

## THE SOUND OF RIGHTEOUSNESS

# VOLUME-02

# 2024





# Table Of Content

**01** Presenters' Note

**02** In a blink

**03** Honors

**04** Guest Lectures

**05** Industrial Exposure

**06** Campus Beats

**07** Burning Bush

**08** Newsletter  
Committee 2023-25

**09** Volume in Charge

**10** Content Scouts





# PRESENTERS' NOTE



Dear Readers,  
Welcome to Udghosh, Indus Business Academy's quarterly newsletter! This edition celebrates recent events, achievements, and memorable moments from both on and off campus, reflecting the energy and commitment that drive our community. Special thanks to the talented 2024-26 batch for their creativity and hard work in making this edition possible. We hope you enjoy reading it as much as we enjoyed creating it. Dive in and experience the vibrant spirit of our academy. Happy reading!



Dear Readers,  
We are delighted to present Volume 2 of Udghosh, celebrating the vibrant spirit and talents of our IBA community. This edition highlights enriching guest lectures, festive celebrations like Janmashtami and Kannada Rajyotsava, and the excitement of Burning Bush, showcasing teamwork and resilience. Each page reflects the passion and creativity that define IBA, inspiring and connecting us all.  
Happy Reading



Dear Readers,  
We are thrilled to bring you the latest edition of Udghosh, the quarterly newsletter of Indus Business Academy. This issue highlights exciting events both on and off campus. I would like to extend heartfelt thanks to the students of the 2024-26 batch for their incredible efforts in putting this edition together. We hope you enjoy reading it as much as we enjoyed creating it. Happy reading!



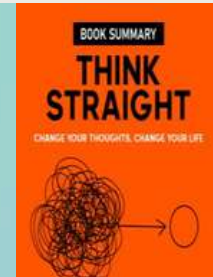
# In a blink





# Book Review

## “Think Straight” - by Darius Foroux



In these past few months my thoughts were running rampant, at times it got fixated on the past and then was anxious about everything that's about to come next. These thoughts were affecting my academics and I knew I had to get rid of these thoughts, that totally seemed impossible. Distressed, I went on Amazon and searched for books to help control thoughts and there I found this masterpiece “Think Straight” by Darius Foroux.

I will continue sharing my experience once I share a little bit more about this book.

This book is a collection of personal experiences of the author tackling these useless thoughts. The sole idea behind this book is to preach pragmatism. The author in the first page has urged the reader of this book to follow what's been taught here otherwise don't read this book! The author has suggested practical advice to get rid of these futile thoughts and improve the thinking and decision making skills.

The book is clear and practical, is based on real-life experiences, focuses on pragmatism, has actionable tips, has comprehensible language, and it will surely help in personal development.

### Personal Experience

I wasn't sure about why all these thoughts come to me? Is it me or everyone has such thoughts? Thoughts like: What if I fail? What if I don't follow a proper diet will I get severely weak? What if I don't make back up plans for every dream I will be stuck!

These thoughts led me nowhere, and killed my precious time that I'd utilised into building new skills or writing a book review on medium, hmm? After reading this book, I realised that these thoughts will be there, we can't make them vanish! But, we surely can diminish the intensity of such thoughts by ignoring the useless thoughts and nurturing the good ones.



**Deeksha Keshri**  
**Batch 2024-26**



# HONORS

Indus Business Academy (IBA) proudly announces that Dr. Manish Jain, Founder and Chairman, was honored on October 15, 2024, at the "Bharat 2047 - Vision of New India 2.0" event in New Delhi for his contributions to India's progress towards a "Viksit Bharat." Dr. Jitendra Singh, MoS PMO, presented the award in the esteemed presence of Shri Nitin Gadkari, Shri Arjun Ram Meghwal, and Dr. Sudhanshu Trivedi. The event recognized individuals and organizations for their exceptional role in advancing India's development.





# GUEST LECTURE

## CAREER ROADMAP



On July 13, 2024, Indus Business Academy welcomed Mr. Lakshmi Narayanan Ramachandran, Managing Consultant at IBM, for an insightful guest lecture, held in the auditorium, commenced with a warm welcome from Prof. B.M. Gourish, followed by an introduction of the guest speaker by a student. Mr. Ramachandran shared valuable insights into current IT industry trends, emphasizing the importance of emerging technologies such as Robotics, AI, Autonomous Vehicles, and AR/VR. He encouraged students to explore diverse career avenues, identify their Unique Selling Points (USPs), and recognize vulnerabilities in their professional journeys. The speaker highlighted the significance of continuous learning through skilling, upskilling, and cross-skilling, alongside the pursuit of industry-relevant certifications. He also stressed the importance of maintaining personal well-being through a balanced diet and hobbies, reminding attendees that career development is a marathon requiring ongoing self-improvement. The session concluded with an interactive Q&A, followed by a vote of thanks and a memento presentation by Prof. Gourish, expressing gratitude for Mr. Ramachandran's invaluable insights. The event left students inspired and better equipped for their future careers.





# GUEST LECTURE

## 360 Degrees View on Business Management



On July 20, 2024, Indus Business Academy hosted an enlightening guest lecture titled "360 Degrees View on Business Management," led by Mrs. Viswadha Chitrapu, Senior Data Governance Expert at the London Stock Exchange. The session, held at AMA-IBA, began with a warm welcome from Ms. Ishita Arya, a student from the 2024-26 batch. Mrs. Chitrapu covered a broad spectrum of business management topics, including marketing, entrepreneurship, HR, finance, and supply chain management. She emphasized the importance of consumer value creation through market research, branding, and digital marketing. The session included practical insights into budgeting, financial planning, and risk management, alongside discussions on the role of ERP systems in enhancing supply chain efficiency. Interactive activities, such as a brain quiz identifying founders and CEOs, kept the students engaged. Mrs. Chitrapu also highlighted the significance of professional certifications in tools like MS365 and Power BI for improving technical skills. The session concluded with a vote of thanks from Mr. Vaibhav and a memento presentation by Prof. B.M. Gourish, leaving students inspired and better equipped for their future careers in business management.





# GUEST LECTURE

## COMMUNITY ENGAGEMENT INITIATIVES

On August 24, 2024, Dr Amalendu Jyotishi and Dr Nazarul Haque from Azim Premji University gave an engaging guest lecture on Community Engagement Initiative (CEI). They shared how CEI uses creative methods to build strong links between universities and local communities. Through examples and best practices, they showed how community engagement can improve education and tackle important social issues. They made us aware about how universities can help to drive positive change by working closely with communities.

Professor Amalendu Jyotishi specialises in natural resource management, legal pluralism, and urban food security. He has authored two books and 35 research papers. He has worked with groups like the World Bank and Oxfam and has held important roles in the Asian Initiative on Legal Pluralism and the Indian Society for Ecological Economics. Besides his academic work, he advises the online magazine Re-View and is also a published poet.

Mr. Nazrul Haque specializes in skill development, employment, and community projects. He holds a Master's in Development from Azim Premji University and has a background in chemistry and research. He has taught vocational education, mentors the Social Enterprise Cell, and leads community engagement in local panchayats. He also hosts the show 'Stories of Change' and co-wrote a report on the challenges faced by social sector organizations during the Covid-19 crisis.

Dr Nazrul Haque and Dr Amalendu Jyotishi started their lecture by introducing the Azim Premji Foundation and sharing a bit about Azim Premji's early life.



# GUEST LECTURE

## COMMUNITY ENAGEMENT INITIATIVES



They explained how Wipro began and mentioned that Azim Premji was recognized as wealthy around 1998-1999.

Dr Nazrul Haque and Dr Amalen du Jyotishi's lecture focused on the Community Engagement Initiative (CEI) at Azim Premji University. They covered several key areas Community Introduction and Approach- they aim to educate nearby villages, create opportunities, and promote harmony by sharing knowledge and resources. Strengthening Local Democracy -they work with local panchayats to improve governance and democratic processes. Towards Zero Waste Panchayat -they are working with the Hasiru Dala Foundation to help create a zero-waste panchayat in Anekal Taluk. Entitlement- they conduct surveys to help identify families eligible for government schemes.

Working with Farmers They encourage farmers to sell their produce on campus, benefiting both farmers and the university community. Public Health-they focus on improving health in Sarjapura and Dommasandra towns. Self-Help Groups-they help form self-help groups to support social and economic needs. Community Youth They work on enhancing public schools and involving local youth Creation of Community Learning Centre - they engage students in volunteering to support community learning.

Research and Documentation-they assist in creating micro-enterprises and waste management systems.

Dr Nazrul and Dr Jyotishi concluded by stressing the importance of these community engagement efforts and their positive impact on local areas.



# GUEST LECTURE

## DECODING CRYPTO: - AN INTRODUCTION OF DIGITAL CURRENCY

Indus Business Academy hosted a guest lecture for the 2024-26 batch, featuring Mr. Karthikeyan NG and Mr. Divesh Sanchyeti, cofounders of Pi42, India's first crypto-INR perpetual future exchange. The session provided a comprehensive overview of cryptocurrencies,



starting with blockchain technology as the foundation of decentralized finance (DeFi) and the role of miners in securing the Bitcoin network. Mr. Divesh elaborated on spot and future trading, explaining Pi42's platform for crypto-INR perpetual future exchanges and highlighting the risks and rewards of future trading. The importance of understanding taxation and navigating the volatile crypto market cautiously was emphasized, and a preview of the Pi42 app showcased tools for market analysis and risk management. The lecture effectively balanced the opportunities and challenges in the evolving world of cryptocurrency.





# GUEST LECTURE

## MASTERING EBSCO DATA BASE FOR RESEARCH EXCELLENCE.



Indus Business Academy recently hosted an informative guest lecture titled "Mastering EBSCO Database for Research Excellence," conducted by Mr. M S Srinivasa, Senior Customer Training Specialist at EBSCO. The session provided valuable insights into how EBSCO can be an essential tool for academic research and professional growth, specifically aimed at helping students and faculty enhance their research capabilities.



Mr. Srinivasa began by explaining the history and scope of EBSCO Information Services, a subsidiary of EBSCO Industries, Inc., which has been a pioneer in the library services industry since its inception in 1944. He shared how EBSCO has evolved from a small subscription agency to a global leader in providing libraries, healthcare institutions, corporations, and government agencies access to critical research, discovery, and content management tools. The lecture primarily focused on the practical usage of the EBSCO platform. Mr. Srinivasa demonstrated how to navigate through the vast database, search for academic papers, and organize research materials efficiently.



# GUEST LECTURE

## MASTERING EBSCO DATA BASE FOR RESEARCH EXCELLENCE.



He highlighted how EBSCO supports various sectors, from libraries to healthcare and government, offering a wide range of resources to meet the information needs of users. The session concluded with a deep dive into how EBSCO's tools can enhance academic research, enabling students to access high-quality content and streamline their workflow for better research outcomes.





# GUEST LECTURE

## EFFECTIVE UTILIZATION J-GATE FOR LEARNING, TEACHING, RESEARCH AND PROJECT WORK



Indus Business Academy recently held a guest lecture on "Effective Utilization of J-Gate for Learning, Teaching, Research, and Project Work," conducted by Mr. Ratish Iyer, Manager of Training and Business Development at J-Gate. The session focused on how the J-Gate platform can support academic efforts by providing access to a vast collection of e-journal content. Mr. Iyer introduced J-Gate as an electronic gateway to millions of journal articles from over 15,000 publishers.



Launched in 2001 by Informatics India Limited, J-Gate now includes content from 67,487 periodical publications and houses over 83 million articles. The platform allows users to access full-text articles, conference proceedings, and book series, making it a comprehensive tool for academic research.

Mr. Iyer demonstrated the use of J-Gate's web platform, guiding students through the login process and showing how to precisely search for research papers and information relevant to their academic needs. This hands-on session provided practical insights into using J-Gate for effective research, teaching, and project work.



# GUEST LECTURE

## EXECUTION OVER IDEAS: INSIGHTS ON ENTREPRENEURIAL SUCCESS

On 14th September 2024, Indus Business Academy hosted a guest lecture by the founders of Bae Ninja, who shared key insights on entrepreneurship, with a focus on execution over idea generation. They began by emphasizing that bringing ideas to life is more important than merely having them, supported by a video from Aadit Palicha, founder of Zepto.



The speakers encouraged self-reflection, urging students to assess their skills and aspirations to unlock their entrepreneurial potential. They introduced their start-up, Bae Ninja, which aims to mentor and support university students with business ideas, offering resources like mentorship, collaboration opportunities, and business-focused guidance.



They distinguished between business-driven and innovation-driven start-ups, noting that business-driven ventures often lead to higher profitability. A framework for collaboration and idea development was also discussed, along with the



# GUEST LECTURE

## EXECUTION OVER IDEAS: INSIGHTS ON ENTREPRENEURIAL SUCCESS

importance of setting execution-based milestones to measure progress.

The session concluded with advice on overcoming emotional challenges, such as rejection and shyness, by remaining persistent and confident. Overall, the lecture provided valuable practical and motivational insights, leaving a strong impact on the audience. The founders' diverse industry experience in AI, automation, and IT added depth to the discussion.







# GUEST LECTURE

## FOSTERING ENVIRONMENTAL SUSTAINABILITY AND PERSONAL GROWTH

On 21st September 2024, Indus Business Academy hosted a guest lecture by Neeraj Kohli (Synergist), who shared key insights on Environmental Sustainability Initiatives. It started with a presentation including the categories of: Renewable energy, Waste management, Conservation, Sustainable Transportation, Climate change mitigation, Green infrastructure, Education and awareness, Sustainable agriculture. Then he disclosed the actual purpose of the lecture which is about how a person got affected by other people's behaviour, regular activities.



The speaker encouraged self-reflection, urging students to assess their skills of awareness-acceptance-acknowledge. He took the initiative of encouraging us by doing many cheerful activities and tried to involve himself in some work which can develop our life along with others at the same time. Talked about the vibration of 'Shloka', how it influences our life and thoughts positively. He demonstrated examples of initiatives of environment, organizational initiatives, Govt. initiatives, Individual actions, Benefits, challenges, key players who make environmental change.



# GUEST LECTURE

## FOSTERING ENVIRONMENTAL SUSTAINABILITY AND PERSONAL GROWTH



The session concluded with encouragement of involvement in positive work. Overall, the lecture provided valuable practical and motivational insights, leaving a strong impact on the audience.





## EXCEL DIE CAST



Excel Die Casters Pvt. Ltd (EDPCL), is one of the leading precision Aluminum Die Casting Company in India. They provide total solutions for precision pressure die cast components and dies. EDCPL serves various type of manufacturing industries by providing services ranging from product design to product development, prototype development, manufacturing, finishing and assembly.

EDCPL was established in 1995 under the able leadership of Mr. Ashok Kumar. EDCPL is certified by the National Accreditation Certification of Bodies as an ISO 9001- 2008 Company. Excel Die Casters Pvt. Ltd., grew 10-fold into a 15,000sq.ft. built area and open space of 55,000Sq.ft. Making pressure die casting of Aluminum & Zinc components. As mentioned earlier we are an ISO 9001-2008 certified company, so this speaks about the class and quality. The company is always striving for perfection to create an exceptional mark in the future of Die Casting industry.





## TITAN WATCH



ON 21st September, PGDM students from INDUS BUSINESS ACADEMY had the privilege of visiting Titan's manufacturing facility, a leader in the watchmaking industry. The visit offered valuable insights into modern manufacturing practices and the meticulous processes involved in crafting world-class timepieces.



Key highlights included observing advanced automation and precision-driven production techniques, Titan's rigorous quality control measures, and the seamless integration of teamwork and skilled craftsmanship. The visit emphasized the importance of innovation, efficiency, and attention to detail in delivering excellence. This hands-on experience provided the students with a deeper understanding of how cutting-edge technology and human expertise come together to create iconic products, inspiring them to pursue excellence in their own careers.

**Acknowledgment:**

We sincerely thank Titan for their warm hospitality and for sharing their expertise. This enriching visit was a memorable learning experience, and we look forward to future collaborations.



# EVENTS

## INDEPENDENCE DAY

The program for the 78th Independence Day celebration held at Indus Business Academy on August 15, 2024. The event began with a welcome note and a traditional lamp-lighting ceremony, symbolizing the appeal of knowledge and wisdom. Following this, the flag hoisting was led by the faculty and staff, accompanied by the singing of the national anthem.



A key highlight of the event was the address by Dr. Subhash Sharma, Chief Mentor, who shared his insights and experiences, inspiring the audience. A prominent guest, Colonel (Dr.) Vinod M. Sasalatti, also graced the occasion. He brought a rich background of military service and academic achievements, sharing wisdom on leadership and patriotism.



The event also featured a variety of cultural performances. A solo dance and group song performance by students from the 2024-26 batch captivated the audience, followed by poetry recitations and a skit that further fuelled patriotic sentiments. The finale included a group dance, which was described as a soulful blend of music and colors, leaving a lasting impression on the audience.

# EVENTS

## INDEPENDENCE DAY

In conclusion, the event successfully celebrated India's independence, blending patriotic flavour with academic reflections. The celebration ended with a tree plantation drive, symbolizing growth and sustainability, a fitting conclusion to the day's activities. The program was a tribute to the nation's journey and a call to the future, urging students and faculty alike to carry forward the values of freedom and knowledge.



# EVENTS

## HOPE DAY



On August 21st, IBA marked its 24th Foundation Day with a grand celebration of HOPE, embodying the values of compassion, integrity, and leadership. The event brought together students, faculty, and staff to honour the spirit of giving and making a positive impact.

The evening began with the lighting of the lamp, symbolizing the infusion of knowledge and wisdom. Esteemed members of the faculty, including Dr Subhash Sharma and Dr Subhendu Dey, led this traditional ceremony, invoking blessings for the occasion. Despite the absence of our Chairman, Dr Manish Jain, who was unable to attend due to an urgent meeting, the event proceeded with great enthusiasm.



# EVENTS

## HOPE DAY



The celebration featured a variety of performances that captured the essence of HOPE. The group dance and musical performances by talented students highlighted themes of resilience and optimism. A soul-stirring Shayari and a captivating group song further enriched the evening. The festivities culminated in a cake-cutting ceremony, marking a joyous moment of unity and achievement.

The event was a testament to the vibrant spirit of the IBA community. A special thanks to all performers and volunteers for their contributions. While wrapping up, students pledged to carry the spirit of HOPE forward, striving for a brighter future.

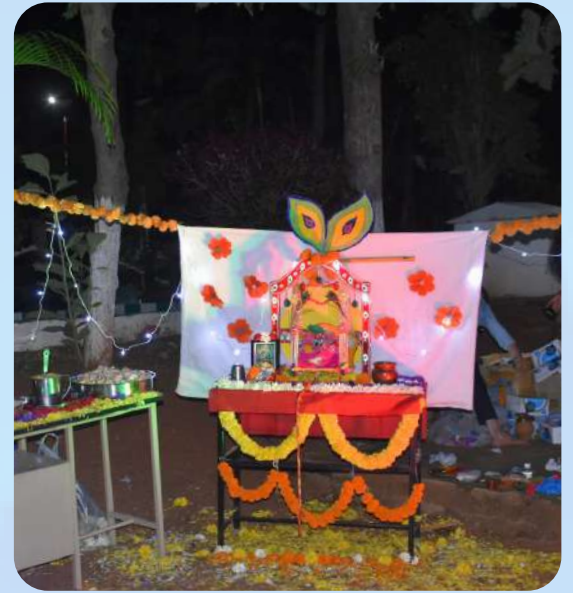




# EVENTS

## JANMASHTAMI

The Janmashtami celebration at Indus Business Academy began at 11:30 PM, creating an atmosphere of devotion and excitement. The event, organized by the Yoga Meditation and Cultural Committee (YMCC), commenced with traditional Janmashtami rituals, followed by an auspicious Aarti and the distribution of prasad to all attendees, setting a spiritual tone for the evening.



A dedicated bhajan performance uplifted the mood, with melodious voices celebrating the birth of Lord Krishna, followed by a power-packed dance performance, which energized the audience and set the stage for the rest of the festivities.

The event then transitioned into the legacy of Radha Krishna competition, where 26 students paired up and dressed as Radha Krishna. The participants went through various rounds including a ramp walk, dance performances, and storytelling, showcasing creativity and devotion.

# EVENTS

## JANMASHTAMI



Following tradition, the Krishna of the winning team performed the much-anticipated tradition of Matki Phod, successfully breaking the hanging earthen pot to loud cheers. The night concluded with students dancing to a lively mix of Krishna bhajans and popular Bollywood songs, ending the festival on a joyous note.

The celebration was a beautiful fusion of devotion, culture, and excitement, leaving everyone with fond memories and a repository of pictures.



# EVENTS

## TEACHER'S DAY



Teachers' Day 2024 was a memorable blend of inspiration, celebration, and gratitude. The day began with Subhash Sir's profound opening, featuring the poem \*Guru Brahma\*, symbolizing teachers' roles in nurturing minds. He introduced the 4 P's: Principle, Practice, Perspective, and Philosophy, encouraging open-mindedness. Honorable Director Shubendu Sir shared impactful stories, including a 2007 account of a terminally ill professor's final lecture, imparting life lessons such as embracing the unknown, valuing experience, nurturing valuable skills, and maintaining childlike wonder. Another story humorously highlighted a teacher balancing professional and personal challenges, emphasizing perseverance and balance. The event featured energetic musical performances and was highlighted by NPX, the beatboxer, whose rhythms captivated the audience. A rendition of \*Ekla Chalo\* inspired self-reliance, while a centuries-old song dedicated to Mizamuddin evoked nostalgia. Prashant Sir closed with motivational reflections on life's continuous journey, focusing on the pursuit of happiness and self-improvement. Celebrations included a cake-cutting ceremony, a dynamic dance to \*Pinga\*, and engaging games like Dumsharas. The day concluded with shared joy and a communal meal, leaving everyone with cherished memories and a renewed appreciation for their mentors.

# EVENTS

## GANESH CHATURTHI

The celebration began on 7th September 2024 with the grand arrival of Lord Ganesha's idol at Indus Business School. Students gathered to decorate the venue with vibrant flowers, colourful rangoli, and traditional decorations. The atmosphere was filled with excitement as everyone participated in the setup. Following which a heartfelt Ganesh Puja was conducted. Students, faculty, and staff came together to offer prayers and perform the aarti, singing devotional songs. Sweets, especially modaks, were offered as prasada, symbolizing devotion and gratitude.



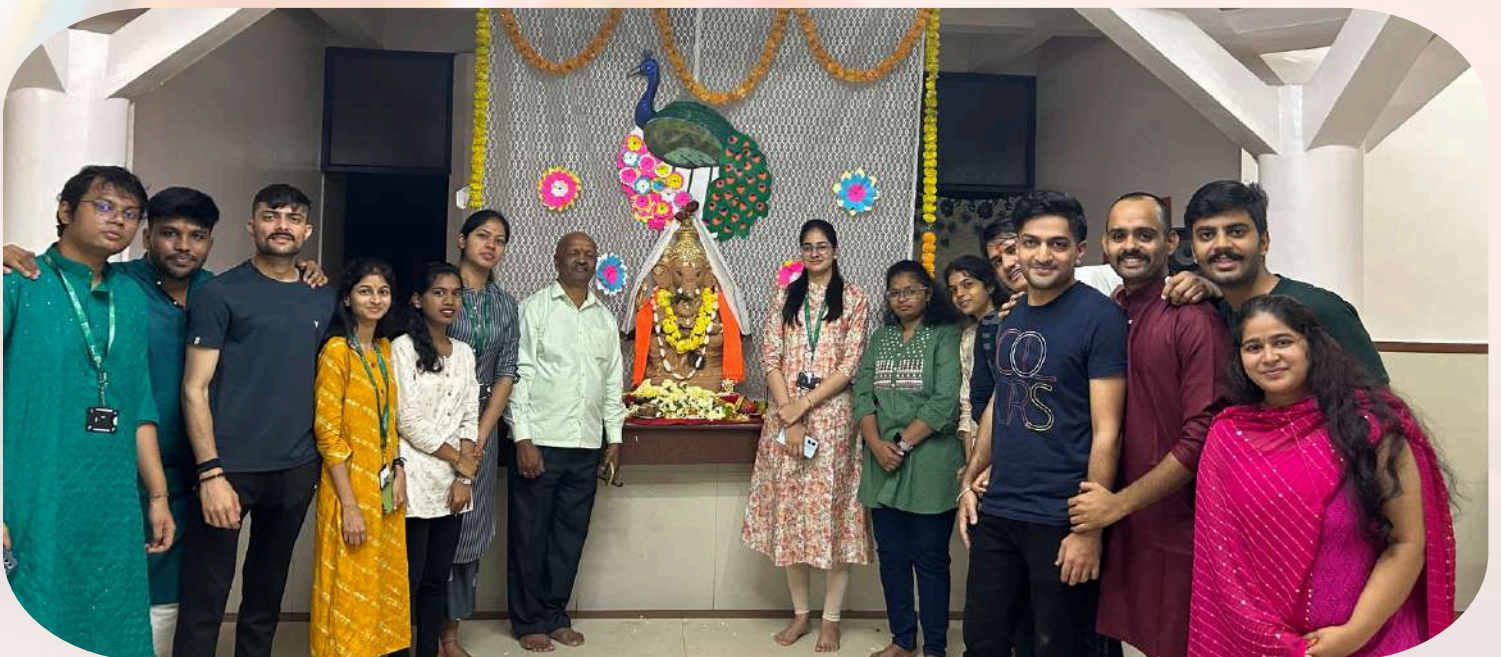
An Idol making competition was organised for the students on the third day honouring the spirit of the festival. This day highlighted the diversity and talent within the school community. Students educated their peers about the significance of Ganesh Chaturthi and the importance of sustainability. Eco-friendly practices were emphasized, encouraging everyone to use biodegradable materials in their celebrations.



# EVENTS

## GANESH CHATURTHI

An auction AKA bidding was done for laddoos. The competition was between the current and the senior batch. Maintaining the legacy and keeping the spirits high the batch of 2024-2026 bids the highest and won. The final day that is on 12th September 2024 culminated in the Visarjan ceremony, where the idol of Lord Ganesha was immersed in water, symbolizing the cycle of creation and dissolution. A procession filled with music, dance, and joy marked the event. As students bid farewell to Ganesha, they expressed hopes for blessings and prosperity in the coming year. This five-day celebration fostered unity, creativity, and a deep appreciation for cultural traditions at Indus Business School, leaving lasting memories for all participants.



# EVENTS

## ONAM



On September 15th, Indus Business School came alive with the vibrant celebration of Onam, a festival rich in culture and tradition. The campus was beautifully adorned with colourful rangolis and floral decorations, setting a festive atmosphere. Students embraced the spirit of the occasion by donning traditional attire; women wore exquisite sarees while men sported elegant dhotis, creating a visual feast. The highlight

of the celebration was the traditional Onam feast, served on banana leaves. Students enjoyed an array of authentic dishes, relishing the rich flavours and cultural significance of the meal. Laughter and camaraderie filled the air as everyone gathered to share this delightful experience. Traditional instruments like the dhol resonated throughout the event, inviting everyone to dance.



# EVENTS

## ONAM

Students showcased their talents with lively performances, celebrating with traditional folk dances that brought everyone together in joy and unity. Students dancing their heart out on the drumming beat of the instruments, enhanced the festive ambiance.

A lively tug-of-war competition between juniors and seniors added a fun and competitive spirit to the day, showcasing teamwork and unity. Students captured these precious moments through photos, preserving memories of joy and togetherness. The Onam celebration at Indus Business School not only honoured cultural heritage but also strengthened bonds among students, making it a day to remember.



# EVENTS

## PARYUASHANA



Paryushan Parv was celebrated at IBA Bangalore and Jain customs were duly observed. To celebrate the festival, 108 diyas were lit, representing the 108 virtues of Lord Mahavira. Aarti was performed every day and night for 10 continuous days to glorify Lord Mahavira and pooja was performed according to Jain customs. Celebrating Paryushan Parv with devotion is a way to purify the mind, body and soul and seek forgiveness from others. This is a great opportunity to reflect on actions and try to develop into better personalities by practicing self-discipline and self-control. It was great to see people come together to celebrate the festival and keep the rich Jain traditions alive at IBA Bangalore





# EVENTS

## MARGDARSHAK DIWAS

The "7th Margdarshak Diwas," a thoughtful and celebratory event, was organized by the HOPE (CSR) Committee of Indus Business Academy, Bangalore, on September 19, 2024. The occasion was carefully planned and carried out to honor the birth anniversary of the late Founder Chairman, Shri BML Jain, and to celebrate his significant contributions to both the institution and society.

The event was graced by Mukunda Kumar K G, a distinguished alumnus of BITS Pilani and IIM Kozhikode, with 26 years of leadership in IT and cybersecurity. He has held senior roles at Tata Steel, Capgemini, Ernst & Young, and NTT Data, and is now Co-Founder and Partner at Bluzee IT Consultants LLC in Dubai. Renowned for his innovative concept of cybersecurity as a "Digital Vaccine," he is a respected speaker and visiting faculty at institutions like IIMs and the Delhi School of Economics. The presence of distinguished guests greatly enhanced the celebration of excellence. The organizing committee warmly welcomed them, creating an atmosphere of respect and excitement for the day ahead.

The event began with a symbolic Tree Plantation ceremony, followed by a ceremonial Cake Cutting, representing unity, growth, and sustainability in harmony with the institution's commitment to an eco-friendly campus. Guests were then invited on a campus tour to experience the natural beauty of the surroundings. The formal proceedings started with a warm welcome to the guests, and the Masters of Ceremony expressed their heartfelt gratitude for their participation. The Lighting of the Lamp officially marked the beginning of Margdarshak Diwas, symbolizing the removal of darkness and the bringing of knowledge and wisdom. One of the key moments was the recitation of Saraswati Vandana, invoking the blessings of Goddess Saraswati and emphasizing the value of knowledge and wisdom in our lives.



# EVENTS

## MARGDARSHAK DIWAS

Dr. Manish Jain, the visionary chairman of Indus Business Academy, delivered a passionate speech on the institution's journey and the legacy of Late Shri BML Jain, perfectly embodying the spirit of Margdarshak Diwas. This was followed by the Chief Mentor Dr. Subhash Sharma's insightful address via video call. The highlight of the event came when Chief Guest Mukundakumar K G took the stage, delivering an inspiring and thought-provoking speech that left a lasting impression on the audience.

The event smoothly transitioned into a vibrant Cultural Programme, showcasing the diverse and rich tapestry of Indian culture and artistic talent. The performances, including graceful classical dances, a captivating skit, and melodious songs, left the audience mesmerized. To conclude, Prof. Subhendu Dey, Professor and Director at IBA, delivered the Vote of Thanks, expressing heartfelt gratitude to all the attendees, participants, and organizers for their invaluable contributions to the success of the event.

The 7th Margdarshak Diwas celebration at Indus Business Academy, Bangalore, concluded on a unifying and patriotic note with the National Anthem, evoking a sense of pride among all present. In essence, the event not only honored the legacy of the founding visionary, Late Shri BML Jain, but also provided a platform for intellectual dialogue, cultural expression, and reflection on the institution's journey. It was a day that paid tribute to the past, celebrated the present, and instilled hope for the future—a true reflection of the resilient spirit of Indus Business Academy, Bangalore.



# EVENTS

## MARGDARSHAK DIWAS





# BURNING BUSH



The much-anticipated "Burning Bush" event lit up the Indus Business Academy with excitement and fierce competition. This unique sporto-cultural event brought together eight different clubs from the campus, each competing in a variety of sports and cultural activities. The two-week-long event was filled with energy, strategy, and collaboration, showcasing the diverse talents of both students and faculty.

The event kicked off with an exciting launch, followed by a player and representative auction. In a thrilling twist, students from the first year and even faculty members were bid on by the clubs, adding an engaging dimension to the competition. Sports enthusiasts showcased their skills in badminton, cricket, table tennis, chess, carrom and more such, setting the stage for fierce rivalries. This year, a new academic-centered event, the Business Idea Presentation, was introduced, pushing participants to combine creativity and business acumen. As the event progressed, cultural competitions took center stage, including debates, dances, and singing, allowing participants to express their talents beyond academics. The energy remained high throughout, as teams battled not just for victory but for the pride of their respective clubs.

In the grand finale, the results were announced, and continuing the legacy of the past two years, Navigators: The Finance Club emerged victorious for the third consecutive time, making an impressive hat trick win. Burning Bush once again proved to be more than just a competition—it was a celebration of sportsmanship, creativity, and the spirit of collaboration that makes Indus Business Academy truly unique.



# BURNING BUSH





# NEWSLETTER COMMITTEE

2023-25





# Volume In Charge



Harshvardhan Shrivastava  
Newsletter Committee  
2023-25



Dinesh Pathivada  
Newsletter Committee  
2023-25



Aayushi Dutta  
Newsletter Committee  
2023-25



# CONTENT SCOUTS



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