketers' right hooks by changing the way they compete and struggle to delight their customers. He accomplishes this in the same ardent, street-smart manner that readers have grown accustomed to. Since social media platforms have experienced such significant change and growth over the last four years, the winning combination of jabs and right punches has shifted. Even while context is more crucial than ever, communication is still essential.


Not only must excellent content being produced, but it also needs to be customized for each social media platform and mobile platform, such as Facebook, YouTube, Instagram, Pinterest, Twitter, and Tumblr. Combining the best elements of Crush It! with The Thank You Economy. Here is a 2013 form with a twist.



BY
SHRUTHI MODI



Workshop On Critical Thinking: Impetus For Innovative Research



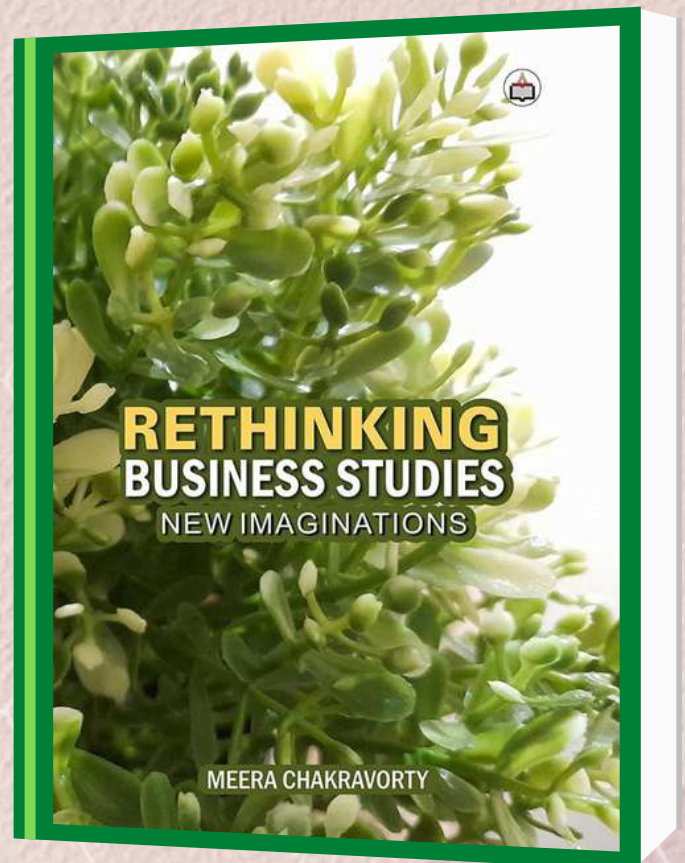
Dr. Rajagopal, Ph.D. FRSA SNI-III (Mexico), Full-time Professor and International National Researcher, EGADE Business School, Mexico City, Visiting Professor, Administrative Sciences Department, Boston University, Metropolitan College, Boston, MA 02215; Visiting Professor, University of Fraser Valley, British Columbia, Canada-India; UK-Mexico Visiting Chair, 2016-17, University of Sheffield; and Life Fellow, The Royal Society for the encouragement of Art, Manufactures, and Commerce, London, UK will present.



Rethinking Business Studies From Kautilya To Shubhash Sharma

A workshop to celebrate the publication of Meera Chakraborty's book, "Rethinking Business Studies: From Kautilya to Subhash Sharma," was held on December 9th, 2022, at the Indus Business Academy in Bangalore. Ananta Kumar Giri and Meera Chakraborty attended the program as guests. A brief idea summary of the book by Shubhash Sharma Sir opened the discussion. The informative discussion was furthered by Meera Chakraborty ma'am, who provided insights about her book and how it will affect readers' perspectives and open a third way of looking at business. She inspired the students' thinking about the Indian Management System and how India doesn't need assistance from western nations and can instead have it by describing the history of Indian heritage and the significant achievements made by our forefathers.

Realizing the genuine worth of India and its assets, however, comes first and foremost. The book was given a fresh perspective by AVR sir's instructive explanation of the book's numerous elements and his own input on the themes. The session was then taken over by Ananta Kumar Giri Sir, who spoke about the book and explained that it is of the utmost importance since it is a place where one may face the world through their thoughts. Increasing challenges and the transition from a finite to an infinite India were discussed as the session came to a close.



‘Macro-Economic Variables and their interlinkages’

Indus Business Academy Bangalore hosted a guest lecture on "Macro-Economic Variables and their Interlinkages" on November 5, 2022. Mr. Deepak Alva, a current consultant in the field of finance, delivered the speech. With approximately 17 years of experience in various business roles at Asian Paints Ltd., he has over 25 years of corporate experience as a finance and supply chain professional. A "Certified Coach" from Results Coaching in Australia is another position he has held.

The resource person emphasized several macroeconomic ideas and described how the economy benefits from rising GDP. He helped us understand the distinction between a fiscal and trade deficit, where imports (M) exceed exports (x). The resource person went on to discuss how a nation's government's policy choices affect the business or economic cycle, citing four stages of the economic cycle (Recovery Prosperity, Recession & Depression).

Deepak Sir then wrapped off the discussion by using a tale to discuss the experience of a "Hypothetical Kingdom" in relation to macroeconomic factors and how they are interconnected.



'BSE Capital Market Awareness Programme'

The "BSE Capital Market Awareness Programme" was the topic of a guest lecture presented by Indus Business Academy Bangalore. It was Ms. Srikanta Lahari Sagi who spoke. She holds an M. Com, an LLB, an MBA, a B.Sc., and an IIMK certificate in Financial Data Analytics.

In addition to having solid topic knowledge, she also has close to ten years of extensive experience working for top firms across numerous industries in the "Business Industry." In addition to all of this, Ma'am has over ten years of teaching experience and is a specialist in fields including finance, business process analysis, and training & development. Additionally, Ms. Srikanta Lahari Ma'am has published papers in the "International Journal" about "Women Entrepreneurs."

The first part of the program focused on providing knowledge about the "Financial Market" and how it operates in light of the current market conditions. She discussed how picking a good or bad product should be based solely on one's own analysis and not on advice from others. She continued by discussing "Capital Market Awareness," which is crucial for gathering accurate information to evaluate and make wise investment decisions on the BSE, NSE, etc.

The speaker continued the discussion by defining "Transparency," a crucial trading criterion. She also covered the requirements for purchasing and selling shares on the stock market as well as the accounts required to trade on the stock market, including the savings bank account, trading account, and demat account. Subsequently, Ms. Srikanta Lahari Sagi discussed the main points of "Financial Planning" and the financial instruments offered by the BSE, such as equity, derivatives (futures & options), currency, etc. She provided information about "BSE," its website, which is the most popular capital market website, and the many initiatives taken by "BSE" before the session came to an end...



“Emotional Well-Being”

Indus Business Academy Bangalore hosted a guest lecture on "Emotional Well-Being" on November 22, 2022. Mrs. Akila Swaminathan, Co-Founder and Director of Core Talent and Leadership Development Pvt. Ltd., spoke at the event. At JSW Steel Ltd., she began her career as an assistant manager. She managed Strategic Analytics Programs in the pre-sales and operations domains while working as a Business Planning Manager at Hewlett-Packard for almost 8.5 years. She is also a Certified Life Coach, with a primary focus on moral leadership, value systems, and emotional equilibrium.

The resource person emphasized the link between emotional and physical health. She continued by remarking, "You are what you believe," emphasizing the impact of one's cognitive process on their sense of individuality. She went on to discuss "UBUNTU" and its four components, which are respect for one another, solidarity, and survival. The resource person also discussed the "Get & Give" philosophy of life, which emphasizes the need for a supportive environment in fostering connections. After then, Speaker Akila Ma'am discussed how "ETHICS" and "EMOTIONAL WELL-BEING" are related. Ma'am discussed the implications that would be more likely to occur if things weren't done in concert with one another. In order to reduce socially awkward behavior, she shared how to grow in life by choosing optimism and forming connections with others.



“Guest Lecture on Capital Markets”

Mr. Jobosco graduated from Sikkim Manipal University with a correspondence MBA with a focus on finance and marketing. He is a professional with over 15 years of corporate expertise in finance and business development. Following his MBA, he started his work in business development at Hold Brothers' online investment services, where he stayed for over five years. In Helfen, he also served as a business partner. Then he joined Zerodha, a ground-breaking online trading platform created to give active traders access to buy and sell financial instruments like stocks, futures, and options as well as mutual funds using a never-before-seen brokerage-free model in order to provide clients with the greatest value and advantages. Since 2012, he has been with the company for well over a decade. He was also the FIRST to establish a branch for the business. A brief introduction to personal finance and investing in various asset classes enhanced financial management, leading to prosperity and comfort, by increasing knowledge about investments in general and accessible options in particular. To attain long-term financial freedom and important financial objectives, better financial planning is required. functionality of the initial public offering (IPO) listing process on the stock market mentioning stock market themes. Fixed deposit, equity, and mutual funds were discussed. Four different types of investment instruments—SIP, Real Estate, and Commodity (Gold) Steps (Process) of IPO—are available. Use of the Kite trading platform for the Zerodha Varsity education program, which offers modules on the stock market, fundamental technical analysis, and other subjects.





"I write Poetries, to give meaning to whatever I'm feeling. It encourages me to find my potential, my worth, and myself. When I write, I am on another planet. It's like magic for me, and it actually is."

SAKSHI KATHANE (2022-2024)

"Dancing is a great way to express emotions and feelings. Dance helps me to stay physically healthy and fit. It also helps me to relieve stress and tension. It is also a great way to stay mentally healthy."

VIDHI PARASHAR (2022-2024)





"Singing is my passion. Also, I'm a songwriter through this I express my imagination and the different universe just the way I want. For me, singing can take one to another world and helps to express their feelings."

Asmit Bandopadhyay (2021-2023)

"Dance gives me that wings which practically life can't give. Also, it is the only thing through which I can express my true self. Dance comes from soul expression, moves and every step of you will express the unspoken words of yours."

Ananya Chowdhury (2021-2023)



DAAN UTSAV 2022

The Indus Business Academy in Bangalore's "HOPE COMMITTEE" observed "DAAN UTSAV WEEK- 2022" beginning on October 2 and running through October 8th. The main theme of the event, "Be a Reason for Someone's Happy," intended to make everyone in the IBA Family smile. The major goal was to show each other thanks.

Thanksgiving week began on October 2, 2022, the 153rd anniversary of the birth of the "Father of the Nation," Mahatma Gandhi. The idea behind "Box of Happiness" box-keeping was to offer a letterbox that was accessible to everyone so that they could leave special messages and gifts. It resembled a way to express love to close friends and family.

The celebration continued with the three-day "Bhojan Mahal" event, during which food stalls were set up outside the university at the main entrance and customers could get a full lunch meal box for \$10.

The Hope Committee subsequently planned a cultural event called "Silent Angels" in honor of the entire IBA family, including the teaching and support personnel. The program was off with the lighting of the knowledge lamp in the auditorium hall, which was accompanied by Saraswati Vandana. Thereafter, cultural events like poetry readings, songs, dances, experience sharing, and gift distribution, mostly for the support personnel, took place.

Eventually, with the aid of Bangalore Medical Services Trust (BMST), a non-profit arm of the Rotary Club of Bangalore, the "Daan Utsav week" came to an end with the "Blood Donation Camp." The necessary equipment and an entirely different block were set up for the blood donation process. In addition to this, the "HOPE COMMITTEE" received assistance from student volunteers who also enthusiastically engaged.

In conclusion, the one-week celebration known as "DAAN UTSAV" was successful and satisfying in and of itself.



Freshers 2022

This year IBA Freshers Day leveled up to another following a remarkable range in its full-fledged three days of exciting and enthusiastic events, wherein the first day began with the event "No Backpack Day" the day, was to see the creativity and uniqueness of students as they could bring anything to the classroom. Still, their usual backpacks and "Famous Who" event for the night, where each fresher had to dress up as a Bollywood actor, this was a fun-filled task. Also as the tradition of IBA goes, juniors approached the seniors to be their partners for the freshers' party. The next day had a thrilling event wherein the students had to wear either red or green colored attire like the series of squid games and had to take part in various fun events along with their freshers' partner. The third and final day of freshers had a lot of exciting events in its store and the competition for Mr. Astral and Ms. Astral with multiple rounds added more excitement to it. The three days program ended with the crowning ceremony of Mr. and Ms. Astral and left a heartfelt and warm feeling in the freshers' hearts.



NAVRATRI 2022

Hinduism's Navratri is a significant celebration honoring the divine feminine and is centered on the nine manifestations of the goddess Shakti and her ruling planet. Hindus commemorate the goddess Durga's victory over the demonic Mahishasura during this time. This event is often observed with zeal and devotion. This celebration places a strong emphasis on remembering the victory of good over evil.

Shailputri is worshipped on the first day of Navratri, Brahmacharini on the second, Chandarghanta on the third, Kushmanda on the fourth, Skand Mata on the fifth, Katyayani on the sixth, Kaalratri on the seventh, Mahagauri on the eighth, and Siddhidatri on the ninth. IBA observed Navratri from October 1 to October 5, 2022, as it does every year. The festivities began on October 1st at 7.30 in the morning at Santripty ground floor with prayers and a chorus of bhajan chanting in front of the image of Goddess Durga. Everyone received Prasad after the Pooja. There was Pooja in the evening as well. The same thing happened again on October 2nd. As of that point, Dr. Manish Jain sir also participated in the evening Pooja. Every day, pooja was performed in the morning and the evening.

On October 3rd, there was a special banquet followed by Anthakshari. On October 4th, the Dandiya night fell on Navami, the ninth day. The cultural performances by both the batches 2021-23 & 2022-24 on the evening of October 5th, following Pooja, were the primary event. This was followed by a special meal and Visarjan. The end of Navratri is marked by one of the most important Hindu holidays, Dussehra, which was observed on October 5. The celebration of "Ravan Dahan" marked the end of the festival.



Diwali 2022

“To celebrate life, eat sweets, and worship to give thanks to God, light a diya. One of the most significant celebrations in India is Diwali. It is referred to as the festival of lights and is joyfully observed by followers of all world religions. People use diyas to illuminate their homes and businesses during Diwali. They worship Goddess Laxmi for money and wisdom and Lord Ganesha for well-being and success.

Students from the 2020–22 batch lighted the diyas at Indiapura as part of the festival of light celebrations. This was followed by a brief lecture outlining the significance of the festival. The event got more intriguing and enjoyable as it went along, with dance acts and poems. One of the IBA faculty members with the most expertise also gave a speech that was incorporated into the program. There is also a festival quiz to take. The game on a song on all food items was the main event of the festival. The holding of diyas by the kids who were watching the session via zoom was the highlight of the celebration. A vote of appreciation from the class of 2019–21 marked the conclusion of the festivities.



67th KARNATAKA RAJYOTSAVA

The "67th Karnataka Rajyotsava," popularly known as "Kannada Formation Day," was observed on November 28, 2022, at the Indus Business Academy in Bangalore. Each year in November, people celebrate this day. It heralds the establishment of Karnataka State as a result of the restructuring and unification of the South Indian Kannada-speaking regions. The historical union of all Kannada-speaking regions of South India to become the state of Karnataka in 1956 is commemorated on Karnataka Day.

Indus Business Academy Bangalore took the initiative to commemorate the big day with great pride and honour with this satisfaction and joy in the heart. With the entrance of the Honorable Guests and "Dollu Kunitha," the first section of the programme got underway in the amphitheatre. The chief guests and guests of honour were then welcomed, including Deepak Thimaya (a senior journalist, businessman, filmmaker, advertising expert, and social entrepreneur), Dr Madhusudhan (the owner of Smile Studio), Dr K. Muralidhar (the marketing and welfare department of BBMP Bangalore), Smt. Vandana Shastry (a master trainer from NSDC, academican, coach, and environmentalist), Dr Bindu Mathew (the dean of Rajiv (Samarasa Foundation of Arts, Bangalore). The state anthem, Naada Geethe, was sung as the Karnataka flag was raised. The "Knowledge Lamp" was lit, and the initiative got off to a prosperous start.



67th KARNATAKA RAJYOTSAVA

Professor Gnanamoorthy gave the opening remarks. The Guest of Honor Dr. V Prabhudeva spoke after one of the Chief Guests, Dr. K Muralidhar, had finished his remarks. Then Shri Jayaraju Sir sang the lovely song "Kelisade Kallu Kallinali." Following that, Dr. Bindu Mathew and Smt. Vandana Shastri each gave a speech. The royal "Felicitation Ceremony" of the Chief Guests and the Guests of Honor advanced the event. The Amphitheatre was energized by "Dollu Kunitha's" dynamic performance. Thus, the opening portion of the event came to an end with Prof. Prashant Kulkarni delivering a "Vote of Thanks." The guests then moved on to the "Exhibition" and ended up at the "Tree" after this.

After lunch, the event's second phase got underway in the "Auditorium Hall," where distinguished guests Shri Deepak Thimaya & Dr. Madhusudhan each gave a speech. The Third Phase kicked off with a lovely "Musical Concert" by Shri Ganesh Desai in the Amphitheatre following the facilitation of the visitors in the Auditorium. The heartfelt songs made everyone happy. The IBA Bangalore students performed three outstanding group dance performances to energize the crowd. Then, outstanding artists played the exquisite "Yakshagana," which revitalized the entire environment. The great celebration was finally brought to a close by Prof. B.M. Gourish's moving "Vote of Thanks."



Christmas 2022

The students beautifully decorated the entire IBA campus for Christmas. A Christmas party was hosted in the IBA auditorium on December 25, 2022. The significance of Christmas was briefly explained after the Bible reading and prayer. We were all tremendously excited to rock the evening since the illustrious Chandra Kant Sir would unexpectedly appear. He interacted with every one of us and provided us with some great life advice. After hearing Carol, the students jumped up and started dancing.

Chandra Kant Sir and Pargat Sir divided the cake among the students after they had sliced it. Upon arrival, a student from class 2022-24 costumed Santa Claus and handed out chocolates to each student. We all took part in a flash mob that some kids planned. Students' written confessions were read aloud in front of the class. This was really enjoyable. The students all started dancing as the music finally started playing. Everyone moved with great intensity. The supper was excellent, and as a token of appreciation, each kid received a beautiful Christmas Plum cake. The evening was fantastic, and the event was a huge success.



Happy New Year, 2023

The conclusion of the year is neither an end nor a beginning, but rather a continuation of all the learning that life has to offer. IBA celebrated the conclusion of the year 2022 and the start of the New Year on December 31, 2022, with a lot of zeal, grins, and fun. A few intriguing and challenging games were played, which helped the crowd get into the holiday spirit and have fun. A few rocking dances ignited the stage after some engaging games. Fireworks were displayed to start this new adventure, illuminating everyone's heart with happiness and optimism. The cake-cutting ceremony was organized to celebrate the start of the new year. After enjoying the delicious cake, all of the kids moved toward the bonfire. Jam sessions around the bonfire created the ambiance for the evening. All of the students found the party to be incredibly reviving, and it helped to prepare them for the upcoming school year.





NEWSLETTER COMMITTEE

2021-2023





NEWSLETTER COMMITTEE

2022-2024

TEAM UDGOSH



DR. SMITA M GAIKWAD
(MENTOR)



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(DESIGNER)





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- **Srivathsa Sanketh**
- **Raunak Srivastava**
- **Lokesh Upreti**
- **Prashant Singh**
- **Shaini Bose**
- **Harsh Raj**
- **Sudheer Rathi**
- **Charul Priya**
- **Rohit Sudharkaran**





**HOPE
YOU ALL ENJOYED
READING!!**