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THE SOUND OF RIGHTEOUSNESS

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NEWS LETTER COMMITTEE



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EDITOR'S NOTE - 2023

Dear Readers,

It is with great pleasure that we present to you the latest edition of our college quarterly newsletter. This publication is a reflection of the achievements and developments of our college community over the past few months.

In this issue, you will find articles written by our students, faculty, and staff, covering a wide range of topics. From academic research and innovative teaching methods to student achievements and campus events, we have it all.

We would like to take this opportunity to thank our contributors for their hard work and dedication in creating this newsletter. We also extend our gratitude to our readers for their continued support and interest in our college.

We hope that you find this issue informative and enjoyable to read. As always, we welcome any feedback or suggestions you may have for future editions.

Sincerely,
Raunak Srivastava
Newsletter Committee

RESEARCH & PUBLICATION

Prof. B.K. Bhattacharya

A paper published on 'Automation in Financial Services including Banks' on 4th January 2023 with an objective of understanding how automation in the financial services has helped and benefited the stakeholders; it is published by NICOM2023, IMNU, Nirma University (Ahemdabad)



Prof. Narendra Babu

A paper published on "A review of green purchase with reference to individual consumers and organizational consumers; A TCCM approach" by Elsevier in March 2023 with an goal 'To find the research gaps in the field of green consumer behavior and to understand the difference between B2C green buying and B2B green'

Prof. Aravmudhan

Presented a case study on 'The moonlighting conudrum - The Indian IT industry trouble face' on 20th Jaunary 2023 in international Conference held at PSG Institute of Management, Coimbatore.





HOW TO GET THE BEST OUT OF YOUR MANAGEMENT LEARNING

PROF
S . MAHADEVAN

Management programs are designed:

- To facilitate deep and rich appreciation of the interplay of multiple discipline such as Production systems, Business strategy, Marketing, Finance, Human resources and Data sciences
- To stimulate and hone problem solving and critical thinking skills,
- To create awareness and perspectives on the importance of relationship and emotional skills, leadership, values and sustainability.
- to promote interactive and applied learning thru a mixed pedagogy that includes case study, field projects, internship and simulation.
- To be sector agnostic and impart learning thru the functional lens.

HOW CAN STUDENTS AUGMENT THEIR CLASSROOM LEARNING BY CREATING THEIR OWN PARALLEL LEARNING METHOD AND LEARNING TRACKS.

1) Learning Method

Learning needs to be processed by reflection, discussion and application. This is an important pre-condition for assimilation and absorption. The student needs to therefore not only prepare before the class but also create his own learning diary.

It is important to reflect on what was learnt in each class at the end of the day and create a learning diary. The student may also want to look up a textbook or the net for incremental learning or reinforcement.

This practice will also help prepare for exams or competitions or placement.

When you find that you are not able to write a meaningful summary of your learning, it is early warning sign that you are not focusing. And when you are able to write a good summary, it will lift your confidence and make learning a joyous (or less stressful) process.

Your learning diary can be written notes, or it can even be an audio/video summary. You can create a learning diary by theme and integrate all the content you can put together from all your sources.

Capturing the learning in a notebook or Audio book is different from and incremental to the notes that some students make in the class session as it creates that critical opportunity to reflect and review the ideas/concepts discussed and raise questions.

2) Learning track

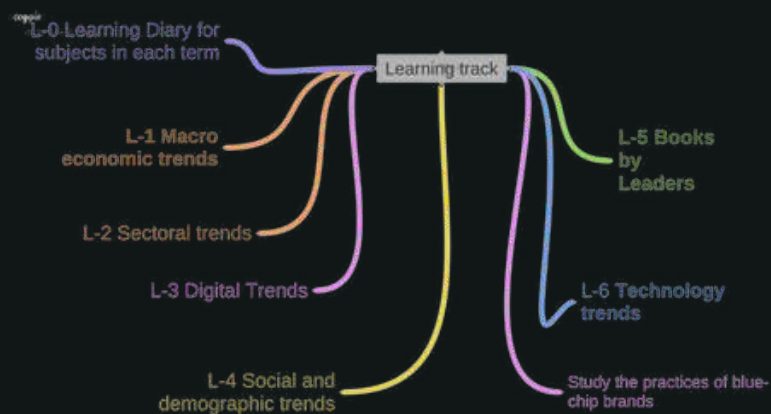
It is important to supplement your academic learning with additional learning tracks. Business world is live and buzzing and business concepts and models are exposed to continuous test, adoption, rejection and creation. When you relate (apply/study) the concepts you learn in the classroom, to what you observe/see in the real world, your understanding could become deep and rich. The faculty will bring in real-world examples to you to explain an idea. But when you start connecting the real world with the concepts yourself, your ability to process, interpret and internalize the concept onus becomes robust.

To illustrate, after you learn how to read a balance sheet in the classroom look up the annual results of companies in different sectors and interpret their financial performance or ratios.

Another example: if a student were to collect the advertising creative (Press/ TV/ Digital advertisement) of a brand (Say Maruti Car) over a period of time and reflect on the target audience, positioning statement, competitive context the classroom learning from a Branding session would get strengthened.

More importantly, the how business responds to Socio-Economic-Political-competitive factors is something you will have to eventually contend with as a practitioner. And as a management student you can get a head start if you start creating learning tracks. In the process you will also connect better with what is taught.

Here is an indicative learning track that you may create in term -1 for example and keep adding more tracks as you progress.



3) What are you learning?

Management education has 2 important learning paths integrated in the design. The first one is the functional track and the second sometimes overlooked path is the basic management skill such as critical thinking, problem solving, developing frameworks for evaluation and integration. Behind (or beyond) the functional knowledge that may be imparted, lies the thinking framework.

It is important for the student to be alive to the second path which is arguably the more important learning outcome in a management school.

When you write the daily learning diary you should seize the opportunity to reflect on both the functional learning and thinking skill

4) Articulation

Articulation and Presentation are crucial to deliver the idea/concept and management education design factors this in the learning pedagogy. The aesthetics of the presentation (form) and the language (vocabulary/grammar/sentence structure) are important. However in a business context, prioritization/stacking of the idea with weightage, interlinkage of all the parts and development of sensitivity/scenario analysis are more important. Whether it is a case discussion or a conceptual framework or answering a question in the term examination, the ability to present and highlight the points in their order of importance and assigning weights to each point is under test. It is important to cultivate that style as it could make a big difference in making an impact whenever/wherever you talk.

5) Inductive and deductive logic

An important aspect of learning is the ability to

- Abstract and draw general principles from the sample or example.
- Flex/adapt and apply a general principle to a given context.

This skill can be acquired through conscious awareness and practice.

The concepts/model that are learnt in class will find meaning/value only when know it with such clarity as to when, where and how to apply them.

Without improving this ability, you may know many things but not know what is relevant in a given context and/ or may not have the ability to use life experiences to create a framework yourself.

The case method of learning is intended to improve your ability on this dimension. You should bring more awareness to your own ability to apply inductive and deductive logic

6) Peer Learning

Let's look at 2 aspects of peer learning.

- a. In a class discussion or in your group there is an opportunity to 'listen' to different perspectives and also reflect on the thinking patterns of other students and work on your self-improvement.
- b. Given the demand on your time as you concurrently learn many subjects, the smart thing to do is to leverage your learning groups. But oftentimes, the learning group is used to distribute or delegate work.

That is a dysfunctional approach. A better approach would be to have different members of the group work on different tasks but then meet to discuss and debate and get the full benefit of the group's collective knowledge.

7) Choosing a job/career

a. A classical way to look at career choice would be triangulate the following:

- i. What interests you (passion)
- ii. What are you good at (competence)
- iii. What are the current trends and what are the emerging opportunities (sectors/job roles)

Look for a job where all three are met at a reasonably high level. And create 2 or 3 back up options as well

b. If you have enough self-awareness, you will know the answer to the first 2 aspects. If you have a systematic way of tracking business, market and sectors, you can form a view on current and future opportunities. And of course you can ask senior alumni or corporate leaders for additional insight about a sector or job role.

To Summarize, adopt the CARE model.

- Create own digital/audio/text learning track.
- Absorb and assimilate the learning.
- Reflect on it.
- Explore

At IBA we will facilitate and enable your learning through program design and pedagogy. But remember learning happens on learner's terms. And you need to evolve a template for yourself and take responsibility for your learning. This conscious adoption of a learning template should form your learning for life.



ALUMNI IN SPOTLIGHT - 2023

AMIT JAIN

WHAT INSPIRED YOU TO BECOME AN ENTREPRENEUR?

For me, the journey of entrepreneurship was all about embracing my creativity, pursuing financial freedom, and having the flexibility to think outside the box. I wanted to create something that would make people's days special and bring joy to their lives.

HOW HAS YOUR JOURNEY BEEN FROM TAKING A LEAP FROM A STABLE CORPORATE JOB TO YOUR OWN START UP?

Starting I was very dicey about leaving a brand but then as work started growing, I started enjoying and today I am very proud about my decision. The real satisfaction is that I am into something which I always wanted to do.

WHAT IS THE TAKE AWAY FROM IBA THAT HAS HELPED YOU IN YOUR JOURNEY OF CORPORATE?

IBA has given me the patience which is the key to any of my problem. IBA has taught me to tackle situations in any point of time. IBA has actually made me to fight my problems by my own self. I was a very pampered child of my family. IBA, has given me all the situations and tasks to become independent. IBA not only focusses on academics. It overall grows and

WHAT LESSONS HAVE YOU LEARNED FROM THE SUCCESSES AND FAILURES OF YOUR ENTREPRENEURIAL JOURNEY?

Every day presents a new opportunity to learn and grow, and I have come to understand that my failures have been just as valuable as my successes. Through interacting with different people from all walks of life, I have learned how to approach challenges with greater confidence and resilience. I have also discovered the importance of being open to new ideas and perspectives and testing and refining my strategies to achieve my goals. Above all, I have learned that patience and perseverance are essential qualities for anyone navigating the unpredictable waters of entrepreneurship.

IS THERE ANY SPECIAL MOMENT FROM IBA THAT YOU STILL CHERISH?

I will cherish all the festivals celebrated in IBA, all the events, activities, projects. The best moments will always be the BOY'S Hostel fun.

HOW WAS YOUR EXPERIENCE AS A MEMBER OF I3 COMMITTEE, THE PLACEMENT COMMITTEE OF IBA? WHAT EXPOSURE DO YOU THINK IT GIVES TO STUDENTS AS A MEMBER?

Experience as an i3 member - it gives a sense of responsibility. It made me to be more of responsible person, improved my commitment skills as we interacted both at corporate level and student level. It definitely gives a 360 exposure to both personal and professional level.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE LOOKING TO JOIN THE I3 COMMITTEE?

My advice to anyone considering joining the i3 Committee would be to embrace the competitive spirit, communicate effectively within your batch, and focus on developing your analytical skills. By doing so, you will gain valuable experience and build a strong foundation for your future career.

WHAT ADVICE WOULD YOU LIKE TO GIVE FOR THE BUDDING MANAGERS OF CURRENT BATCH OF IBA, LOOKING

I would like to convey to them that utilise this time the most and try to try whatever is been taught to you. Make connections, build your personality and focus on overall growth. IBA gives n number of opportunity to each individual so try to grab those. Definitely it would be worth at the end.

WOULD YOU LIKE TO SHARE A FEW THINGS ABOUT YOUR STARTUP HOLIDAYBAZAAR.CO?

We are into international, domestic travel booking and also luxury destination wedding, corporate events, press conference and PR activities.



LIFE AT CAMPUS - 2023





REPUBLIC DAY - 2023

*THE DATE ON WHICH THE
CONSTITUTION OF INDIA CAME
INTO EFFECT.*

BHARATIYA SAMVIDHAN IS THE SUPREME LAW OF INDIA CONSISTING OF RULES AND REGULATIONS FOR GUIDING THE ADMINISTRATION OF OUR COUNTRY, BHARAT.

Throughout these 74 years, Bharat, a country beyond categorization and an age beyond mythology, has seen the heights of human potential. Since then, we have advanced significantly.

On this day i.e. On January 26th, 2023, we at IBA celebrated this momentous Republic day event. According to IBA tradition, the celebration started with the dignitaries igniting lamps and hoisting the flag before the National Anthem.

Diving into the program, it began with discussing the significance of Republic day by Mr. Samujjal Dutta and Miss. Sakshi Kathane from batch 2021-23 and 2022-24 respectively. The remarks by Col. Prasanna Kumar, Guest of Honor Major RD Bhargava, and faculty members were presented afterwards which has an immense impact on the students and filled patriotism in every heart. The programme continued with a variety of cultural activities like singing, dancing, and speeches by students from batch 2021-23 and 2022-24 that included social messages.

The ceremony concluded with the distribution of sweets and many happy faces.



SARASWATI PUJA - 2023

*GODDESS SARASWATI IS
WORSHIPPED AS THE GODDESS
OF WISDOM, KNOWLEDGE,
MUSIC, ARTS, AND LEARNING.*



VASANT IN HINDI MEANS 'SPRING' AND PANCHAMI MEANS 'FIFTH', HENCE VASANT PANCHAMI FALLS ON THE FIFTH DAY OF MAGHA MONTH, SHUKLA PAKSHA OF HINDU CALENDAR WHICH MARKS THE BEGINNING OF SPRING - THE KING OF ALL SEASONS AND WE WORSHIP GODDESS SARASWATI.

One of the most significant Hindu festivals is Saraswati Puja, which is celebrated in the eastern part of India. On Vasant Panchami, it is performed in honour of the occasion. The goddess Saraswati represents knowledge, wisdom, the arts, music, and sciences. The event is held in the Hindu month of Magh, which falls in January or February, and is observed by all.

A variety of yellow flowers from this season, including marigolds, daffodils, and others, are dedicated to the Goddess of wisdom during the Vasant Panchami festival, which is celebrated by donning yellow clothing.

Saraswati, who is also referred to as the goddess of knowledge, music, art, and creativity, is a symbol of the creative force. The goddess is said to bestow a great deal of insight, intellect, and knowledge upon her devotees as she is considered as pinnacle of wisdom.

This year's festival took place on January 26, 2023, and it started at 7 am inside Santripty by adorning the space with yellow flowers and placing an image of the goddess Saraswati. Books were placed by her side, and a diya was lit in front of a picture of Goddess Saraswati to begin the puja. After that, Goddess Saraswati mantras were chanted and Arati was performed with devotion and a flowers. it ended with distribution of Prasad among students.





LOHRI - 2023

*THE FESTIVAL WHICH MARKS
THE WINTER SOLSTICE AND THE
BEGINNING OF LONGER DAYS.*



LOHRI IS A SYMBOL OF WARMTH, LOVE, AND TOGETHERNESS, AND IT IS BELIEVED TO BRING GOOD LUCK AND PROSPERITY TO FAMILIES AND COMMUNITIES.

Lohri is a popular winter festival celebrated in the northern regions of India, particularly in the states of Punjab, Haryana, and Himachal Pradesh. It is primarily a festival of harvest and marks the end of the winter solstice. The festival falls on the 13th of January every year and is celebrated with great enthusiasm and excitement by people of all ages.

The origins of Lohri can be traced back to ancient times, when people used to celebrate the end of the winter season by lighting bonfires and dancing around them. Over time, this tradition evolved into the Lohri festival as we know it today, which is characterized by bonfires, traditional folk songs, and delicious food.

In Indiapura the festival of Lohri was celebrated on following the traditions of Lohri, the event began with bonfire and as the festival is primarily associated with the harvest of crops like wheat so students also offer these crops to the fire as a symbol of gratitude and to seek blessings for a good harvest in the upcoming season. students from both the batches gathered around the fire to sing songs, dance, and exchange greetings. Some of the popular Lohri songs like "Sunder mundriye ho!" were also enjoyed by students.

Lohri is also an occasion for people to come together and strengthen their bonds of friendship and with the celebration of Lohri in IBA campus students from different parts of country has symbolized the unity and harmony.



MAKAR SANKRANTI - 2023

A FESTIVAL WHICH
CELEBRATES THE TRANSITION
OF THE SUN INTO THE ZODIAC
SIGN OF CAPRICORN



THE FESTIVAL IS TRADITIONALLY ASSOCIATED WITH THE HARVEST SEASON, AND PEOPLE OFFER PRAYERS AND THANKS TO THE SUN FOR A GOOD HARVEST.

Makar Sankranti, also known as Sankranti or Uttarayan, is a Hindu festival celebrated in various parts of India. It is a harvest festival and marks the transition of the sun into the zodiac sign of Makara (Capricorn), marking the beginning of longer days and shorter nights. The festival usually falls on the 14th or 15th of January and is celebrated with great joy and enthusiasm across the country.

As Indiapura is a campus which represents unity in diversity, students celebrated Makar sankranti together with joy on 15th January 2023.

The celebration began with decorating the campus with beautiful flowers and Rangoli by students followed by worshiping god for their blessings and afterwards a dance performance by batch 21-23 showing how Makar sankranti is celebrated in different parts of India.

One of the famous part of this festival is flying kites and this is how the celebration ended, all the students gathered on terrace and flew kites with joy and the laughter directed the end of celebration.





MAHA SHIVRATRI - 2023

*THE DATE WHICH MARKS A
REMEMBRANCE OF "OVERCOMING
DARKNESS AND IGNORANCE" IN
LIFE AND THE WORLD.*

MAHASHIVRATRI IS A SIGNIFICANT HINDU FESTIVAL THAT IS CELEBRATED ANNUALLY TO HONOR LORD SHIVA, ONE OF THE PRINCIPAL DEITIES IN THE HINDU PANTHEON

One of the most auspicious festivals in India is Mahashivratri, which honours Lord Shiva, the god of annihilation, creation, and transformation. The event is commemorated on the fourteenth day of the dark (waning) half of the Phalguna or Magha lunar month, according to the Hindu calendar. The celebration honours both the union of Shiva and Parvati as well as the day when Shiva danced the Tandava, his holy dance.

On this day, worshippers all throughout the nation offer prayers to Lord Shiva, carry out pujas, and fast in order to obtain blessings and have their wishes granted.

The festival of Mahashivratri was celebrated by students enthusiastically in Indus Business Academy on February 18th 2023.

Early in the morning, students began adorning the campus grounds with flowers, lights, and rangolis as part of the festivities.

All of the students met in the santripty in the evening to conduct the puja. Mantra chanting and lamp lighting marked the start of the puja ritual. Then, as the sound of bells and the aroma of incense sticks filled the air, the students gave fruits, flowers, and milk to Lord Shiva. In order to heighten the festive atmosphere, the students also sung bhajans and devotional songs in honour of Lord Shiva.

Mahashivratri celebrations was a huge success, bringing together students from many communities and backgrounds to rejoice and be in unison. That was the ideal illustration of how celebrations can foster fraternity and help us appreciate the diversity of our country.



CLUBS & COMMITTEES LAUNCH - 2023

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



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



The clubs and committees are the crucial part of IBA because they work to instill corporate culture in students and assist them develop leadership abilities in regard to a variety of fields and activities. clubs and committees are the students bodies which assist students in developing their professional careers and personal growth while reporting directly to management.



Students can develop both their talent and humanity by participating in these clubs and committees. They build the students from scratch and prepare them for the corporate world.



The launch of clubs and committees was a key event held on March 3 and 4, 2023 to introduce students to eight clubs and five committees through engaging movies that would better assist them understand the goals and objectives of each group and committee. After seeing the recordings of the organisations carrying on the tradition and participating in activities, students were motivated to join the groups.

The students participated enthusiastically in the event and motivated to take the legacy forward in the next year.

H O L I - 2 0 2 3

THE CELEBRATION WITH COLORS SIGNIFIES THE ESSENCE OF LIFE AND THE SPIRIT OF TOGETHERNESS.



HOLI, ALSO KNOWN AS THE FESTIVAL OF COLORS, IS A POPULAR HINDU FESTIVAL CELEBRATED IN INDIA AND OTHER PARTS OF SOUTH ASIA. THE FESTIVAL IS USUALLY CELEBRATED IN LATE FEBRUARY OR EARLY MARCH AND MARKS THE ARRIVAL OF SPRING. HOLI IS A TIME FOR PEOPLE TO COME TOGETHER AND CELEBRATE THE TRIUMPH OF GOOD OVER EVIL, UNITY, AND JOY.

Indus Business Academy enthusiastically and fervently celebrated the festival of colours on March 7 and 8. Holi represents the victory of goodness over evil. This vibrant celebration brings people together and gets rid of all the bad stuff in life. The celebration of Holi celebrates the triumph of good over evil, which was made possible by the slaying and burning of the evil monster Holika. As a result, the Holi spirit encouraged students to live morally upright lives and value honesty and truthfulness.

Two days were dedicated to the celebration. Students put piles of wood into the fire for the HolikaDahan ritual, which was performed on the first day. It stands for the destruction of bad forces. They also congregated around the Holika to pray to God and show their devotion to Him. One of the pupils told the tale of Holika and how Holi symbolises the triumph of good over evil after HolikaDahan.

The following day, students gathered in the laundry area to participate in the festival of colour by dousing one another in water and coloured paint. The students acted out their childhood by running about and throwing colour. The students enjoyed the unique lunch in the afternoon. The festival of colours came to an end in this manner, giving each pupil fond memories of their youth.





F A R E W E L L - 2 0 2 3

THE MOMENTS TO CAPTURE THE
GOODBYES OF THE TRANSITION
JOURNEY OF PERSONALITIES

A DATE TO VISUALIZE THE FLASHBACK OF LAST TWO YEARS WITH TEARS IN EYES AND SMILES ON FACE, SOME GOODBYES ARE HARD TO SAY AND IMPOSSIBLE TO FORGET.

Year after year batches joins and leave the campus as the course ends but the memories stays forever in the heart of students and the place remains a soothing nostalgic emotion for everyone.

As the time has come close to say goodbye to another batch of 2021-23, batch 22-24 has organized a two days event in campus on 17th and 18th March 2023 to cheer up the signing off batch and recreate the moments they have lived in the beautiful campus of Indiapura.

Event began with beautiful dance performance and a mesmerizing singing by students followed by giving titles to every student of batch 21-23 with a mug embraced with a memory. And the competition to select Mr. and Miss Elanor was held on the next day which was judged by senior faculty member Prof. Smita M. Gaikwad followed by a video clip of the memories of batch 21-23 and blessings by Professors and Staff to pursue the best career ahead.

Eyes filled with tears memorizing the smiles of last two years and hugs filled with promises of keeping a touch had filled the environment with love and grace.





UGADI - 2023

*THE FESTIVAL WHICH SIGNIFIES
NEW BEGGININGS OF THE HINDU
LUNISOLAR CALENDAR MONTH OF
CHAITRA*

UGADI IS A TIME FOR CELEBRATION, REFLECTION, AND NEW BEGINNINGS. IT SYMBOLIZES THE TRIUMPH OF HOPE OVER DESPAIR, AND THE RENEWAL OF LIFE AND ENERGY.

Ugadi, also known as Yugadi, is one of the most important festivals celebrated by people of Telugu, Kannada, and Konkani communities. It marks the beginning of the new year according to the Hindu lunar calendar. Ugadi falls on the first day of the month of Chaitra, which usually falls in the months of March or April in the Gregorian calendar.

The word "Ugadi" is derived from the Sanskrit word "Yugadi," which means "the beginning of a new era." It is believed that on this day, Lord Brahma created the universe.

It is also famous as Gudi padwa and chatri chand in different parts of India, This year Ugadi was celebrated on 22nd march 2023 and the celebration of new year has been done enthusiastically by students in the campus of Indiapura, it began with Puja of Lord Vishnu in the morning inside santripty which was decorated with flowers and Rangoli followed by distribution of Ugadi pachadi. Ugadi Pachadi is made by mixing several ingredients, each of which represents a different taste and emotion. It is not just a dish but a representation of philosophy of life.

The celebration ended with a Ugadi special lunch and capturing the memories in cameras.



GUEST LECTURES - 2023



THE WORKSHOP ON 'RETHINKING AND TRANSFORMATION BUSINESS, POLITICS AND SOCIETY AND CALLING OF ETHICAL, AESTHETIC, AND SPIRITUAL TRANSFORMATION: THIRUKKURAL, ARTHASASTRA AND BEYOND'

On February 22 2023, The Madras Institute of Development Science faculty member Mr. Ananta Giri enlightened us on the Thirukkural, Arthasatra, and beyond. Prof. Subhash Sharma, the chief mentor of the Indus Business Academy, Bengaluru, explained the relevance of Earth Sastra, the summoning of the Omega Circle of Planetary Realization, and the role of Aarthasastra in strategic thinking in company management. Later Mr. T Kannan assisted us in comprehending how the Gandhian strategy for creating a sustainable economy represented the Thirukkural style of leadership.

We learned about Islam and business ethics from Fathima Sarah from the Centre for Peace and Spirituality in Bangalore. She explained the differences between Muslim culture and Islam and how to create a strong foundational value system to create strong business ethics and improve the world.



We learned about "ethics and principles—the impacts of the Vedas and Upanishads on the conduct of the Indian Business Organisation from Dr. AVR Acharyulu, a faculty of Indus Business Academy. Dr. AVR has shown us how the Vedas and Upanishads relate to management principles and serve as a benchmark for an organization's ethical business practices.

Mr. Randhir Kumar Gautam, ITM University, and the Vishwaneedam Centre for Asian Blossoming provided insights from the Guru Granth Sahib and contemporary critical theory, as well as critiques of political economy. Mrs. Mrinati Pradhan, of the Vishwaneedam Centre for Asian Blossoming, then blessed the workshop with her poetry and illuminated new poetics of empowerment, imagination, and literary creativity.

Mr. Ananta Kumar Giri concluded the workshop with inspiring poetry and songs performed by the dignitaries.

LINKEDIN AND ITS BENEFITS TO STUDENTS

On February 16, 2023, a guest lecture on how to identify yourself and create content was delivered by Sangeeta Abhishek.

The topic of discussion was the opportunity given by LinkedIn to learn more about someone by reading their profile. Distributing content aids in the process of building authority. A suggestion on how to build a strong profile was also given, such as writing a summary with the right keywords and fewest possible words. She also emphasised that, rather than the number of words used, "how strong you make it is a key."

The importance of making more connections and interacting with others lies in the fact that higher involvement encourages more visits to profiles, which in turn encourages the development of additional connections.



Discovering Customer Insights Through Consumer Research

On 03/02/2023, the Indus Business Academy conducted a guest lecture on the theme 'Discovering Customer Insights Through Consumer Research', the chief guest, Mr. Ashok Sankethi, CEO of Keybase, attended a presentation.

Mr. Ashok Sankethi spoke about the value of consumer research in gaining insightful knowledge about a target market, as well as the many approaches to gathering and analysing consumer data. In order to better understand consumer requirements and wants, he also covered effective methods for conducting consumer research, including using surveys, focus groups, and interviews.

He discussed many research methods, including surveys, focus groups, interviews, and so on, as well as the ways to analyse and evaluate the information gathered from consumer research. He also discussed how to recognise and comprehend the requirements and wants of customers. Also, it was covered how to use the results of consumer research to guide marketing and product development decisions as well as the significance of analysing the data gathered from the study along with the numerous methods used to do so.



DIAGEO POSITIVE DRINKING SESSION

On 20th February 2023, Diageo conducted an awareness workshop on positive drinking at Indus Business Academy, Bengaluru. Diageo is a global leader in premium drinks, across spirits and beer, a business built on the principles and foundations laid by the giants of the industry. Their goal is to raise the bar – for people as well as for the planet.

As part of their corporate social responsibility, they promote responsible drinking and offer educational resources for individuals who choose to consume alcohol.

The session focused on promoting moderation and responsible decision-making when it comes to alcohol consumption. The session was also informative in its way of providing the difference of drinking capacity between male and female. And emphasised the effect strongly by showing the comparative videos of responsible and irresponsible drinking.

This initiative program by Diageo emphasised the importance of setting limits, knowing your limits, and making responsible choices.



"Applying Consumer Input on Development of Brand and Media"

On 13th February, 2023, a session on "Applying Consumer Input on Development of Brand and Media" was held at the Indus Business Academy with Mr. Sam Moorthy serving as the day's speaker.

About the speaker

Mr. Sam Moorthy is a senior industry professional with international exposure. A "Leadership Builder" with 35 years of experience, Mr. Sam Moorthy instructs individuals who work with and develop brands. Mr. Moorthy is an individual who has a variety of interests, including marketing, music, and food. The only way we can express our gratitude for Mr. Sam sharing his views and knowledge is by actively participating in the discussion.

The Grand Sweets and Snacks Iconic Brand from Madras

How did this renowned Madras brand win over its audience?

The lavish sweet K treats took us to Madras of 1982, which was meant to be a conservative city—more than 40 years ago. Using "The Grand Sweets and Snacks," a venerable Madras brand, as an example, we can gain client information. He also discussed the possibility of it being both rational and irrational. He asserts that paying a premium rate does not provide understanding. When a consumer's behavior is explained in terms of its why, that is an insight.

The discussion was quite beneficial, according to the students. It's vital to remember that "it's not always about the brand, but also about the goods".



Challenges faced by the Retail Industry and Benefits of Artificial Intelligence

Barcodes, the retail club of Indus Business Academy, Bangalore, held their inaugural guest lecture on the subject 'Challenges faced by the Retail Sector and how AI and ML aid to cope with them'. Mr. Tanay Shrivastava of Ivy Mobility delivered the day's keynote address. It gave students in-depth insights on how e-commerce companies have enhanced the retail industry and how using AI & ML enhance their customer's buying experience as well as have an advantage over the competition. He introduced the class to ChatGPT, IBM Watson, and a variety of other AI-based programmes that can help address issues in the retail sector more successfully.

We appreciate Mr. Tanay Shrivastava's insightful comment.



"Stock Market-A path to uncommon profits" – Prakash Kumar Gupta

On January 3, 2023, Indus Business Academy welcomed Mr. Prakash Kumar Gupta, a senior working capital manager at Kotak Mahindra Bank. He educated students about stock markets and the potential for uncommon profits. He further discussed how investing in the stock market is a great way to build wealth over the long term. But it can also be a risky endeavour, and it is important to understand the risks before you invest.

It is important to remember that stock markets can be volatile and prices can go up or down quickly. Our young minds learned that it is important to diversify your investments and never put all your eggs in one basket. Mr. Gupta also introduced students to different types of stocks, such as blue chip stocks, growth stocks, and value stocks, and the basics of stock investing. He guided the students to do research on individual stocks, understand how to read a stock chart, and know when to buy and sell. He made them understand the different types of stock analysis, such as technical analysis, fundamental analysis, and sentiment analysis.



A Primer on Credit Derivatives

On 24th January 2023 Indus Business Academy organized a guest lecture on 'A Primer on Credit Derivatives.' by Dr. Mohammad Belgami.

Mr. Belgami explained credit derivatives to us, including what they are, why we use them, how to invest in them, and their potential uses. He also provided us with information about credit derivatives, which are financial agreements that let parties to reduce their exposure to credit rise.

He also talked about OTC, or Over the Counter, which is a transaction between two parties that are in a debtor/creditor relationship. Also, he made note of "Risk Management and Capital Reduction."

He also talked about how credit derivatives can let investors take on more risk by increasing their credit exposure. Also, he talked about securities and collateral loan obligations.

We are profoundly educated by Mr. Belgami's words. We are honoured and grateful to have Mr. Belgami as our guest, and we look forward to many more occasions like this.



“Basics of Entrepreneurship” – Mr. Chandrashekhar Kupperi

On January 12, 2023, Indus Business Academy in Bengaluru organized a guest lecture on the subject of 'Basics of Entrepreneurship'. Mr. Chandrashekhar, founder and CEO of ANOVA Corporate Services, Kupperi was the chief guest.

Mr. Chandrashekhar Kupperi talked about the value of having a solid business plan, remaining one step ahead of the competition, and keeping a positive outlook in his guest lecture on the fundamentals of entrepreneurship. He also spoke about the value of having a solid team, comprehending the market, and viewing failure as a teaching opportunity. He also talked about how networking and developing relationships are crucial for business success.

Mr. Kupperi underlined that in order to succeed, one must be willing to take risks and be abreast of current business trends. He stressed the value of having a clear vision, being aware of the market and client needs, and establishing realistic targets. He also stressed the significance of developing the appropriate abilities, remaining persistent, and adopting the proper attitude. He emphasised the need of creating a company plan and utilising technology to boost productivity. He also spoke about the value of alliances and networking in order to succeed.



EBESCO INFORMATION SERVICES

On 4th January 2023, Indus Business Academy organised a workshop on EBESCO Information Services. The guest speaker for the session was Mr. M.S Srinivasa. M.S Srinivasa is a Senior Customer Training Specialist at EBESCO Information Services.

EBESCO is the leading provider of research database, e-journal and e-package subscription management, book collection development and acquisition management, and a major provider of library technology and e-books.

The session began with the brief introduction about EBESCO and how it is an effective tool for research purpose. The session went ahead with the explanation as to how keywords in search process plays a vital role to provide with more concise and clear result.

Students themselves practiced the step by step process of search which helped them to gain real insight on the usage of EBESCO information services. The workshop definitely created an impact for students in their future prospect.



Performance Appraisal Post Covid

On 22nd January 2023, Indus Business Academy organized a guest lecture on 'Performance Appraisal Post Covid' by Mr Diwakar Goel.

The workplace and the way performance evaluations are done have both been significantly impacted by the Covid-19 outbreak. The need to accommodate remote work arrangements has forced many firms. He described the experience of performing.

He talked about how he attained success and reached his full potential. Employers should re-evaluate and modify expectations in light of the current circumstance and offer staff members the tools and support they need to succeed.

He also discussed how the pandemic has changed the duties and expectations of the workplace. In order to properly evaluate employees' performance, employers must determine whether job descriptions adequately reflect the work that is being done.

The importance of self-love and self-evaluation was stressed throughout his subsequent one-on-one talks with each pupil. Additionally, he engaged the pupils in a few exercises like lighting many candles with a single matchstick and stacking cards while emphasizing independence. That provided a wonderful opportunity for learning.



National Youth Day

On January 12, 2023, Indus Business Academy, Bengaluru observed National Youth Day in commemoration of Swami Vivekananda's birth anniversary. Mr. K C Janardhan, founder of Handwriting Lettering & Calligraphy Research & Training, motivational speaker/QDE, and member of J's Quill Group, served as the day's Guest of Honour.

He started the session by asking the students the three most important questions that every person should ask themselves: Who are you? What exactly are you? & What is your life's purpose? He advised the students to treat every day of their lives like a holiday, to love what they do, and to approach everything with a romantic mindset. The three strong mantras he offered the students—visualize, picturize, and dramatize—will help them achieve everything they set their minds to. Each has a unique talent; they just haven't identified it yet.

The inspirational saying that summed up the lesson, "Visualize the invisible, and you will be able to accomplish the impossible," gave the students hope for the future and fuelled their minds and souls with drive to succeed in life.



The Key to Successful Employee Integration

Recently, Hunterz Ignite, the marketing club of Indus Business Academy (IBA), Bangalore, organized a guest lecture on onboarding. Mr. Sabyasachi Sahu, Product Manager at 6sense, was the guest speaker and he provided valuable insights on the importance of onboarding.

The session began with Mr. Sahu explaining the significance of onboarding, especially in today's remote working environment. He emphasized that onboarding is not just about introducing new employees to the company's policies and procedures, but also about making them feel welcome and comfortable in their new role. He explained that the onboarding process should be customized based on the role, seniority, and experience of the new employee.

Mr. Sahu also stressed the importance of pre-boarding, which involves providing new employees with information about the company and their role before their first day of work. This can include providing access to company resources, such as handbooks and policies, and introducing them to their team members and managers.

During the session, Mr. Sahu provided several tips for successful onboarding, such as creating a clear onboarding plan, assigning a mentor to the new employee, and providing regular feedback and recognition. He also emphasized the need for continuous learning and development, which can be facilitated through training programs, coaching sessions, and skill-building workshops.

The session was interactive, and the students had the opportunity to ask questions and share their own experiences with onboarding. They learned that effective onboarding can lead to improved employee retention, increased productivity, and a positive company culture. Mr. Sahu also shared some examples of companies that have successfully implemented onboarding programs and seen the benefits of doing so.

The IBA, Bangalore students had a terrific learning experience overall from the session. They gained knowledge about the significance of onboarding as well as the best procedures for seamless employee integration. The students will undoubtedly apply this information as they start their careers to ensure their own success and help their future employers succeed.



'Consumer Insights on E-commerce'

On 6th March 2023, Indus Business Academy, Bangalore organized a guest lecture on 'Consumer Insights on E-commerce' by Ms. Aarushi Dua, Category Manager at Tata Digital.

Ms Aarushi Dua provided us with an insight on how e-commerce sector works. She discussed about the many e-commerce basics and engaged with the students with some basic quiz on e-commerce.

She emphasised the importance of using digital content to connect with the targeted consumers and how it is important to place a particular product in a place where it reaches the consumer.

Ms Dua provided us knowledge about the four e-commerce growth strategies i.e., Social Media, Retargeting, Engagement and Retention and Chabot's. She also discussed about the career opportunities one can pursue in e-commerce.



'Living with Dignity: An Action Research (A Case Study of SOS)'

Indus Business Academy Bangalore organized a guest lecture on 'Living with Dignity: An Action Research (Case Study of SOS) on 14th March 2023. The speaker of the event was Dr. Navin Gupta, a behavioral scientist, trainer, and management consultant. He has more than 34 years of academic experience. He started his professional career as a freelance corporate trainer and professional coach by working with several renowned companies and government organizations. He has been serving as the Director, Hindustan Institute of Management and Computer Studies (HIMCS), Sharda Group of Institutions, Mathura, UP, since October 2010. Currently, he is the chair of AIMS-Agra Chapter.



Dr Navin Gupta talked about Agra, that is famous for the Taj Mahal, as well as LAPKAs, who are auto drivers, taxi drivers, and tourist guides. He shared the way Lapkas are being treated, and because of the ill-treatment by bureaucrats, politicians, etc., they have low self-esteem. Also, lapkas don't receive any sort of recognition for their services and face an identity crisis. It leads them to get involved in petty crimes like chain snatching, stealing passenger goods, etc. Sir mentioned it as his source of motivation to initiate a "training program" with them to teach them the art of living with dignity. Besides all these, he initiated a project titled 'Soldiers of Society' (SOS).

Moving forward, the speaker discussed the significance of "Motivation Theory", the source of motivation that is derived from being rich morally, economically, and socially, as well as by also measuring one's individual contribution. In order to explain the concept, he cited the example of an auto driver nazi and his act of loyalty and honesty that has become a behavioral benchmark. He then proceeded with his plan of action (POA) for research using scientific tools. He narrated how he and his team used to religiously organize the training program "LTA," which stands for "Lapka to Aapka," at 4 p.m. every Friday, emphasizing the importance of time management. On a similar note, the speaker also discussed "AtithiDevo Bhava", a government of India initiative to promote Indian tourism. He then mentioned one of the models, namely "knowledge, attitude, and practice" (KAP), that he makes use of.

Furthermore, he went into explaining the genesis of the project, where the focus was on building relationships between the Lapps and the common people by setting rules and regulations. He then talked about the tools used for the training program, i.e., Appreciative Inquiry (AI) as an OD Intervention, Juggler (Madari) Technology, and Un-Conferencing. The speaker also discussed the relevance of the different scientific technologies used, of which A.I. technology was the most popular among all those involving positive psychology, the Pygmalion Effect, creative visualization, and enhancing self-esteem through appreciation and recognition in the media. Further, Sir shared some of his valuable training experiences, including his training plan for LTA and training contents (ideal behavior, Kaizen application, HAS analysis, traffic rules, etc.). He also underscored the habit of practicing ECG, i.e., empathy, compassion, and gratitude.



Subsequently, Speaker Dr. Navin Gupta Sir moved forward by sharing his commitments towards the LTA Training Program, i.e., education, medical, and legal counseling. He shared one of the initiatives taken by rolling out VIKALP (a product of Samagra) to be used as a non-tobacco Gutka substitute for the LAPKAs. He then proceeded with the other impactful initiatives like SOS Bhojnalaya, inaugurated on October 2nd, 2016; auto dustbins; and the feedback mechanism from the passengers by recycling wedding cards. Sir applauded the major contribution of SOS volunteers in social services despite the challenges like rumours, sabotage because of political interest, etc. He mentioned the euphoria behind the change in program title from LTA to SOS. Eventually, the speaker shared some of his current projects, including SOS Jail Bandhu at the Agra Central Jail, inaugurated on the 11th of February to observe World Day of the Sick. This training involves psychological counseling, SOS cookies, CCTV training, and talent hunting. This brought the meaningful session to an end.

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**HOPE YOU ENJOYED
READING!**