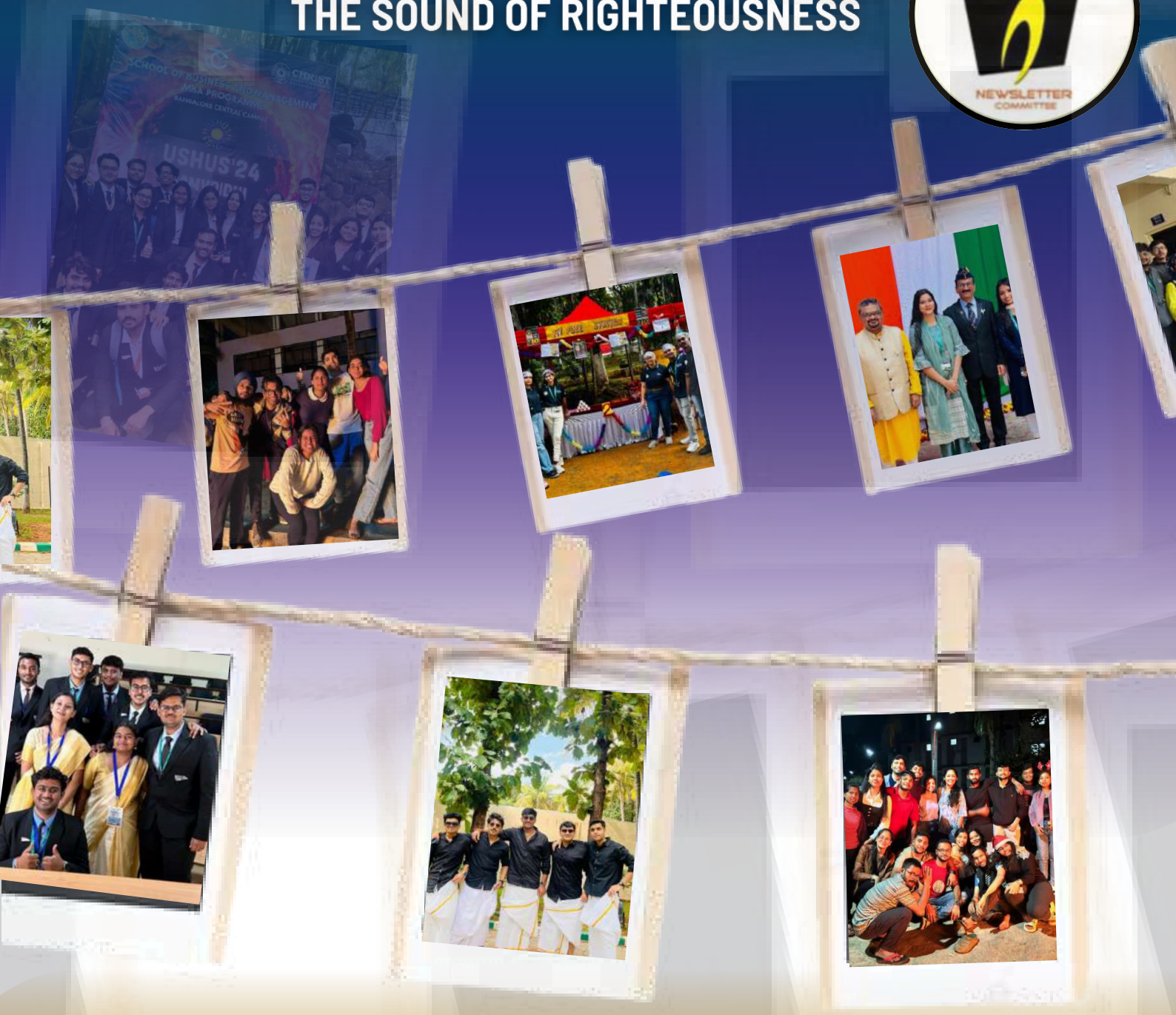


UDGOSH

VOLUME 3
THE SOUND OF RIGHTEOUSNESS



QUARTERLY NEWSLETTER



MENTOR'S *Note*

At Indus Business Academy, we believe that learning extends beyond the classroom, and our Udghosh newsletter embodies this spirit by capturing the vibrancy of our academic, cultural, and industry-driven engagements. As the Mentor of the Newsletter Committee, I am delighted to introduce this edition, which reflects the dedication, enthusiasm, and collaborative spirit of our students and faculty.

With over 18 years of experience across diverse industries—including consulting, business analysis, and entrepreneurship—I have had the privilege of working with some of the world's leading organizations, gaining insights into strategy, market intelligence, and leadership. As an educator and mentor, my goal is to nurture analytical thinking, adaptability, and a strong professional ethos among our students, preparing them for dynamic careers ahead.

The past three months have been truly eventful at IBA—from festivals and guest lectures to industry interactions and academic achievements, each milestone reflects our commitment to holistic development. This newsletter is a testament to the hard work of our students and the Newsletter Committee, who have meticulously compiled the highlights for you. I encourage you to engage, contribute, and be a part of this journey.

Let's continue to learn, celebrate, and grow together!

Warm regards,

Prof. Sathyan Subbiah

Assistant Professor & Mentor – Newsletter Committee

Indus Business Academy, Bangalore

NEWSLETTER

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DAAN UTSAV

OCTOBER 2024



Bhojan Mahal: Nourishing Bodies and Souls

From October 3 to October 5, 2024, HOPE organized Bhojan Mahal, setting up food stalls outside the campus, near the main gate. Complete meal boxes were offered at just ₹10, making them accessible to the entire community, including students, faculty, and local residents.

The event saw an enthusiastic response, with participants praising the initiative for addressing hunger while fostering a spirit of generosity. Volunteers worked diligently to ensure smooth operations and provide meals with dignity, embodying the essence of Daan Utsav. This simple act of sharing food highlighted the power of small gestures in making a significant impact on the lives of others.

Indus Business Academy (IBA) celebrated Daan Utsav, the Festival of Giving, from **October 2 to October 10, 2024**.

Organized by the CSR Initiative Committee, HOPE, the week-long event fostered gratitude, kindness, and community spirit through various heartwarming initiatives that brought students, faculty, and staff together.

Box of Happiness: Spreading Gratitude Across Campus

Kicking off on October 2, 2024, to mark the 155th birth anniversary of Mahatma Gandhi, the Box of Happiness initiative invited the IBA community to reflect on kindness and express gratitude.

Thoughtfully placed around the campus in the Classroom Block, Admin Block, and Residential Block, these boxes served as a medium for students, faculty, and staff to anonymously share thank-you notes, letters, or small gifts with individuals who have made a positive impact in their lives.

This simple but meaningful gesture fostered a culture of appreciation and kindness, allowing the community to reflect on the bonds they've formed and share their gratitude.

Whether it was a classmate, professor, or staff member, the Box of Happiness helped spread joy and positivity, embodying the values of love and compassion that Gandhi championed.

Appreciation and positivity within the community. It encouraged individuals to acknowledge those who made a positive impact in their lives, spreading joy and compassion in Gandhi's spirit

FRESHERS BASH

A TWO-DAY WELCOME EXTRAVAGANZA

OCTOBER 2024



The highlight of the event was the exciting Mr. & Ms. Astral contest, where juniors had to persuade seniors to team up with them. This resulted in fun interactions and surprising pairings, adding to the thrill of the competition.

Participants displayed their talents through ramp walks, dance battles, and quick-fire question rounds, making the contest a lively and entertaining experience. Each round showcased their creativity and confidence, keeping the audience captivated.

Indus Business Academy recently held an exciting two-day Freshers Bash, where seniors enthusiastically welcomed juniors with creativity and energy. The first day honored tradition, with juniors dressed in beautiful sarees and kurtas, transforming the campus into a cultural celebration.

The second day embraced a tropical theme with Hawaiian Day, featuring a fun "no bag day" challenge, where juniors swapped bags for pillow covers, travel bags, and even buckets, enhancing the lively vibe.

From Tradition to Tropical: IBA's Unforgettable Freshers Bash!

After an intense competition, Ms. Perna Singh and Mr. Omanshu Rathore emerged victorious. The Freshers Bash, filled with joy, laughter, and camaraderie, created unforgettable memories, marking a fantastic start to the juniors' journey at IBA.



NAVARATRI

OCTOBER 2024



Garba Night was a grand affair, with students enthusiastically performing traditional dances in vibrant attire. The beats of Dandiya and Garba filled the air, while Dhunuchi Naach during Dussehra added a mesmerizing touch of rhythm and devotion.

The celebrations culminated with Raavan Dahan, symbolizing the triumph of good over evil, followed by the visarjan ceremony. Special festive dinners fostered camaraderie, making Navaratri at IBA a true reflection of unity, tradition, and shared joy.

A Spectacle of Devotion, Dance, and Festive Joy!

Navaratri and Garba Night at Indus Business Academy were celebrated with devotion, energy, and cultural vibrancy.

The beautifully installed Durga idol for five days created a sacred ambiance, with daily morning and evening pujas bringing the community together.

Special rituals like Maha Saptami and Maha Ashtami's Pushpanjali and Sandhi Puja deepened the spirit of devotion.



Garba Night at Indus Business Academy, Bangalore, was a vibrant and unforgettable celebration filled with energy, culture, and joy. The beautifully decorated venue, lively music, and enthusiastic participation.

Khushee 2024-26

DIWALI

OCTOBER 2024



Lighting Up the Festival of Lights: Diwali Festivities at Indus Business Academy

Diwali at Indus Business Academy (IBA) was a vibrant celebration filled with joy, tradition, and togetherness. The campus dazzled with glowing diyas, twinkling lights, and intricate rangoli designs, creating a mesmerizing festive ambiance.



I look forward to the dazzling decorations and the vibrant atmosphere that fills the air. The sight of homes adorned with colorful rangoli, twinkling diyas, and glowing lights creates a sense of peace and festivity.

Shubham Pandey 2024-26

The festivities began with a serene Lakshmi Puja at Santripty, where faculty and students gathered to seek blessings for prosperity and happiness. The warm glow of oil lamps and the soft hum of prayers added a sense of spiritual harmony to the evening.

As night fell, the celebrations gained momentum. A grand feast featuring traditional sweets and delicacies fostered camaraderie among students, faculty, and staff. The highlight of the night was the breathtaking fireworks display, symbolizing the triumph of light over darkness.



Students rejoiced with sparklers in hand, their faces reflecting the brilliance of the night sky.

Diwali at IBA was more than a festival—it was a testament to the institution's unity and cultural diversity. As the final diya flickered out, it left behind an enduring glow in the hearts of all, reminding everyone of the power of light, hope, and togetherness.

KANNADA RAJYOTSAV

NOVEMBER 2024



I had an amazing time celebrating Kannada Rajyotsava at Indus Business Academy! The energetic Dollu Kunitha and Kamsale performances, along with vibrant folk dances, made the event unforgettable.

Abhishek Dhull 2024-26

A Tribute to Heritage, Culture, and Pride!



A special segment highlighted Karnataka's remarkable contributions to literature, science, and administration, deepening appreciation for its legacy.

The celebration concluded with the IBA community singing the Kannada anthem, reinforcing a sense of pride. More than just an event, Kannada Rajyotsava at IBA was a heartfelt tribute to Karnataka's enduring cultural spirit.



Honoring Karnataka's Legacy at IBA

Indus Business Academy celebrated Kannada Rajyotsava with great enthusiasm, paying tribute to Karnataka's rich heritage and cultural identity. The event brought together students, faculty, and staff in a spirit of unity and pride.

The festivities featured mesmerizing Dollu Kunitha and Kamsale performances, along with vibrant folk dances, Kannada songs, and poetry, blending tradition with modern creativity.



Since I was new to Karnataka's culture, Kannada Rajyotsav was a major event through which I came to know a lot about Karnataka, its scrumptious delicacies and energetic folk dance. The energy of chellam music with which all of us were dancing was something that would stay with me forever.

Madhulika 2024-26

Grand Launch of IBA Clubs and Committees

OCTOBER 2024

On October 23, 2024, Indus Business Academy witnessed the grand official launch of its vibrant Clubs and Committees. The event marked an important milestone in fostering collaboration and showcasing the diverse extracurricular opportunities available for students.



The event commenced with heartfelt tributes to the predecessors of each club and committee, acknowledging their contributions to shaping these platforms.

This was followed by the introduction of the current office bearers, including secretaries, PROs, and other members, who took center stage to present their vision for the year ahead.

A special highlight of the event was the creative videos showcased by each club and committee. These captivating clips not only highlighted their unique functions but also hyped up the junior batch, building excitement and enthusiasm among potential new members.

The primary goal of the launch was to familiarize the junior batch with the roles and responsibilities of each club and committee and to encourage them to apply for membership when applications open. The event left the students inspired and eager to become active contributors to IBA's thriving community.



GURU NANAK JAYANTI

NOVEMBER 2024

Following the prayers, the traditional Kada Prashad was distributed, symbolizing the Guru's blessings and generosity. The warmth of the offering filled hearts with gratitude and joy.

"Let no man in the world live in delusion. Without a Guru, none can cross over to the other shore."

– Guru Nanak Dev Ji

Indus Business Academy celebrated Guru Nanak Jayanti with deep devotion, bringing the community together in spiritual reflection. The day honored Guru Nanak Dev Ji's teachings of equality, humility, and selfless service.

The celebrations began with the soulful recitation of the Path, filling the atmosphere with serenity and devotion. Rhythmic chants and hymns inspired peace and spiritual connection among attendees.

The evening concluded with a special dinner, where students, faculty, and staff gathered in unity. More than a celebration, Guru Nanak Jayanti at IBA embodied harmony, compassion, and the Guru's timeless values.



USHUS'24 FEST

NOVEMBER 2024

USHUS'24 tested intellect, strategy, and creativity, where IBA students showcased resilience, innovation, and teamwork in a thrilling competition.



Where Strategy Meets Skill, and Passion Fuels Victory!

Indus Business Academy (IBA) made a strong impact at USHUS'24, Christ University's premier management fest, showcasing resilience, creativity, and strategic thinking across multiple verticals.

From intense quizzes to dynamic roleplays, participants embraced challenges with grit and enthusiasm. The HR and IB verticals highlighted fresh perspectives, leadership, and adaptability, making the experience truly enriching.

The Marketing and PR teams engaged in innovative campaigns, storytelling, and competitive rounds, securing top positions while refining their strategic and communication skills.

Commitment is the foundation that turns aspirations into achievements.

Believe in yourself and work upon your skills sitting for the fest screenings till the Christ Auditorium Stage the journey has taught the calmness and stress interview taught to be patient and entertaining at the same time.

Aryan Jain 2024-26
(Best Manager Finalist)



Teams in Business Plan came as runner up, BMT, and Business Analytics tackled successfully real-world challenges, while strong performances in Business Quiz and Specially in Best Manager showcased brilliance of IBA's excellence, teamwork, and determination at USHUS'24.

BLOOD CANCER AWARENESS

DECEMBER 2024

IBA's Blood Cancer Awareness Programme with DKMS BMST inspired over 60 students to register as potential stem cell donors, saving lives.



With over 60 registrations, the event showcased IBA's commitment to social responsibility. It reinforced the power of small acts of kindness, proving that a single donor can offer a second chance at life for those battling blood cancer.



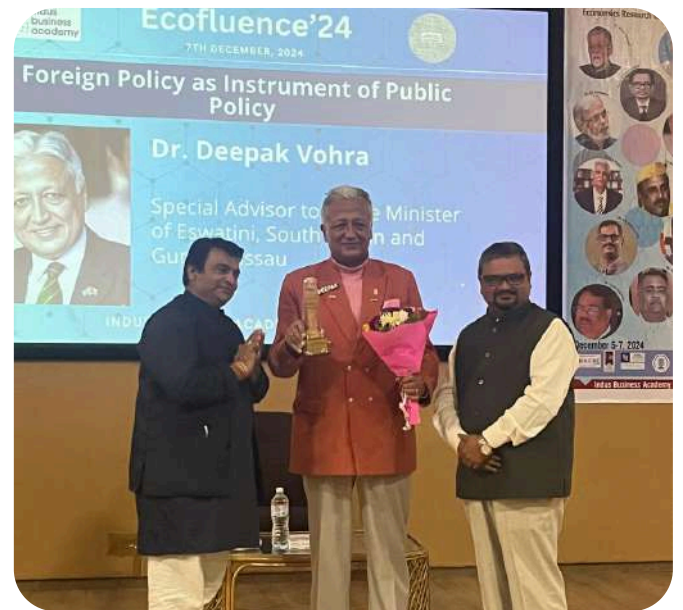
"The smallest act of kindness is worth more than the grandest intention." – Oscar Wilde

On December 3rd, Indus Business Academy hosted a Blood Cancer Awareness Programme by DKMS BMST Foundation India, educating students on blood cancer, its symptoms, and the importance of early diagnosis. The session emphasized the life-saving role of stem cell transplants, inspiring students to become potential donors.

To support this cause, cheek swab samples were collected from interested participants, a simple procedure to identify matches for patients in need. The session also addressed common misconceptions about stem cell donation, ensuring clarity and confidence among volunteers.

ECOFLUENCE'24

DECEMBER 2024



The 16th International Economic Conference 2024- Ecofluence'24 at Indus Business Academy (IBA) was a three-day intellectual fest that brought together scholars, policymakers, and students to engage in discussions on India's economic growth, sustainability, and policy-making.

The event commenced with a tree plantation ceremony, followed by an inaugural session featuring Dr. Subhendu Dey, Dr. Subhash Sharma, and distinguished guests such as Dr. Anil Thakur and Dr. Arvind Virmani. Key discussions centered around India's economic trajectory, with an emphasis on evidence-based policy-making. The day ended with a panel discussion and an engaging workshop titled "Economics Encounters."



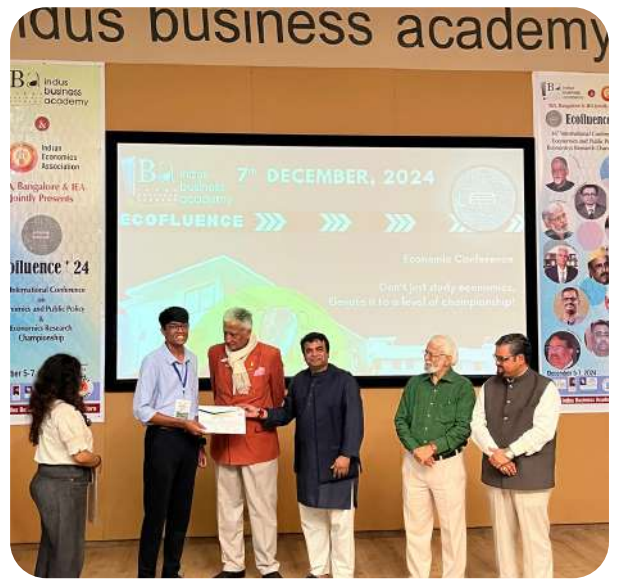
Ecofluence 2024 ignited insightful discussions on India's economic growth, sustainability, and policy-making, uniting scholars, policymakers, and students in a thought-provoking three-day conference.



Day two witnessed the Economics Research Championship, where students from various institutions presented their research papers. Simultaneously, panel discussions on sustainability, urbanization, and discrimination featured insights from experts like Dr. Kala S. Sridhar and Dr. Puja Guha. The day concluded with cultural performances and the announcement of research finalists.

On the final day, research finalists presented their papers, with discussions on econometrics and economic models. A special address by Dr. Deepak Vohra on India's global economic standing was a highlight. The event concluded with a valedictory ceremony, reinforcing the conference's role in fostering innovative economic thought.

Ecofluence 2024 provided a dynamic platform for critical economic discussions, inspiring students to engage with evolving economic theories and policies.





The Grand Alumni Meet at Indus Business Academy was a vibrant celebration of connections, achievements, and memories, bringing together alumni, faculty, and students.

The event began with a dynamic networking session, where alumni shared industry insights through panel discussions and breakout sessions, offering valuable career guidance.

Students showcased their creativity through food, craft, and innovation stalls, demonstrating project management, marketing, and entrepreneurial skills.

A grand cake-cutting ceremony and cultural performances, including a special show by Amika Shail, added to the excitement. The evening concluded with live entertainment, heartfelt interactions, and a delightful feast, leaving everyone with cherished memories.

Relive, Reconnect, Reignite!

ALUMNI MEET 2024

DECEMBER 2024

Reuniting memories, celebrating achievements—IBA's Grand Alumni Meet was a perfect blend of nostalgia, networking, and entertainment! From insightful discussions to dazzling performances, the event left everyone inspired and connected.

CHRISTMAS

DECEMBER 2024



Christmas Cheer: Lights, Laughter, and Lasting Memories!

Christmas at Indus Business Academy was a joyous celebration of togetherness and festive spirit. The excitement began on Christmas Eve with a visit to Church Street, where twinkling lights and carols set the holiday mood.

On Christmas Day, students embraced the festive vibe, blending style and comfort in their attire. The evening kicked off with a cheerful cake-cutting ceremony, symbolizing unity and joy.

Laughter and excitement filled the air as students enjoyed lively games, including an energetic round of musical chairs.

A fun dance session brought seniors and juniors together, strengthening bonds through music and shared moments of joy.

The celebrations concluded with a cozy bonfire under the stars, creating a heartwarming atmosphere of reflection, friendship, and festive cheer.



Christmas was a joyous blend of festive cheer, fun games, and heartfelt bonds, ending with a magical bonfire under the starry sky!



VISIT TO ORPHANAGE

DECEMBER 2024



Spreading Smiles, Sharing Hope – A Moment of Joy and Giving!

The HOPE Committee welcomed the New Year with a heartfelt visit to Sampattu Orphanage, celebrating with the children and offering essential support. The day began with a touching prayer, setting a tone of gratitude and joy.

As a gesture of care, groceries like rice, dal, and fruits were donated, along with stationery to support the children's education. The visit focused on fostering connections and understanding their aspirations.

Interactive activities, including a lively game of musical chairs and dancing, created a joyful atmosphere. A talented child impressed everyone with an engaging performance from a Telugu movie.

To spread happiness, chocolates were distributed, and the celebrations ended with children lighting crackers, making the evening even more special.

The experience was a profound reminder of kindness and resilience. Engaging with the children not only brought them joy but also left us inspired, reinforcing the true spirit of compassion and hope.

Spreading joy and hope, the New Year celebration at Sampattu Orphanage was filled with laughter, heartfelt connections, and unforgettable moments of kindness. A day of giving, bonding, and inspiring young dreams!



GUEST LECTURE BY MR. ERIC MOLES

Founder and CEO @ OS-SC

OCTOBER 2024

Mozilla Firefox, and WordPress as key examples, compared to proprietary software like Windows and Photoshop.

The discussion sparked curiosity, deepening participants' understanding of both software models and their impact on technology. Attendees actively engaged, sharing perspectives on industry applications. The session concluded with a memento presentation to Erik and a group photograph, leaving attendees with valuable insights and memorable experiences.



Guest Lecture on Free and Open Source Software

On October 11, 2024, Indus Business Academy hosted an engaging guest lecture by Erik Moles from North Brabant, focusing on open-source vs. proprietary software. The session began interactively, with Erik awarding a Linux penguin mascot to the first correct respondent.

Erik explained open-source software as collaborative, modifiable, and freely distributed, contrasting it with proprietary software, which is closed and controlled. He highlighted how open-source fosters innovation, while proprietary software limits user modifications.

He further discussed OSS licenses like MIT, GPL, and Apache, citing Linux,



Ms. Susan Verghese, an IIT Delhi alumna and former World Bank Advisor, shared her career journey and insights at Indus Business Academy. She highlighted her experiences at Mahindra & Mahindra, TATA IBM, and internal auditing, emphasizing industry standards set by the Institute of Internal Auditors (IIA).

Her session focused on aligning passion with careers and posed three key questions on achieving happiness in work, relationships, and life. She encouraged students to seek fulfillment beyond instant gratification.

Ms. Verghese provided a checklist for personal and professional growth, stressing the importance of experiences, development, and contributing to others.

GUEST LECTURE BY MS. SUSAN VERGHESE

Former World Bank Advisor and Member of IBA Governing Council

OCTOBER 2024

She emphasized building meaningful relationships and long-term career satisfaction.

She also discussed balancing ambitions with well-being, advising students to make mindful choices. Her insights encouraged a holistic approach to success.

The session ended with an engaging Q&A, where she offered practical strategies for maintaining happiness while striving for career excellence.

GUEST LECTURE BY DR. SWAPNA ABRAHAM

Singer, Songwriter, Mentor. Actor, Author, Interior Designer. Philanthropist. Versatile Corporate Professional.

OCTOBER 2024

Highlighting innovation and resilience, she reinforced that modern leadership requires adaptability and commitment to meaningful change.

The session left students motivated, fostering a new perspective on leadership that prioritizes vision, responsibility, and long-term influence.

Guest Lecture on Leadership

Indus Business Academy hosted Dr. Swapna Abraham for an inspiring lecture on Leadership in 2024. A trailblazer, she founded India's first karaoke café and set a world record for writing 100 songs in 100 days.

Dr. Abraham emphasized that true leaders inspire change, focusing on values rather than seeking followers. She encouraged students to lead with integrity and a sense of purpose.

She challenged traditional leadership perceptions, stressing that leadership is about impact, not authority. Her insights resonated deeply with the audience.



