



VOYAGE

"Let your voice find its way,

As echoes turn to whispers."



contents

EXPRESSIONS OF ISBR

| | |
|--|----|
| Akshaya Patra..... | 1 |
| Micro Finance.... | 2 |
| Polio Drive..... | 3 |
| Reading the Numbers..... | 5 |
| Metamorphosis..... | 6 |
| Investment products in Indian Market..... | 7 |
| Vishleshan.... | 9 |
| Book Review Challenge..... | 12 |
| Interview..... | 13 |

CLUB EVENTS

| | |
|------------------------------------|----|
| Chess Tournament..... | 14 |
| Carrom Tournament..... | 15 |
| The Best Marketing Manager..... | 16 |
| Pixel Tales..... | 18 |
| The Ethnic Day..... | 20 |
| Christmas Eve..... | 21 |
| Face The Case | 22 |
| Battle of Minds..... | 23 |
| Scrabbles..... | 24 |
| Beg, Borrow and Steal..... | 25 |

GUEST SESSIONS

- Bankernal Series.....26
- Changing Role of
HRM.....32
- It's a brand you world34
- HR Strategies for people's
Success.....36
- Transform Passion to
Profession.....39
- C-Talk Series...41
- Working with People –
Empathy, Mindfulness and
Balance44
- Enhancing Competencies is the
Way for Successful
career.....46

CREDITS

VOICE OF THE STUDENTS

- Vo Maa Hai.....49
- Art &
Photography....50





Expressions of ISBR



AKSHAYAPATRA FOUNDATION :

AN INDUSTRIAL VISIT

We had a virtual tour conducted by Sri.Vishnu Ravi about the Akshaya Patra Foundation on 08/01/2021. It was an amazing session where we got to know about how the Akshaya Patra Foundation operates. Their vision is,

“No child in India shall be deprived of education because of hunger”

It is indeed a highly generous vision which focuses on children's improvement in education. It also focuses on providing healthy food which is highly commendable. The video on how they prepare food was amazing and we got to know the various technologies and machines they use for providing clean and healthy food. I am glad to know that they got a plenty of awards and appreciation which they truly deserve.

SETBACK TO COMEBACK:

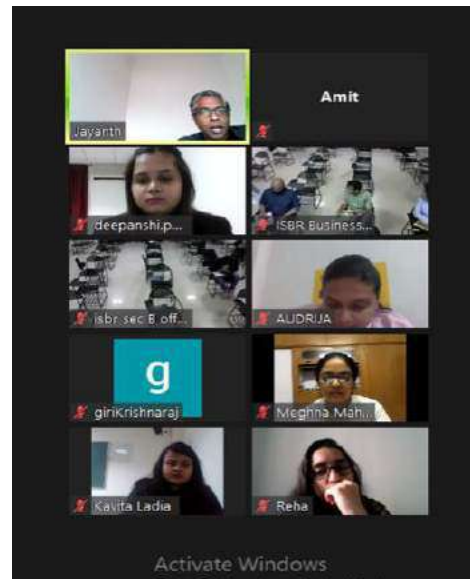
The second part of the session was the motivational one where he talked about how to overcome our setbacks and move on. It was an enlightening session where we got to learn that there are two approaches to a setback. One is victim and another is winner and of course we have to choose winner mindset to overcome a setback. We have already known that we should not blame anybody but we need a push to tell us that we should be really having a winner mindset and that is what we got from this session a lot of positivity. The session was well articulated and interactive and also, we were able to gather so much knowledge. Finally, he talked about how yoga and meditation can help us clean our muddy mind to pure mind.



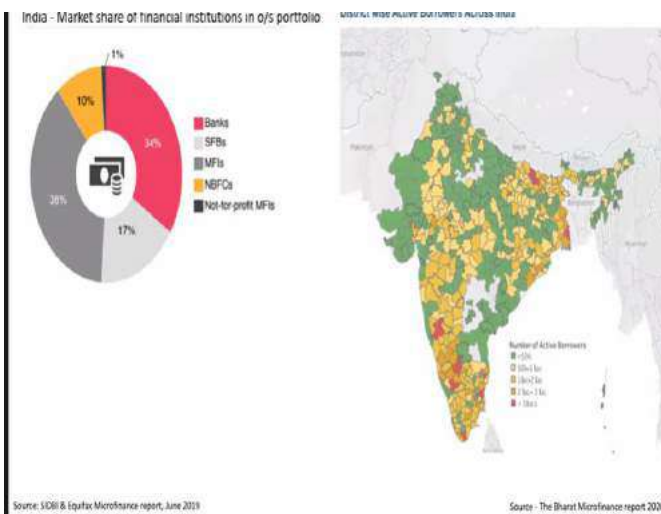
MICRO FINANCE- OVERVIEW AND EMERGING TRENDS.

Micro finance is broadly defined as delivery of financial services. He talked about low income loans and there are two aspects of loans – unsecured loans and secured loans. The higher the risk is the expectations of higher returns. But it's not guaranteed that one will get higher return. Unsecured loans are costly and risky. He told about social collateral which are there than the financial collateral.

And bandhan micro finance in which a UN in 2005 where 65% of target was rural industry. Also key challenges- Mis-information to borrowers, Exorbitant interest rates, over leveraging by borrowers, harassment of borrowers, operational cost and efficiency, industry exposed to reputational, political, credit risks.



The overall view and briefings about micro finance how it is developing on the local level or small scale environment and how it is helping to grow the economy and which is helping people to start business as funds were setup easily by the micro finance. And micro finance plays major role in economy. And different benefits of digital platforms, and about the market growth.



POLIO DRIVE

On 31st January 2021, Bengaluru Railways station became the site of a polio vaccination drive, to mark the beginning of the year. The Rotary club launched this campaign to immunize children below the age of five with their slogan “END POLIO NOW” Students of ISBR volunteered at this campaign and became a part to this delightful vaccination program. We students started our journey at 7:00am and reached the sight. Breakfast and snacks were served followed by a mini orientation.





We were under constant guidance of Mr.Sashi and Mr.Mohan. They explained in detailed the procedure and how to go ahead with the day. The Vice President of the club Mr.Kaushik also was mentoring us throughout the program. We students of ISBR Busines School were divided into groups and spread over different platforms at the railway station. We managed to handle a huge crowd along with nurses to give Polio drops to the small children. We also explained many parents of the children about the importance of taking the polio vaccine and then the children were given the immunization doze. More than dozen students took part in the drive and helped to create awareness about the same.



It was one of the memorable events where we enjoyed a lot while we served the deserved ones. The joy of helping others raised a step closer towards a noble cause.

“When we cheerfully give and accept gracefully, everyone is blessed.”

ANJALI ATIPAMULA

MANISHA JAIN



READING THE NUMBERS

What do you look for when opting a certification? It's most definitely how it will help you in real life. The "Reading The Numbers" does exactly that. Search for a company, open up its balance sheet and learn to read. Looking at huge numbers categorized under various years and having complex terminologies is what a fresh student apprehends when he/she looks at the data. As progressing through the course, we learned to question every number we see, to analyze what has happened, to browse through various sections in the balance sheet and understand the position of the company from its past.

Mr. Aayush, who was the resource person for this certification, made us browse through data of various companies through the company websites. We learned how companies generate revenue and their various streams to generate it, the organic sales and why it is important, the expenses of the company and why different industries have different major expenses, the different types of cash flows and much more!

Beginning from learning to read "The Financial Times", there was maximum participation from the students and the most liked part about the session was the methodology of teaching and the enthusiasm with which Mr. Aayush teaches. Apart from this there were a few requests to increase the duration of the course and to include case studies and live projects too.

METAMORPHOSIS: ADAPTING THE NEW NORM – UNLEARN AND RELEARN

The year 2020 has brought drastic changes in the way of living not just in individual lives but also for Businesses. The impact of the COVID-19 is experienced by all Businesses around the world. Leaders are navigating a broad range of interrelated issues that span from keeping their employees and customer safe, shoring up cash and liquidity, reorienting operations and navigating complicated government support programs. ISBR conducted the second edition of Business Conclave to understand the impact of COVID -19 in the Business world and how Organizations are adapting to the new norm, the event was conducted on 28th December, 2020 on virtual platform Zoom.

Flow of events:

1. Introduction of the event and Welcome of Guests
2. Moderator takes over for the panel discussion
3. Individual speech delivery by Panelists

4. Q & A session
5. Concluding Remarks
6. Vote of Thanks

here were various topics and questions addressed in the panel discussion, the learnings from the event are;

The emerging roles and skills that are required in IT and related sector which need to be inculcated for better employability.

How WFH is a long sustainable strategy to meet Key Business Objectives

How important is incorporation of 'Change Management' in the Organizational Structure, which helps the businesses deliver better outcomes in times of a crises.

How the Strategic Management of Organizations will be changing after inevitably having to accept the 'New Normal'

How the Organization becomes responsible towards the employee's individual growth.



INVESTMENT PRODUCTS IN INDIAN MARKETS

11th February, 2021 & 12th
February, 2021

Prof. Amit kanchanbaras

Assistant professor and HOD finance
ISBR Business School.



The workshop on investment products held for two consecutive days. On the first day, the workshop started with a formal introduction given by Ms. Anshita Sharma.

Then our professor took over the session and started with a brief overview of what does investments actually mean and what does they include.

Then he explained different types of investment like stocks, bonds, shares, mutual funds. He also explained about the traditional methods of investments, recurring deposits with an example and asked some students as well if they can explain them. He also gave a task to students to make a presentation on how they will invest 40 years ago if they have Rs. 100,000.



On the next day, Students presented their slides in which they segmented

Rs. 100000/- and invested in various types of investments like gold, shares, land, mutual funds, stocks etc. Most of them had shown their interest to invest more in land and gold because students have to think they are investing 40years ago. As land, gold have less risk of investment and high returns people tend to invest in them.

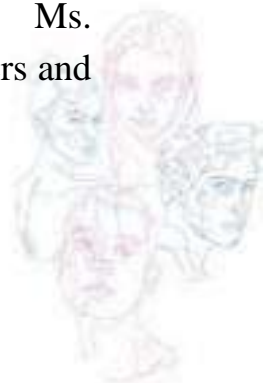
He also said to observe market conditions, steady rate of return, risk appetite. He also said to identify opportunities and do proper research before investing.



He also called Mr. Shubham, who is studying PGDM 2nd year in ISBR B school and has done an in-depth research on investments and an active investor as he found very passionate about it. He shared various points to be keep in mind while investing.

Professor also broke the myth that “Investing in various types of investments would reduce the risk”.

After completing the discussion, professor started quiz on various investment instruments. He also asked rapid fire questions. Ms. Sucheta Manvikar and Ms. Anshita sharma were winners and they were rewarded.



VISHLESHAN INTERNATIONAL CONFERENCE

Vishleshan International conference titled “POST COVID PRACTICES 1.0” held on 23rd February, 2021 was organized by Dr. Sheetal Mahendher, HOD-Business Analytics & Prof. Veena Shenoy, Asst. Professor-Human Resources. Research enhances the holistic development. It enhances the critical thinking and growth capacity of the faculty and the students to proclaim, publish and apply the research outputs. This International Conference aimed at providing opportunities to students, research scholars, academicians and corporate delegates to showcase their research, explore ideas and present papers. There were approximately 85 participants, comprising of 52 papers presented during the conference

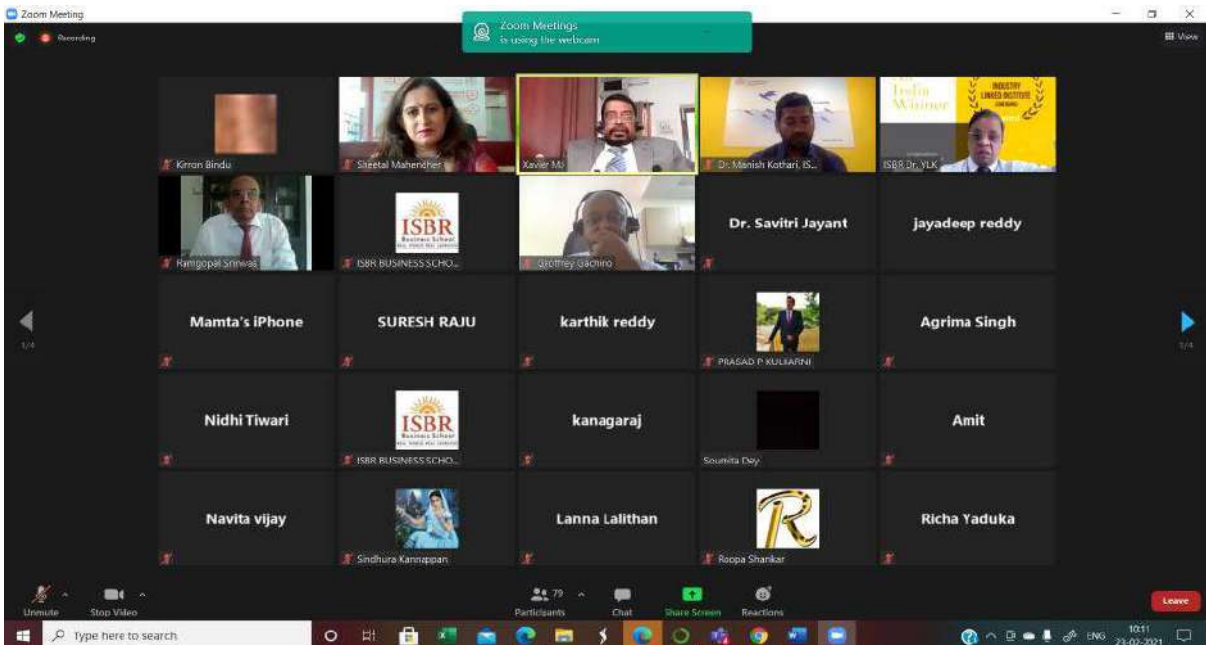
Student Research & Analytics Cell is the research cell of ISBR headed by Dr Sheetal Mahendher which helped organise this conference. The Research cell aims at improving the research and analytical skills of the students and to upskill their skills required to become industry ready. Its duties include taking the research opportunities to the students to keep them engaged and motivated to publish their own original research articles in the leading journals.

The inaugural session consisted of speeches by eminent speakers, national and international, who shed light on the importance of research and congratulated ISBR for arranging a platform providing opportunity to budding managers present their talent in a way which adds value to their resumes. The Chief Guest of the conference was Dr MJ Xavier, Chairperson, LIBA Management Development Center, Chennai. The Keynote Speaker for the conference was Dr Eesa Mohammed Bastaki, President, University of Dubai. The Presidential Address was given by Dr Manish Kothari Founder & Managing Director, ISBR Business School



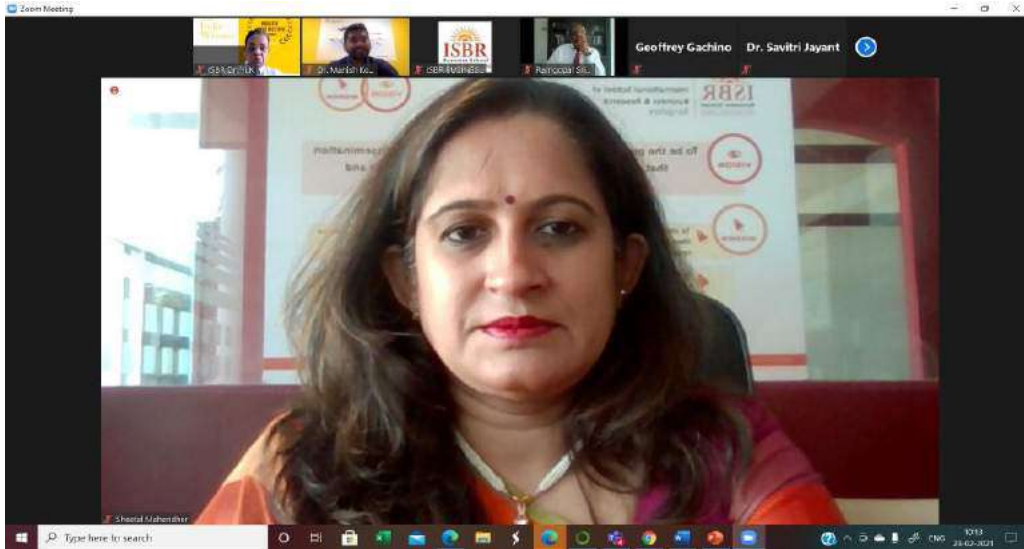
Following the inaugural session were technical tracks where the research papers were presented from various streams of management and from different institutions. The international conference was a success with a good amount people registering for the conference and the diversification of topics they presented their papers with. Many people were involved in making it a success from faculties to students. Everyone who joined the conference left an impact. Chief guests, director, chairperson, guests and most importantly the presenters who presented the paper were impressed by the professionalism with which the conference was held. It was the first of its kind after COVID organised at ISBR at an International level.

- KHAZI MOHAMMED OWAIS



CONVENORS OF THE CONFERENCE

Dr. Sheetal Mahendher, HOD-Business
Analytics



CO- CONVENOR OF THE CONFERENCE

Prof. Veena Shenoy, Asst. Professor,
Human Resources



BOOK REVIEW CHALLENGE

Date : 12th Jan,2021

Platform : Zoom

Time : 2:00 pm – 4:00 pm

Chief Guest : Ms. Vidya Mani

The session started with a formal welcome note by the student coordinators. The chief Guest was Ms. Vidya Mani, a renowned Editor and a children writer, she is the founder of Funky Rainbow- The only travelling book store. Along with Ms. Vidya, the Dean and Registrar of ISBR Business School, Dr. Kanagaraj was also there in the panel discussion. The event was graced by the presence of Dr. Y. Lakshman, Director of ISBR Business School.

There were 6 Finalist for the book Review Challenge, “Who moved my cheese” from team Trail Blazers mentored under Prof. Amit , “7 habits of highly effective People” from team Merakians mentored by Prof. Veena , “Wings of Fire” from the team Transformers under the mentorship of Prof. Suresh , “Mindset” from the team Infinix under the mentorship of Dr. Sheetal, Wings of Fire from team Metanoia under the mentorship of Dr. Savitri and lastly The Alchemist from the team PUMG under the mentorship of Dr. Uday. Team PUMG won the book review challenge.

ISBR International School of Business & Research Bangalore

NBA NATIONAL BUSINESS ACCREDITED

Book Review Challenge 2020 Finals

12th January 2021, Tuesday - 2 PM - 4 PM

Panel of Judges

Ms. Vidya Mani (Renowned Editor and Children's Writer)
Dr. Kanagaraj K (Registrar and Dean, ISBR)

Presided by
Dr. Y. Lakshman Kumar (Director, ISBR)

| | | |
|--|--|--|
| Trail Blazers Who Moved My Cheese? Mentored by: Prof. Amit | Merakians 7 Habits of Highly Effective People Mentored by: Prof. Veena | Transformers Wings of Fire Mentored by: Prof. Suresh |
| Infinix Mindset Mentored by: Dr. Sheetal | Metanoia Wings of Fire Mentored by: Dr. Savitri | PUMG The Alchemist Mentored by: Dr. Uday |

There was first an inter team competition, where team alchemist was selected from PUMG. Poster and Video presentation was given by the team to explain the beautiful book Alchemist written by Paulo Coelho. Team members were Kavita Ladia, Nishlin, Niharika, Krishanu, Sampada and ChinnaRathi. The book was about spirituality and how it helps in leadership. Alchemist is about someone who transforms things for better. Spiritual Alchemy is connected with freeing the spiritual self from our fears, limiting beliefs systems, and lack of self – acceptance.

It was a great event. The session was insightful and engaging. Ms. Vidya gave her personalized comments to each team for improvement. It was all in all a good event.

INTERVIEW WITH MR. RAMAN DUBEY **AGRIFEEDER –** **AN INITIATIVE TO FACILITATE THE FEEDERS**

An interview was scheduled with Mr. Raman Dubey, Agrifeeder Agricultural Services on March, 22, 2021; an agricultural start up focused on the welfare of the farmers. ISBR Business School took immense pleasure in interviewing Mr. Raman Dubey, an alumnus of the business school. (2015-2017)

The interview started with talking about where his inspiration for such an initiative stem from where he mentioned how the environment in ISBR nurtured an idea and how his determination and consideration towards farmers led to where the business stands today. Days and months of research and how he would take appointments with the prominent personalities mentioned by the faculty in ISBR and all of this complemented with his determination to start such a start-up led to a successful step in the right direction. He did odd jobs to gain experience, networked with people and constant perseverance led to the success of the business.

Agrifeeder was a business that was not affected due to the pandemic instead they reached out all over India in this pandemic due to its focus on medicinal tea made out of lemon grass, the USP for them is that they sell it in 2 different flavours i.e., cardamom and ginger. The business focused on contributing its profits for the welfare of the farmers, that is that they provided them an additional income by making sure they get paid right. It provided a regular income for the farmers.

The interview revealed the confidence that Mr. Raman holds on the business because the next 5 years, as told by him, saw steady growth and in talks with expansions internationally. He mentioned how he was planning to branch out to different products in the near future.

A quite inspiring interview with the alumnus led us to look forward to more such interactions with other alumnus, where he talked about. Although Mr. Raman mentioned that his contributions are towards the farmers, he mentioned that they ensure proper compensation and support to all.

The interaction raised the spirits for us in the sense that budding entrepreneurs from ISBR can look forward to tailored management support and look forward to a brighter future.





CHESS TOURNAMENT

24th December'20

The tournament took place on 24th December'20 at 4 pm in the ISBR Auditorium.

The tournament was planned by sports club of ISBR under Prof. V.V. Rao, Head of Sports Club, ISBR. The student coordinators for the event were Subham Mukherjee & Prajwal Markandey.

The participants for the tournament were –

- | | |
|------------------------|----------------------|
| 1. Khazi Owais | 7. Dhanush Surya |
| 2. Rupesh Babu | 8. Prajwal Markandey |
| 3. Ashok Vardhan Rao | 9. Chitra Mishra |
| 4. Darla Harish Kumar | 10. Raj Asthana |
| 5. Shiva Shankara | 11. Shivani Bhatt |
| 6. Nakulla Sai Venkata | 12. Agnidipta Sarkar |

The tournament was a knockout type tournament, after each fixture winner proceeded to next round. 10 matches were played in total after which Nakulla Sai Venkata came up as the winner of the tournament & runner-up was Prajwal Markandey.

Certificates were given to all the participants & special memento certificate was given to winner & runner-up of the tournament.

The tournament was full of enthusiasm, fun & intellect. The participants were supported by their peers & the event was done gracefully.



CARROM TOURNAMENT

The Carrom Competition was held on 7th January at ISBR Business School. There were 30 contestants taking part in the competition. The Fixture were drawn where two teams will play in the two boards simultaneously. The matches up to the quarter final was a knock out matches. Being a knockout competition, so losing a game would see them out of the competition. However, it was noticed that all the participants took careful moves while playing. Every participants in the tournament were equally strong.



WINNERS

A platform was provided to participants and they utilized it to their fullest. First day ended with 4 teams going for the finals. The next day game started with doubles final. The tension in the game kept increasing as the day went on. Finals was a game to watch as the contestants played very well playing their best move. Finally, after a hard fought competition, results were known. The competition was won by Agnidipta Sarkar and Chitra Mishra from PGDM Batch 2020-22. Shreya and Shreyank were the runners up for the event. This event was organized by the Sports Club of ISBR Business School under the Guidance of V.V. Rao sir.

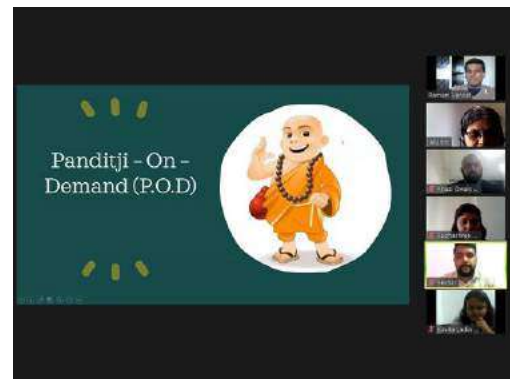
The office bearers were enthusiastic and very keen to manage the event. They put a lot of efforts to pool in talented players from various streams of School of Management.



THE BEST MARKETING MANAGER

The event started on 21st Jan and ended on 28th Jan, 2021 and it was for conducted for 4 different rounds where participants have to be in the top to qualify for the next round. The four rounds were as follows:

1. Positioning - 21st Jan 2021
2. Negotiation - 23rd Jan 2021
3. Turn-a-boat – 27th Jan 2021
4. Stress interview – 28th Jan 2021



33 participants enrolled for the event and for each round participant were filtered based on funnel process.

Starting with **1st round** was headed by Dr. Lakshmi mam (HOD of Marketing and International business), Prof.Nair and Dr. Guru Aradhya sir (Associate Prof of marketing department) which is Positioning which is all about self-branding where each participant has to brand themselves based on their likes, goals and more about them by which they need to create an attention towards them.





2nd round was about Negotiation in which participants has to negotiate with their opposite person on the topic which was assigned to them. Situations for the negotiations were given with the following dimensions: price, terms of delivery, deadline, customer redressal, return policies, warranty, transport or raw material, extra facilities in flight, long term relationship of a supplier. It was headed by Dr. Lakshmi (HOD of Marketing and International business), Prof. Ramani Venkat (NLP trainer and mentor for startups) and Dr. Guru Aradhya (Associate Prof of Marketing Department).

3rd round was all about selling a product or service. Selected participants were given some random product or service where they have to pitch for it before judges. The presentations was to be made for 30 seconds, 90 seconds followed by convincing the judges for two minutes . It was headed by Dr. Lakshmi (HOD of Marketing and International business), Prof. Ramani Venkat (NLP trainer and mentor for startups) and Dr. Guru Aradhya (Associate Prof of Marketing Department).

4th round was a stress interview round where 5 participants were shortlisted and were suggested to update their resume and they had long interview with the judges which was conducted by Prof . Amit,K., Prof. Suresh Raju, Dr. K.S. Lakshmi, Dr. Sheetal Mahendhar and Prof. Lanna Lalithan

At the end of all rounds **Jovita Devaraj** stood as the victorious of all and was awarded with a cash prize of Rs. 3000/- and a “**Best Marketing Manager**” badge.

Each round gave good knowledge, how should we be more efficient while delivering the content.

PIXEL TALES

EVERY PICTURE TELLS A STORY

(CULTURAL CLUB)

Pixel Tales was the very first photography contest of ISBR batch 2020-22, where participants showcased their photography skills. There were two themes shortlisted for the event which were:

- (1) Nature photography
- (2) Happiness in pandemic

One by one, we displayed their snapshots, and they spoke a few words regarding the picture clicked by them. The description of their photos was on criteria as they must formulate a story, quotes, poem and anything creative.



And not only this, for making the event more exciting, we collected the childhood pictures of our batchmates prior to the event and made everyone guess the person.





The very first challenge while preparing for the event was that exactly, which flow of event should we grab, so by doing several meetings and discussions, Cultural Club came to a conclusion for a photography contest as it was not held in ISBR ever earlier. It was a great decision because the event was a fabulous one in which students as well as faculties enjoyed a lot.

We prepared a google form and distributed it # days prior of event to know how many participants we're getting to decide the time per participant.

Further, for making people more curious and awaiting for event, we made efforts to prepare posters and videos which were much effective.



ETHNIC DAY

Our club conducted the Ethnic day on 3 February 2021, with the help of our club coordinator Prof Usha mam and all the cultural club members this event was a memorable and successfully executed. In this event we had kept competitions like individual dance, group dance, singing, ramp walk of faculty and ramp walk of students. The event started with classical performance by Asritha, which was tremendously amazing and MC was beautifully carried out by Shivani and Vaishnavi. The ramp walk of faculty was set fire on stage. It was so mesmerizing to watch each and every faculty representing their state culture.



Different traditions came together on the stage of ISBR Business school which was showing unity in diversity. Students who participated and coordinated in this event really shown keen interest with full of dedication and energy to make this event successful. The winner for faculty ramp walk was Suresh Raju sir and Savitri mam. The winner for student ramp walk was Raj Asthana and Kavya. At last I would like to thank Usha mam who managed the event behind the scenes and successfully completed the event. Also I thank my team and the efforts they have put for this event, which brought the smile on everyone's face at the end of the event.

CHRISTMAS-EVE



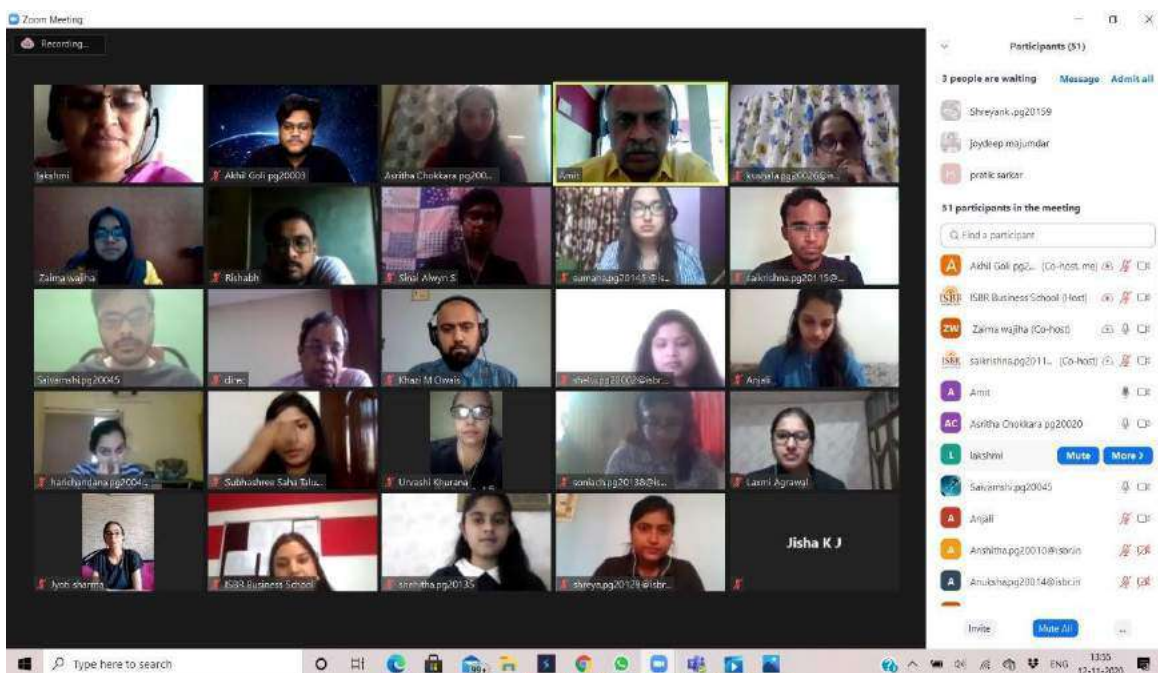
Our Cultural Club conducted an event on 24th of December 2020 called as Xmas Xcitement, with the guidance and supervision of our club coordinator Prof Usha Mam and along with her all the cultural club members the event went smoothly and was very memorable. This event wonderfully began with Choir singing which was performed by Vithika Kaul, Nancy Upadhyay and Ekta Negi. Then we had a wonderful solo dance by Shefali Chandra followed by Rahul Kumar solo dance who awakened the whole crowd with their performance, we then had a wonderful Christmas song sung by blissful Vithika Kaul which was very enlightening and then we saw an amazing dance/comedic performance

by Ankit Sharma and Priyam Nankani which filled the entire crowd with joy and laughter. Our Cultural Club conducted an event on 24th of December 2020 called as Xmas Xcitement, with the guidance and supervision of our club coordinator Prof Usha Mam and along with her all the cultural club members the event went smoothly and was very memorable. This event wonderfully began with Choir singing which was performed by Vithika Kaul, Nancy Upadhyay and Ekta Negi

Finally, I would like to thank Usha Mam who managed the event successfully and I would also like to give credit and appreciation to all the cultural team members who put their effort and hard work in making the event a grand success.

FACE THE CASE

“Face the case” is an inter- club event of Finance club took place on 12th November 2020 to check the critical thinking analysis of aspirants, case studies are of different situations, such as company rise and fall, downfall of a person’s business due to COVID- 19. Aspirants are asked to read the case, critically analyze and come up with best possible solution for the case studies. Nine teams were participated in the event, consisting of 3 members in each team. Case studies such as “The 176- point sensor's case, Walmart’s case, Walter’s case and chemical company case so on and so forth. The Guest for the event is our Director of ISBR Business School, Dr. Y. Lakshman Kumar sir, prior to the event sir had given his insights to the participants.



The judges’ for our event is Amit sir (Head of the Finance department) and Lakshmi ma’am (Head of the marketing department). All the teams had done good job in analysing the case, but the winning team is “Team Hustlers” (Anshita Sharma, Shantanu Paul, Sucheta Manvikar), Runner-up team is “Innovative Geeks (Manisha, Anjali, Khazi).

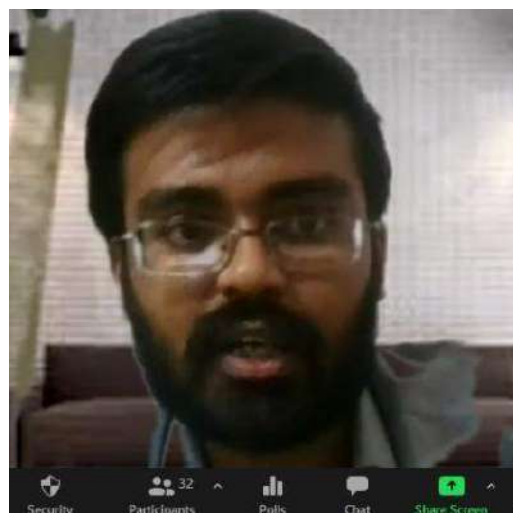


BATTLE OF MINDS

Our club conducted the event online debate on 7 January 2021, As it was an online platform so it was bit difficult to arrange all the essentials for the event. But, with the help of all the finance club members and our club coordinator Mrs. Navita mam this was made possible with a successful completion. Amit sir HOD of Finance and Usha mam were the jury members to judge the participants. This debate session was done on topic Indian and china conflict and how it is going to affect the economy of both the countries. As the topic was in news after the recent conflict happened in the Galwan valley between the two nations so which has caused serious amount of tension between the two.

We made two parties one for supporting the growth that India can grow without china and other India cannot grow without china and many intellectual's participations were registered which led to, an interesting form of communication and a field to open up ideas for various aspects related to economies, trade and all.

The event had rules and regulations which played a major role in the successful completion of the debate. The participants showed really keen interest in expressing their topics and coming to the ground for the debate. Judges of the event also played a major role for the successful of the event. The winner of the event was Khazi Mohammed Owais and the runner up was Nareddy Vikas. At last I would thank Navita mam who has really helped us behind the scenes for the successfully completions of the event. And also I thank my team members for the helping in making this debate competition a good one.



SCRABBLES

On 11th February, 2021 the Media club at 4.00 P.M. decided to return back and bring out some of the fun elements around. For this event we decided to put our brains into action and improve the vocabulary in a fun way. A Lifesize board game was designed in the auditorium, where the participants had to go through the board and make the words out of given letters.



With in the given time frame they had to construct a meaningful word out of given letters. The teams were made of 2 on the spot, which also made the game more challenging. The event really scratched heads of the participants and for some it was more of like fun to play against each team.

After 2 knock-out rounds, Shubham Mukherjee and Ritika Shaha got the first position with maximum points and Jovita Devraj and Prajwal were the runners up of the event. The event was very cheerful along with building competencies in the participants. The organization team also had done wonderful job in organizing such a wonderful event.



BEG ,BORROW AND STEAL

On 25th of March 2021, Media club and committee conducted an exciting event “Beg, Borrow and Steal”. As we are busy in our life with all the technologies around us, we thought to plan a outdoor event. There were all together 7 teams, where each team consisted to 5 members. Every team was given a list of 25 items which they had to bring it to their respective coordinators.

The event went very well and with this we came out with our winning team Pallavi Mahalik, Niladri Das, Harsha Khatri, Srashti Saini and Pratik Sarkar. The 1st Runner up team was Shubham Mukherjee, Bidisha Saha, Ritika Saha, Binita Saha and Agnidipta Sarkar. The 2nd Runner up team was Subhashree Saha Talukdar, B Kushala, Snigdha Ranibal and Prarthana Garg.





Guest Sessions



Bankernal Series 1

Dr. S K Gupta is a Post Graduate in Commerce (Gold Medalist), FCS, FCMA, Ph.D. (Corporate Governance) with over 40 years of corporate experience in leadership positions with various public and private sector organizations in the domains of Finance, Costing, Internal Audit, Legal and Company Secretarial functions

This first lecture was about the Indian Bankruptcy code its features and how its goanna impacts our economy. With all the information shared by sir through PPT was quite insightful and the potential learner students really had a good information from this session from small topics to high technical terms as well its operation The Event was started by a formal introduction/ Welcome of the speaker as well as the director of ISBR and other faculty members, Sir had an insightful lecture on the topic of Indian Bankruptcy code its features and how its goanna impact our economy. At last the session was concluded by Q&A from the students, based on their understanding and learning.



Department of Finance, ISBR Business School

FRAMIN
"Bankernal Series 1"
Part of
knowledge Session Series in Finance
facilitated by
Dr. S.K. Gupta
(FCS, FCMA, Ph.D.)



Four decades of Corporate experience and Member of Capital Market, Corporate Affairs and Banking and Finance

Details of session 1:
Date: Saturday 12th December, 2020 Time: 11:00 A.M to 1:30 P.M
Topics: Indian Bankruptcy Code, its objectives, analysis its causes and its Impacts on Economy
Link: <https://meet.google.com/xri-eyky-jej>

Details of session 2:
Date: Saturday 19th December, 2020 Time: 2:00 P.M to 4:00 P.M
Topics: SBI and Banking sector losses cause, Changes and Development in Banking Sector in COVID Era , Regulatory Reforms of Indian Capital Market Structure
Link: <https://meet.google.com/xri-eyky-jej>

As the topic was about the Bankruptcy code so learning from the event was very insightful about the Indian banking industry and how this law will seek to consolidate, by creating a single law for insolvency and bankruptcy. Also sir talked about how it's going to impact the economy good/bad. From my personal learning I, got a vast knowledge about this sector its some of laws and consolidation procedures.



: Learning and feedback from the audience and students were like they got a basic knowledge about the bankruptcy code and how it works. And yes they liked the session as an informative point of view.





International School of
Business & Research
Bangalore

Bankernal Series 2

Revival of Indian Economy - Post Various Unlockdowns

As per the precautionary measure for COVID-19, the panel discussion took place on online mode on 30th of December 2020 at ISBR, Bangalore. The panelists for the discussion were as follows-

Mr. Kashyap Jhaveri – Panelist 1 - CO Fund Manager, Head of Research (EMKAY Investment Manager Ltd.)

Prof. Kirron Bindu – Panelist 2 - Director of International Relations, ISBR Business School.

Prof. Amit Kanchanbaras – Panelist 3 & Moderator HOD Finance & Banking, ISBR Business School.

The discussion was regarding how the Indian Economy as a whole survived during the lockdown & how it can regain the lost glory post lockdown.

Prof.Amit (The Moderator) started the discussion by laying out key points like falling rates in stock market, how various sectors were affected & factors that could help in rebuilding the economy & help it prosper in future years.



After setting the context, Mr. Kashyap Jhaveri (panelist 1), addressed the gathering & fellow students & then explained his views & points about how Indian Economy can thrive even in this downfall & how students or freshers can cope up or benefit from this.

To justify his views, he stated that as companies laid off employees, there will be a chance of re-hiring for better & skilled people who can work flexibly & without any alter ego. He also mentioned the reduction in overall sales & exports which led to downfall in sales and increased output gap.

He further went on to explain how India

will be the epicenter after the ban of Chinese products & services, most of the manufacturing units & businesses like Apple, TESLA etc. are planning to start their units in India itself which will result to increase in employability, FDI & how it will suffice PM Modi's "Aatma-Nirbhar Bharat".

Prof. Kirron Bindu (panelist 2), He began the discussion by mentioning the skills that future managers should possess & how they can build their capital & expand it for their own benefits.

Further, He went on to explain the M&A activities that could take place in various sectors due to falling stock prices & lower income of the companies in various sectors.



Department of Finance presents

BANKERNAL SERIES 3: Panel Discussion on

Revival of Indian Economy

Post Various Unlockdowns

Dec 30, 2020 4:00PM

Mr. Kashyap Jhaveri
CO Fund Manager & Head Of Research
Emory Investment Manager Ltd
-Panelist 1

Prof. Kirron Bindu
Director of International Relations
ISBR Business School
-Panelist 2

Prof. Amit Kanchanbaras
HOD- Finance and Banking
ISBR Business School
-Moderator & Panelist

Pharma sectors, FMCG, Banking sectors were some of the prevailing sectors & units that thrived even in lockdown & are still gaining profits.

As the discussion proceeded, he mentioned about 2021 budget, his views on upliftment of Indian economy, measures about personal taxation, banking practices & trades.

Before concluding, he put up his views about M&A's in Pharma sector & FMCG's & how they can be beneficial for individuals as well as economy as a whole

After the discussion, the house was open for questions & some interesting interaction happened between panelists & students of the college along with Moderator of the discussion.

To sum up the whole discussion, it was a very informative & insightful session for everyone as it will be helpful for all of us in the near future, as we got knowledge based on all the sectors altogether which directly or indirectly affect us as well as the economy.

The revival of Economy is indeed the most awaited & important event that the people are waiting for as it affects their livelihood & measures for the same are taken into action.

After this, Prof. Amit proposed a formal vote of thanks to the panelists.



“CHANGING ROLE OF HRM”

Monday, 28.12.2020

Ms. Annapurna A

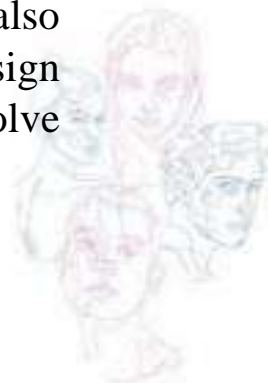
Founder and CEO

Emotionalytics and Co., Bangalore

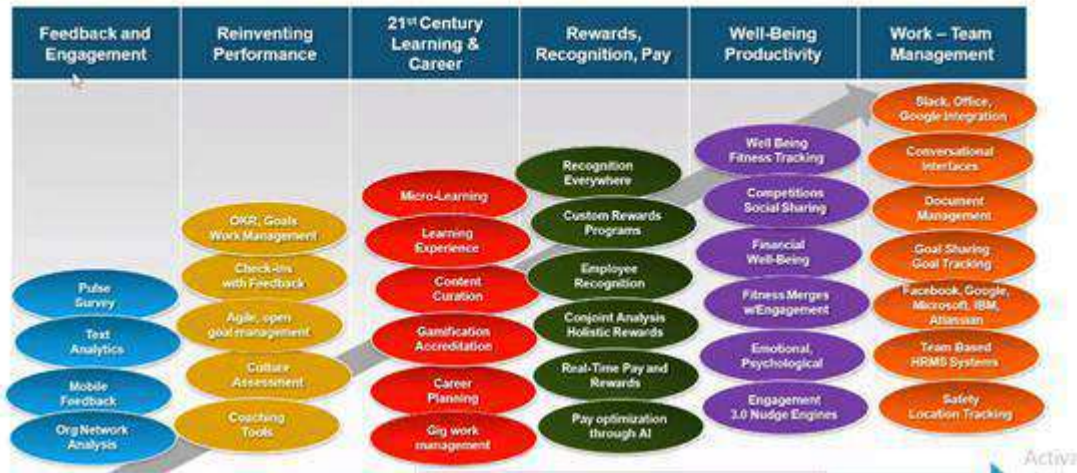
The session started at 11am with a welcome note by the Head of the department Dr. Savitri Jayant. Ms. Khushboo gave a formal introduction about the guest who then took over the session. The session was about how the role of a HR has changed because of the pandemic. This big shift has affected the role of HR department. Then Annapurna ma'am went further explaining about the integration of work and life and how automation will open up abundant opportunities and it is necessary for every individual to upgrade their skills and know the difference between job and role description. These are the 4 phases of the pandemic:

She emphasized on how we need to stay focused and resilient to create a space for ourselves in order to adapt and learn in difficult situations. She gave us some insights on how to work in a diverse environment and proactively have meaningful conversations to diagnose problems. She also threw light upon how different HR roles work by giving some real life examples.

She then taught us the importance of having a researcher's mind and have the zeal and hunger for learning. It is necessary to understand where our strengths lie to convert them into opportunities. She also advised us to use design thinking as a tool to solve certain problems.



2021 And Beyond: A New Set Of Talent Apps



At the end of the session we had a Q&A segment. These were few of the questions asked by the students:

Q1. How is the employee engagement going to change, given that work from home/remote working is very evidently here to stay?

Q2. How are the HR policies going to change in terms of IHRM to address post pandemic challenges?

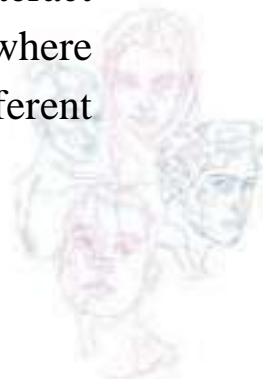
Q3. What are the technical skills required for a HR professional?

Q4. What a HR can do to increase employee retention?

What Really Matters



The session ended with a formal vote of thanks by Mr. Subham Mukherjee. The session was very informative and full of enthusiasm. We had the opportunity to interact with Annapurna ma'am where we could explore the different aspects of HR domain.



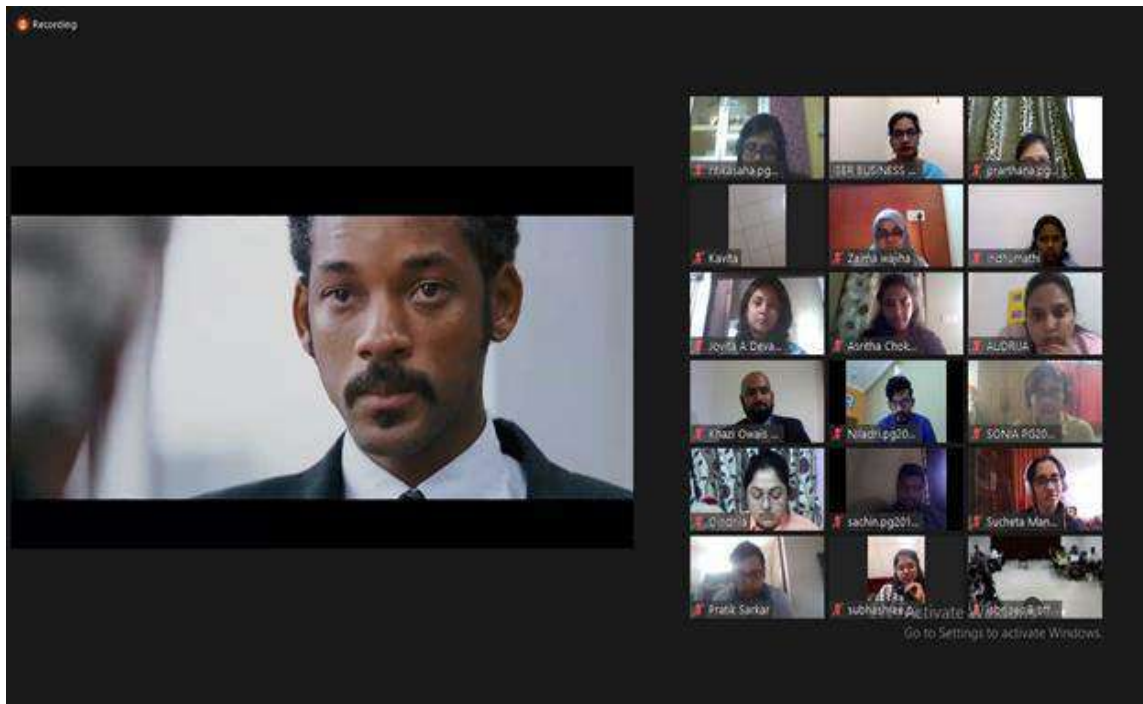
“IT’S A BRAND YOU WORLD”

Wednesday, 30.12.2020

Mr. Sahil Nayar
Senior Associate Director- HR
KPMG, Mumbai



The session started with a formal welcome note by the Head of the department, Dr. Savitri Jayant. The guest introduction was given by Ms. Deepanshi who then handed it over to the guest speaker. Mr. Sahil started with explaining about learning through our senses. Every human being has a preferred learning style. He described personal branding as a differentiating factor with the help of which one can make a huge impact in any field. To explain it better he showed us an advertisement of Cadbury through which we got to know how Cadbury branded itself to make an impact. Then he went further explaining the 3 C's- Content, Collaborate and Chemistry. He told us the importance of building relationships and engaging in effective conversations to articulate our thoughts. Multitasking is a myth as the human brain is not conditioned to do two things at the same time that add value. He emphasized on how we need make the most of the moment and there is no trying, we have to continuously be at it.



Most of the concepts were explained through small videos which made the session even more interesting. We were fortunate enough to gain some life mantras to succeed which were- being the best version of yourself and that there is no substitute for hard work.

The session ended with a Q&A segment. To name a few:

Q1. What does personal branding mean?

Q2. How to work in a group efficiently?

Q3. How to develop and reinforce culture in an organization?

After this session we got a clear picture about how we need to grab every opportunity that comes our way by being unique and to fill the void through small improvements. Then the formal vote of thanks was proposed by Mr. Khazi. The session was a package of knowledge, fun and motivation. It truly justifies the topic- “ It’s a brand you world” which means with the help of personal branding, we can conquer the world.



“HR STRATEGY FOR PEOPLE SUCCESS”

Friday, 08.01.2021

Ms. Jayanthi J
Founder & Partner
Peoplezenn , Delhi

The session started at 2pm with a formal welcome note by the Head of the department, Dr. Savitri Jayant. Ms. Kavita gave the formal introduction of the guest speaker who then took over the session. Firstly Jayanthi ma'am briefed us about the topics she will be covering during the session.

She explained the HR cycle and employee life cycle with a few practical examples. People who are financially invested expect returns but the ones who are emotionally invested want to go the extra mile and contribute to the organization.



Then she went on explaining about the performance management process from which we got to know that it is done throughout the year on real time basis in various ways and not just once in a while in a well growing and matured organization.





Then she talked about important skills an HR should keep up with the remote working situations. And how the post pandemic era will lead to emergence of new challenges for the HR department (going back to offices for work, getting rid of lazy habits etc.).

She talked about how to use the tool of SMART goals effectively for better assessment. She introduced us to the topic of Bell curve which is used to measure employee performance. She showed us the performance appraisal form to give an idea of how the performance evaluation is carried out by taking into consideration certain competencies which differ from organization to organization.

She discussed a few important soft skills an HR professional must have for individual development. They include empathy, analytical skills, decision making, influencing, interpersonal skills, emotional intelligence and positive intelligence. Then she explained in detail about positive intelligence which is about knowing how to tackle problems and bounce back intelligently with optimism and perseverance. At the end she said it is not always about fixing your weak areas but building your strengths is equally important.

The last segment of the session was the Q&A. Some of the questions asked by the students were:

Q1. In the upcoming years, we will be using more of Artificial Intelligence, that might replace human resource, so how to strike a balance?

Q2. Since the current situation is expected to continue in the near future and employees will have to work remotely, what will be the role of the HR's when there will be hardly any people present physically?

Q3. How to deal with negative co-worker at workplace and how to mold the person to come in alignment with the organizational objectives?



The session was insightful and engaging. We got to know the different strategies an HR can use to achieve success. And it is the responsibility of an HR to know what the employees want and make a plan to show them how to get those.



TRANSFORM PASSION TO PROFESSION:

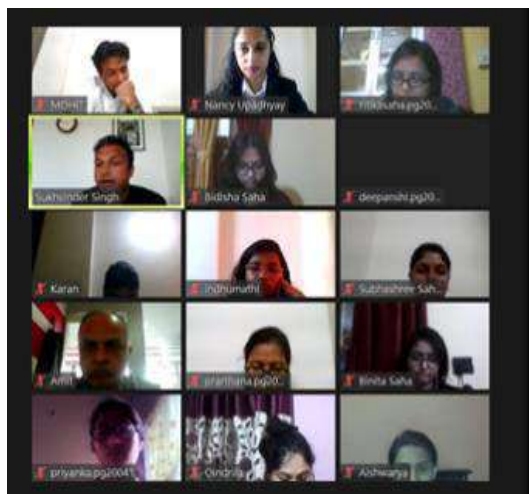
Career opportunities in Sports Industry

The Guest lecture titled **“Transform Passion to Profession-Career opportunities in Sports Industry”** was organized by The Sports Department on **15th/01/2021** from **4pm to 5pm**.

Sukhwinder Singh is the co-founder and director of Singh Sports Ventures Pvt. Ltd which is a sports start-up. He is the ex-CEO of FC Goa and he also led the ambitious football project for Vedanta Group that includes the prestigious Sesa Football Academy.

He was also a sports marketer for Nike and administrator for All India Football Federation, and built the business of Libero Sports as an entrepreneur. He was also a Senior National Championship player and he is currently a faculty at Sports Management institutes and also delivers corporate sessions in the form of the Passiona positive programs.

The session covered various topics related to sports industry, primarily football and elements of passion positive. The speaker also covered the three sector model in sports – namely public sector, private sector and nonprofit sector. He further explained about the sports ecosystem comprising of – sports governance, talent scouting & training of players, training of trainers, sports infrastructure, sports equipment, leagues and tournament and performance incentives.



Professional sports consists of the following-



He gave emphasis on how to take Sports professionally taking the fan interest, other sectors, media reach, commercial and elaborate infrastructure into consideration. Lastly he talked about the growth in sports industry and he further stated that 29.3% of the population is in the age group 0-14 and its estimated that the middle class population will increase from 4% to 41% by 2025 which indicates that the average share of education and recreational activities in the annual household consumption is estimated to increase 5%-9% by 2025.

The new formats of business and organizations includes virtual space, e-sports, regional economy, betting, engagements, tourism, political patronage, state sponsorships.

The session talked about how sports is inculcated in management studies and how can you convert your passion to profession. The speaker covered all the aspects of sportsmanship and how sports can uplift our well-being be it physically or mentally



C-TALK

HR SKILLS FOR EFFECTIVE BUSINESS LEADERSHIP

The session was an interactive session as Mr. Naga Siddharth made sure that students learned through fun activities & identifying themselves first. It began with basic introduction & then he asked various questions to students like, “What are their your competencies?”,

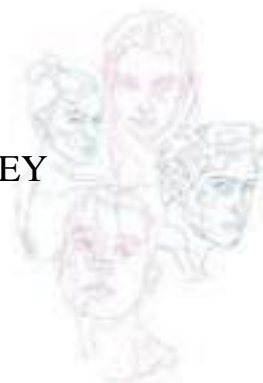


Naga Siddhartha S
CHRO, Psychometrician Coach.

“What would you do if you had 10 crores approx. rupees with you?”. These were asked by him to make students understand what kind of mindset do they have & what kind of thinking they should develop to achieve success & become one of those who are full of focus & overcome their weakness. The session was full of fun activities & each activity was based with an essential learning which is required to survive & sustain in this competitive world & achieve more. The session was hosted & anchored by Ashok Vardhan Rao.

Overall, it was an inspirational & self-motivational session as we were able to unlock that side of us which was unexplored till then. It was our immense pleasure to have attended a session from Mr. Siddharth & to have learnt things about career as well as life.

PRAJWAL MARKANDEY
PGDM 2020-2022



C-TALK

DEVELOPMENTAL DIALOGUES

Mr. Sudheesh Venkatesh
CPO, Azim Premji Foundation
6th February 2021

Mr. Sudheesh Venkatesh is the chief people officer of Azim Premji foundation, & serves on the board of Management of Azim Premji university. He is also the regional president south of the national HRD network & serves on its national board.

The session was named Developmental Dialogues because unlike other sessions this was more of an interview of the guest & through his answers, he addressed the gathering & very clearly stated his point about his career, corporate expectations from freshers & many other things.



The interview or questions to the guest were asked by Jovita Devaraj & Prajwal Markandey who were also the host during session. MOC for the evening was China Rathi & formal vote of thanks was delivered by Shivani Bhatt. The whole session was conducted under the guidance of Mr. Suresh Raju, Head of Training & Transformation,

ISBR, who was also the Moderator for the session. The questions asked were mostly about his career, connection between HR & CSR, cultural diversity, analytical skills & other qualifications or skills a fresher should possess with regards to employment & corporate expectations in this new normal. He addressed the gathering & answered each question on the basis of his experience & technical knowledge.

He also talked about psychological safety of business leaders, people in society & students as well in these days of pandemic & how to cope up with this new normal.

Overall, it was an insightful & learning session for all of us. It was really an honor to have spoken to such an inspiring person.

- PRAJWAL MARKANDEY



“WORKING WITH PEOPLE- EMPATHY, MINDFULNESS AND BALANCE”

Saturday, 30.01.2021

Ms. S Yamini Krishnan
Senior Director- HR, AMESA
IQVIA

The session started at 11:15 am with a formal welcome note by the Head of the department, Dr. Savitri Jayant. Ms. Vaishnavi gave the formal introduction of the guest speaker who then took over the session.

Self -management is the key:

The speaker started the session by asking us a question, “What is the need of effective self – management?” We have to work with different people that’s why there should know the concept of self -management. To practice effective self -management we need to have proper time management, me time and have our priorities listed..



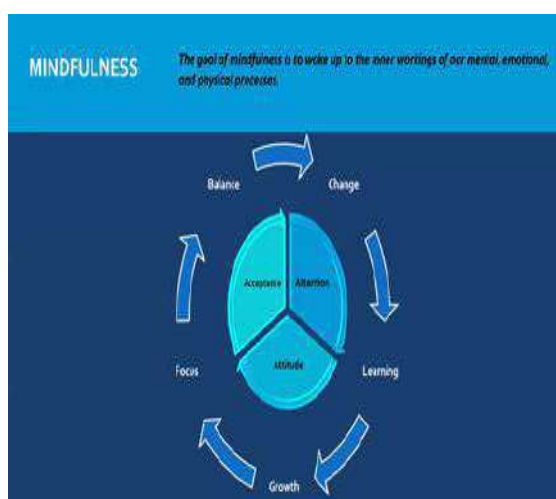
There should be a balance in physical, emotional and mental state of life. Decision making skill is the most important skill. The attention span of students is not more than seven seconds. So it is necessary to grab their attention within that time





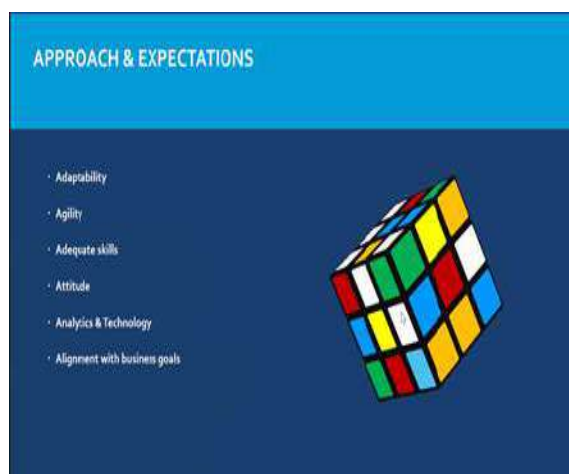
Empathy:

She explained the true meaning of empathy i.e. building trust, recognizing the emotions, and communication. It is important to understand other people's culture and not restrict yourself to build relationships to feel a sense of belongingness. There should be proper open communication without confrontation. To make a difference it is necessary to create an impact.



Mindfulness:

The speaker beautifully conveyed that true essence of mindfulness lies within ourself. It is important to have a clear and calm mind to understand things from others perspective. She spoke about the implementation of 3 major values to become more self-aware are Attention, Attitude and Acceptance. One must always have a positive attitude to help others instead of harming one's self. Focusing on the positive things so that the negativity fades away. We need to be consciously aware of what is happening around and within ourself.



Rubik's cube:

Here the speaker gave an example of a Rubik's cube to explain that all the problems and solutions are available in the same place, we have to just put things in the right place to solve it. In our life if there are any problems, solutions are also available it just takes a positive perspective and initiative to analyze the situation. We need to be open and grow with every learning. She also explained major A's we need to work on like Adaptability, Agility, Adequate skill, Attitude, Analytics & Technology and Alignment with business goals.



At the end of the session the floor was open to questions. Some of the questions asked by the students were:

Q1. What are the things which we can practice for effective time management?

Q2. How to balance an emotional balance after a hectic day?

Q3. What are some of the tips to continuously practice mindfulness in day to day life?

Q4. In a professional life, in times of crisis, how can one practice empathy, keeping in mind business being affected?

She emphasized on constantly pulling ourselves out of what is pulling us back. We need to always stay in the right path and right frame of mind and never give up. The speaker was very interactive and jovial making the session even more interesting and energetic. The session ended with a formal vote of thanks by Ms. Zaima.



“ENHANCING COMPETENCIES IS THE WAY FOR SUCCESSFUL CAREER”

Saturday, 30.01.2021

The session started at 04:15 am with a formal welcome note by the Head of the department, Dr. Savitri Jayant. Then Ms. Anshita gave the formal introduction of the speaker, Mr. Ranganath I V S who then took over the session.

Mr. Ranganath I V S

Head

HR Shriram Bioseed Genetics

(A Division of DCM Shriram

Ltd)

Move out of your Comfort Zone:

The speaker started the session with a quote “Challenge the status quo”, explaining how important it is to move out of our comfort zone. He asked us a few interactive questions like how many of us preferred roller coaster rides, bungee jumping etc. After which he told that comfort zone limits our goals, dreams and potential, so in order to fulfill the dreams one needs to get out of their comfort zone. He further went on explaining the traits of a comfort zone that include the alarm, discomfort and comfort zone. He gave a few examples of famous personalities like Ajinkya Rahane, PV Sindhu and Amitabh Bachchan to tell us that, at times even they get nervous before a game or a movie release. When a person moves out of his comfort zone, he enters into the learning zone which is the place where magic happens.

TRAITS OF COMFORT ZONE



The discomfort zone, courtesy of Training for Change.

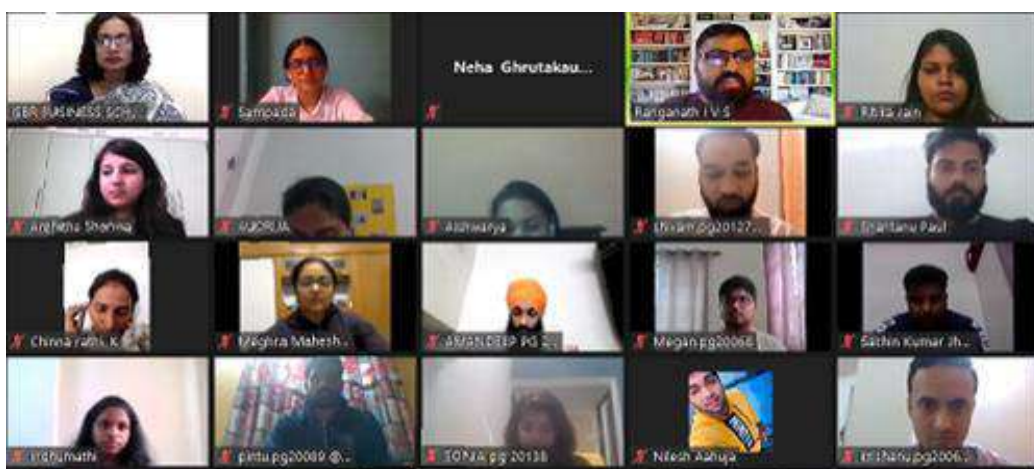
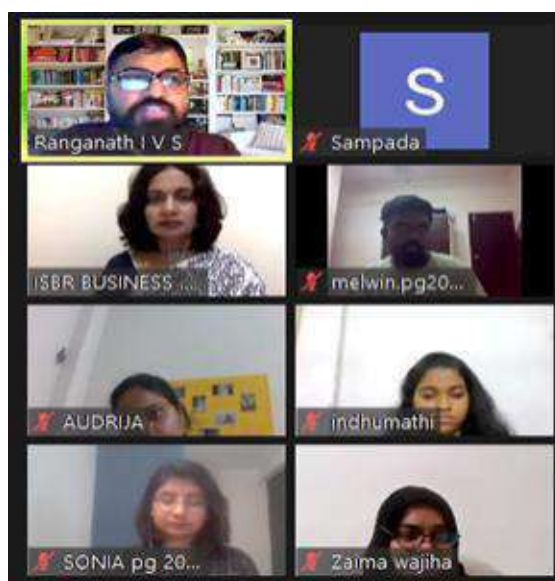
7 stages of life:

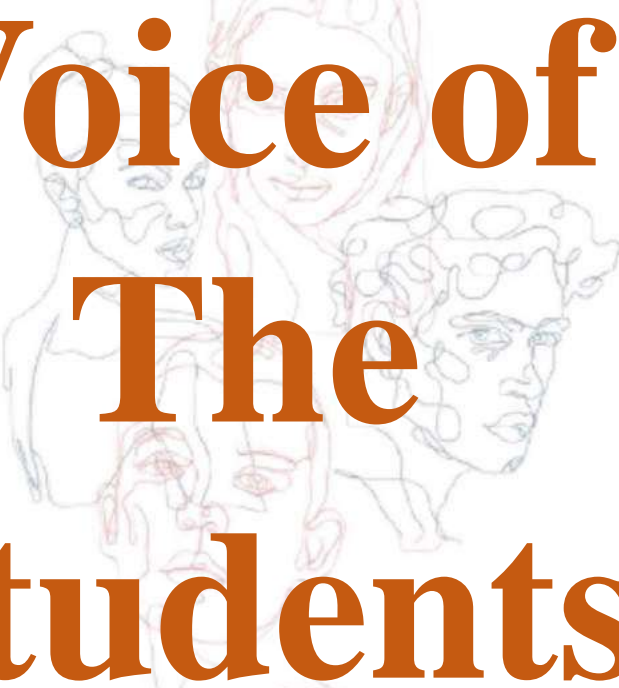

He explained the different stages of life and how one changes and develops with age. He then gave an example of a pizza base which does not taste the same without the toppings. Similarly, mere qualifications and knowledge are just like a pizza base, so it is necessary to learn skills like leadership, agility, communication, empathy, creativity, problem-solving etc., which act as the toppings.





He emphasized on reskilling and upskilling which has become more critical these days with changing scenarios. The combination of knowledge and skills with the right attitude leads to a successful career. Further he explained a few important skills one must develop.

He talked about integration of 3 P's Passion, Purpose and Personal brand to have a successful career. Ranganath sir suggested us to have an updated Linked-in profile and attend as many Webinars, C talks and Panel discussions as possible to build good networking. Apart from this he talked about the life skills which we should develop in order to make a difference. The changing environment has impacted the workforce so it has become necessary for everyone to unlearn and relearn to adjust into the new normal through reshaping their job roles accordingly.





Voice of The Students



VO MAA HAI

Ha vo maa hai....

Jo hume sabse jyada chahti hai! ! !

Hazaro dard sehkar bhi jo humare dard ko
pehchanti hai.

Ankho ko padhkar humari. Dil ka haal sunati hai...

Ha vo maa hai jo hume is dunia main lati hai...

Baccho ko uske jo chij bhati hai...

"Mujhe pasand nahi kehke' vo apna hissa bhi
khilati hai...

Ha vo maa hai jo hume sabse jyada chahti hai! ! !

Taklif agar hume hai vo khud ko rat bhar jagati
hai...

Anchal me apne vo sare dukh sulati h ! !

Ha vo maa hai jo hume sari khusiyon se milvati
hai...!

Apni jindagi ko bhulkar humari safalta mein lag
jati hai...

Apne sapne chhodkar humare sapne poore karati
hai...

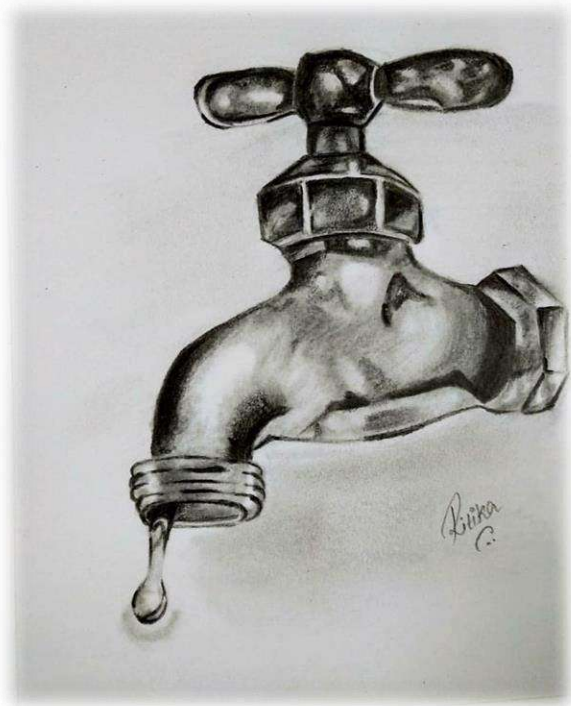
Maa...meri zindagi ki har chij tujse shuru or tujpe
hi khatam hojati hai...

Haa vo maa hai jo hume sabse jyada chahti hai.. vo
maa hai ! ! !

- DEEPANSHI MISHRA



ARTS & PHOTOGRAPHY



The water is always deeper than what it reflects

No one is able to make the female "Queen" except her father.



- RITIKA SAHA





*My Angel.....Guide
me in this voyage of
life*

*Let the moon be witness
of our love.....*



- NEHA GHRUTAKAUSHIK





Credits



“Individually we are one drop. But together we are an ocean.....”

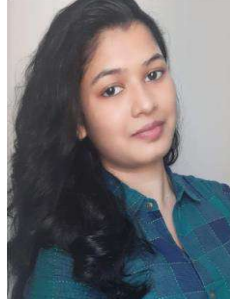
Let’s meet the drops of the ocean who made this “Voyage” possible :



Kavya



Neha



Snigdha



Akshay



Hari Chandana



Jisha



Shreya



Raj



Shelvi



Megan



Huzifa



Rupesh



Prajwal



It seems we reached the end.....
See you next time.....

THANK
YOU !!

