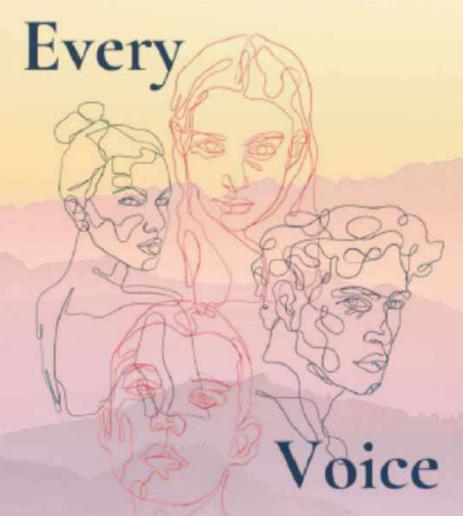


# VOYAGE

NOVEMBER'2020



Matters

"Let your voice find it's way

As echoes turn to whispers"



# contents

# EXPRESSIONS OF ISBR

Inaugural Report	1
Founder's Day	3
Orientation Report	7
Ureka Report	17
Mentorship	22

### **CLUB EVENTS**

(Cultural Club)	24
Fin-ex (Finance Club)	26
Bid Bash League (Finance Club)	28
Let's negotiate (Marketing Club)	30
Namma HR club (HR Club)	33
Comedy of Terrors	36

### GUEST SESSIONS

Perception & behaviour	
	37
VUCA world	38
E.I for managerial effectiv	eness 41

# VOICE OF THE STUDENTS

Articles	42
Poetry	58
Arts & Photography	68

## **CREDITS**



# Expressions ISBR



# PGDM BATCH 2020-22 INAGURATION

Saturday, August 01st 2020

Welcome to the International School of Business and Research (ISBR) one of the top business schools in India that takes pride in creating an atmosphere where both students and the faculty can pursue boundless knowledge.

"Welcome to the real world and real learning, welcome to ISBR"

A single roof where theory and practice go hand in hand to have better understanding about oneself and the world around them. ISBR aims to prepare students for life, making them a leader. The world is recovering from a pandemic and all of us are in it together, as Allen Cohen rightly said,

"Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect."

With this, ISBR inaugurated its PGDM 2020-2022 batch on a Saturday morning in a celebration that was thoughtful, reflective and cheerful and brought the ISBR community together. On this day, the family of ISBR extended their family by welcoming new minds with the new batch and started another voyage to explore in the ocean of knowledge

In this virtual ceremony we were joined by Dr. M.P. Pooniya, Vice -chairman AICTE as the Chief Guest, Mr. Kamal Bali, President and Managing Director, Volvo India Limited as the Guest of Honour, Mr. Manish Kothari, Managing Director, ISBR, Business School, Dr. Manasa Nagbhusanam, Director - Academics and Research, ISBR, Business school, Mr. Kanagaraj K, Register ISBR, Business school and Mr. Abbas Uppin Ali, Director - Corporate Relations, ISBR, Business School.

The one-day inauguration ceremony began with a Welcome speech by Dr. Manasa Nagbhusanam. An insight of the college was given by Mr. Manish Kothari. Further, Dr. M.P. Pooniya and Mr. Kamal Bali also addressed the crowd. The brief to 360 orientation was given by Mr. Suresh Raju and the vote of thanks was proposed by Mr. Kanagaraj K.

And then began our journey towards mark of excellence in the form of PGDM.



- Shaik Mohammed Huzaifa (PGDM Batch 2020-22)



# ISBR Founder's Day 2020



How do we define a teacher? A person who guides us to excellence, someone who understands and nurtures the student from the ground up?

India, a country, who values teaching, has contributed to the field of education in such a varied manner. Vedas, Bhagavad Gita and other transcripts that are being studied and implemented by a vast majority of the world that don't even understand the language to begin with. And this has went on to create powerful and strong institutions of knowledge across the with all-rounded country, personalities graduating from these institutions but it never is limited to the four walls of the school.

One such individual, Shri. Prakash Kothari, born on the 7<sup>th</sup> of September, had a dream to build a temple of knowledge and that idea and determination is the base where ISBR Business school stands on today.





The date of the birth of Shri. Prakash Kothari, Chairman, celebrated as the Founder's Day of ISBR. This day, every year, is taken into account to honour and to award the outstanding and recognize worthy contribution of the faculty and teachers of ISBR of **Institutions**. Group relentless Their effort acknowledged and it is conferred with the Guru Shrestha Awards. Even under the circumstance of the pandemic, this occasion was gloriously celebrated through the virtual platform.

The chief guest of the programme was Prof. Kemparaju, Honourable Vice Chancellor, Bangalore North University, Government of Karnataka and the guest of honour was Sri. Joseph Raviraj, Director, Human resources, Volvo Group India Pvt. Ltd.

The programme was presided by Sri. Manish Kothari, Managing Director, ISBR Group of Institutions along with the college dignitaries, Director Manasa Nagabhushanam, Senior Directors Dr. K S AnanthaRam and Dr. Manohar and other dignitaries.



ISBR Business School is among top 3% of management colleges in India (AICTE-CII Survey)

The welcome address was given by Ms. Veena Shenoy, Assistant Professor - Human Resource. The Guru Vandana was continued by Dr. K S Lakshmi, Head of Department – Marketing. Following that, Director Manasa Nagabhushanam conveyed through words how ISBR takes immense pleasure to honour the Guru Shreshta award and the awardees book.

ISBR honoured the best teachers with Guru Shreshta awards who have made their mark in the field of teaching. The awardees shared their experiences, thoughts, ideas and they also thanked ISBR for recognising them.



### The Guru Shreshta Awardees were:

□Prof. Raghu Venkatachalaiah
Principal, Silicon City College of Management and Commerce,
Bangalore
□Smt. Padmavathi R
Science Teacher, YAS National High School Subramanyapura,
Bangalore
□Sri. Srinivasa Prasad M
Social Science Teacher, St. Josephs Indian High School,
Bangalore North
□Sri. Ananda Kumar Y M
Mathematics and Science Teacher, Karnataka Public School,
Agara HSR layout, Bangalore
□Sri. Narayana Anantha Bhat
Sanskrit Teacher - Govt. P U College, High School Division,
Peenya, Bangalore
□Smt. Malathy Krishnan
Special Educator and Co-Coordinator, Brindavan Education
Trust, Bangalore
□Dr. Sudeshna Mukherjee
Associate Professor Centre for Women Studies, Bangalore
University
□Acharya Jahnavi S Bhargava
Acharya – Om Shanthi Dhama Ved Gurukula
Maha-Vidyalaya, Sangama, Kanakapura Taluk
□Dr. N Dasharath
Bangalore University Law College, Bangalore
☐ Smt. Savitha Ravi
Co-Founder and Director, Pramithi School and CTO – Ekayana Learners Huddle, Bangalore

After the awards programme, Dr. Manohar shared his thoughts and he went onto explain the importance of knowledge and how the reach of knowledge and learning should be included as an everyday part of life.

Prakash Kothari, Chairman of ISBR, gave some important pieces of advice educating the crowd by mentioning how Inspiring other, Spreading Knowledge, being a visionary and also respecting everyone.

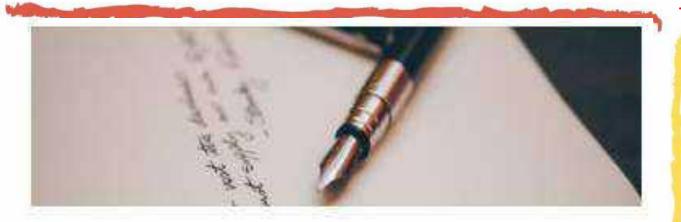


He also thanked ISBR team who worked hard to conduct online sessions for students in COVID-19 pandemic. After that, the annual book, ISBR VOICE, was released by Manish Kothari, Managing Director of ISBR. He then took on to the stage and said that "The Best architects of the nations are Teachers. They make individuals and these individuals build the nation." He then thanked teachers and Team He also stated that ISBR has been ranked as Platinum institute by AICTE Survey for the 4<sup>th</sup> time in a row.

Finally, Dr. Kanakraj, Register and Dean Incharge, concluded the event with the vote of thanks. He thanked everyone for making the event successful.



- Harichandana (PGDM Batch 2020-22)



# EMBARKING UPON A NEW JOURNEY

It is the spur of ignorance, the consciousness of not understanding and the curiosity which lies beyond is essential to our progress. And the very first step towards this progress started when we were introduced to our Orientation - The best opening journey we could have ever asked for ISBR. The entire at 21 days Orientation was a power package which facilitated us to bring out the zeal and enthusiasm which was lethargically hidden inside us.

It began with wonderful sessions to 'Roots to Fruits', with amazing lifetime experience that beautifully comprehended the actual meaning of it. DJ (Deepak Justin) was one awesome person whose sessions were exquisite.

There were aspects like Legacy, Mentality, the need for Leadership, of Communication, the **ABCs** Creativity and the hindrances towards being Creative which touched the bases and were neatly explained. And every subject had its own way of bringing out the best talent in us. This session ended with a Valedictory function which gave opportunities to all the students to be active and get involved in the event and to showcase their Creativity, Leadership and Managerial Skills.

The journey further focused enhancing one's understanding of Self-development, Self-awareness. Acknowledging Self-management. and perceiving one's worth, ideas, thoughts and views were promptly manifested with the help of many videos and examples, by Prof. Preeja during the 'Lead Yourself' session. Then there was Mr. Livin Varghese probed meaningful deep, questions that made us sit back

and think which really enabled us to understand one's actual purpose in life. Now, these were the set of questions, which individuals would usually procrastinate asking themselves. The session motivated one to think about and build personal branding which would be essential for an individual to be assertive, become irreplaceable and most importantly traverse the path from being a student to a professional.

Next, there were concepts like the Opportunity value of Cost. Experiential Learning and the fact that knowledge and the application of knowledge go hand in hand. And also the Negotiation concept was subtly explained through an activity which boggled our minds. The in-depth understanding of HR, Marketing and Finance was greatly portrayed yet again via many activities by Mr. Ramani Venkat in his 'The Power of Gamification' session. Next was the interesting and important most discussion, 'People Dynamics' by Mrs. Padma, which included facets of Interpersonal Skills, Team Dynamics and Group discussions that helped us to reflect and understand where we stood and also the various ways to prune ourselves in these terms was neatly elaborated.

'Design Thinking' by Mr. Gaurav Nigam got us to think creatively yet with innovation. in line prominent area of focus was mainly understanding of important stages of Design Thinking and the concept of 7 Thinking Hats. This enabled each one of us to really understand the scrutiny which is so essential in addressing the problems, where a desirable, feasible and viable solution is required. The quote that was mentioned by him and most of us still remember is, 'Fall in love with the problem, not the solution'. Indeed, a creative and informative session.

Moving ahead, underestimating one's strengths and competencies is never upright. This was exactly what was taught by Prof. Suresh Raju in 'Unlock Yourself' session, provoking each one of us to unlock ourselves, come out of the comfort zones and fly high. Recognizing eradicating the blocks that hinder one from reaching success was portrayed in a creative manner. And also aiming to work on the things that are actually in our control and changing ourselves for the better was the life changing lesson during that session.

Now, how important is it to rewire our minds and to train our brains to be positive in order to start thinking differently? The answer 'Imaginative Thinking for Success' by Ms. Elizabeth. It incorporated the of Critical important aspects Thinking and how it builds up on Careful/Intentional thinking Reasonable/Logical thinking. motivated and enabled each one of us which made us realize that Creativity or being Creative is not something that comes to an individual innately but these skills can be practised and acquired too.

Lastly, there was 'Know the Magic of Innovation' by Dr. Pavan Soni which emphasized on how Intelligence is making a pattern, whereas, Creativity is breaking that pattern. How, in order to be in the race of being creative, one has to try and mould himself to influence the conventional pattern that the mind prefers and the five skills that could help a person to connect the be different dots and were Questioning,

Observing, Networking, Experimenting Skills and Professionalism. Overall the session was an elevated experience which comprehended the working

of human minds in perceiving and understanding the collected data in order to structure it and reach a better outcome.

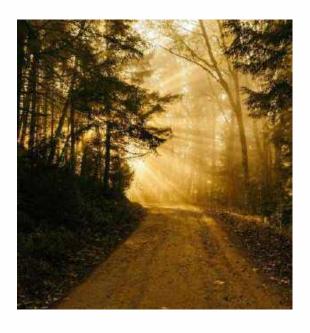
This was not it but the college also made sure that we were exposed to a discussion with the corporates who in all sense explained about the prominence ofSustainable Development, Business and also spoke about how making a change in someone's life would be so beautiful. We also had a Virtual Industry Tour by Prof. Uday who walked us on the lanes of Bosch helping us to understand its entire story since its inception and also emphasized on the Quality Circle Concept.

And also we were led by Mr. Rajesh Rao towards the importance of Social responsibility by every individual. And also how good was for everyone and being the change was so essential.

The overall Orientation program was a power packed booster which every single one of us could cherish for a lifetime.

Because, not only did ISBR give us this enriching and memorable experience but it also helped us make amazing friends during this entire journey.

"AS YOU EMBARK UPON A NEW
JOURNEY, KEEP AN OPEN MIND. YOU
NEVER KNOW WHAT COULD BE UNTIL
YOU TRY".





- Jovita Devaraj(PGDM 2020-22)

# CREATIVE EXPERIENCE

The overall 21 days experience was very enriching.

The orientation started with getting to know each other. We were given insights such as how to work in a and how can an act of group kindness can bring a smile on the others. ofUnder face panel discussion we came to know more about social responsibilities of an individual. I came to know about parichav (self-awareness) and Parivartan (change), how important it is to adapt to changes & how to remain positive in every situation. Don't let others decide your destiny, we as individuals are unique and rare like a diamond in the 7 billion population of the world. "Why fit in when we are born to stand out?" Today is tough, tomorrow is tougher but the day after tomorrow will be beautiful. Then we came to know about the importance of knowledge.

In today's world, even with emerging technology, people still face problems such as lack of education, poverty, climate changes, etc. We should not wait for others to bring the change as social action is not a choice, it is a responsibility.

We learnt about how we could solve problems through innovative ideas. Also, we need to love the problems to get a solution. Further, we got an opportunity to draw the river of our life and discover our passion and fear. The life's lesson that I learned is that, it's important to forgive people so that we can move on to progress in our life.

We can even develop our skills and become more creative. We came across new terminologies such as design thinking, critical thinking and imaginative thinking for success.

Overall, the orientation was very fruitful and I, as an individual, learnt how we can develop ourselves for the betterment of our future



-Harsha Khatri (PGDM 2020-22)

# COCOON TO BUTTERFLY

"I Got Out Of The Cocoon.

And I Flew,
I Became A Butterfly"

Yes, this "360° You" Orientation program transformed me to a butterfly. Let me share how this orientation took me to a different level. First when I was told to prepare a report, I was a bit concerned about why is there a need to do it. However, after attending each and every session, a passing thought in me was that, I wanted these experiences to be etched in my mind forever. I took rigorous notes but also. I wanted to have these memories throughout my life. That is when this report preparation helped me. This report I am not preparing for the sake of submitting to the college, but also for my own purpose to look at any time and cherish the experience gained.

The first session "Student to professional by Mr. Livin Varghese" concentrated mainly on our inner strengths and what is our identity.

We had many breakout room discussions and one activity which was emotionally deep, involved us to write what people would say when we were dead? Each one of us wrote stuffs that were important and made us very emotional. Overall, it motivated us to be open and strong.

The second session "Social learning with YFS" was more about the 'Youth for Seva' and how they helped people with variety of NGO works from blood donation to help children educate.

The third session "Imaginative thinking for success with ms. Elizabeth" focused on improving our creative thinking and critical thinking abilities. We also had many activities to keep the session more engaging. Glimpses of design thinking were also taught.

The fourth session "Unlock yourself by Mr. Suresh Raju", as the name suggests, unlocked us from our inhibitions and helped us to fly. We had so much knowledge about the emotional intelligence and self-awareness. We even had an activity named "River Of Life" where we reflected our entire past that shaped who we are now and helped us to connect with our peers.

"Passion to Paycheck" concept was the one where we thought about our passion and how to convert it to paycheck.

The fifth session "Virtual industry tour" was all about the Bosch company and how they operated. Even though we were connected virtually we were able to get the functions and various operations of the company.

The sixth session "C-talk by mr. Rakesh godhwani" was a motivating session where he pointed out three important points like "Ultimate goals of mba- there is value for everything", "Power of Knowing People" and "Think of how to build a career".



The seventh session "People dynamics by ms. Padma" instilled knowledge on how to interact and connect with people. It helped us to understand that people are different and complicated and we need to empathize with them to connect.

The eighth session "Roots to fruits by Mr. Deepak justin" was a five-day atom bomb package, ready to burst when opened. We had interesting activities each day from our introductory speech, Enacted movie (We did "Chhapaak") to analyze the leadership abilities that was shown in the movie, a CSR activity where we had to do one good deed to the society, our own business plan and finally our valedictory function (The OUTLIERS- name that was decided after a lot of brain storming) which combined all the above and much more. It was general, yet hectic & an enlightening session which made us strong and confident.

The ninth session "Power of innovation by dr. Pavan soni" kindled our innovative side

where we were taught design thinking approach to solve a particular problem. We used "MINDMUP" online platform to solve problems based on problem discovery, problem definition, ideation and validation.

The tenth session "Lead yourself with mrs.Preeja" was all about two main topics 'Parichaya - Knowing Oneself' and 'Parivartan- Change in Yourself'.

The eleventh session "Power of gamification by Mr. Ramani venkat" was a combination of education and games. We played games to understand the human mind, marketing, negotiation & online finance monopoly.

The twelfth session "Design thinking by Mr. Gaurav nigam" about explained clearly concepts of design thinking. Also, we got to learn about the "Six Thinking Hats + One". Further we were asked to create a story based on our problem. This is called as storyboarding where we picture story to have understanding of our problem to solve. We also worked on solving our problem using design thinking approach.

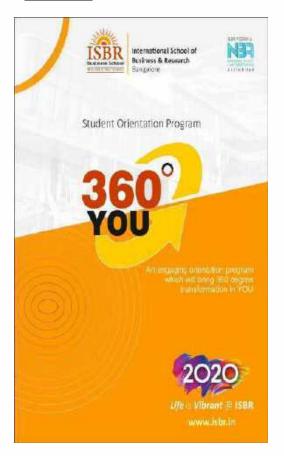
The thirteenth and final session "Panel discussion with corporates" was a discussion with three different corporates Mr.Gnanesraman K (Head CSR -VP Information Systems), Ms.Shakthi Cajla (Co- founder Anuprayas) and Ms.Chetana Koulagi (Founder-Let's Tag On) where we learned more from their expertise.

To conclude, I am incredibly grateful to be a part of ISBR and to have imbibed so much knowledge. Waiting for much more to explore and gain from it. Thank You ISBR for such a wonderful orientation program.



- Chinnarathi K PGDM(2020-22)

# Journey to self.

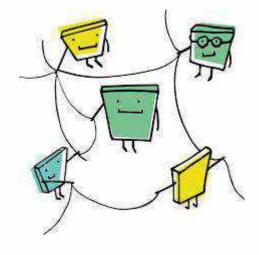


The ISBR orientation started on August 3, 2020 through an online platform. What would have happened if I wasn't a part of PGDM course in ISBR? What were my primary reasons to choose the PGDM course? Well, these were the two questions that I was finding hard to answer.



The first session of orientation "Student to Professional" started with the self-introspection. we learnt that everyone is unique in their own way and it takes time for skills to be earned. We understood the importance of having a mentor who could guide us. The first session ended by triggering an eagerness in me about the learnings from this session and I decided to be ready for upcoming challenges.

The second session "Social Learning" cultivated the seeds of volunteering and the joy happiness through it. "Society is and we all share equal responsibility over it and is Indian citizens' duty to extend the support for sustainable development". The third session was aimed at walkthrough for the development of soft skills among the students and undoubtedly it had hit the mark by sowing the seeds as to why it is important to have critical thinking skills, followed by communication skills and the impact these skills have on our lives. The second part of the session was followed by nurturing the students about the concept of teamwork and creativity plus the compounded effect that it These three sessions serves. marked the end of the first week in the amazing journey of 21 days.



The second week of the orientation started with an intention to unlock our traditional mind-sets and develop the mind-sets to best fit the today's world by making us realize the essence of self-awareness and passion towards our goals.

The second session of the orientation was targeted to provide the insights of industries with an example of Bosch India Limited.

The last session was to focus on developing interpersonal skills which is critical in today's world.

The third week of orientation was organized with the aim to provide various skill sets and insights on personality development with an added focus on the thought-process and the types of leaders one should look up to and subsequently try to be. Second session of the third week was ran students through Mind-mapping, a powerful tool for decision making

The fourth and final week of orientation was aimed on many factors,

primarily on self development with realization of the fact

"exploring our inner self makes us strong", how the involvement of gamification can create an impact on our learning process.

The Pena-ultimate session was focused on design thinking and the ultimate session was panel discussion with the corporates on the need for CSR activity and how it can give rise to new opportunities and betterment of the society.

The learning was not just focused on the theoretical aspects of learning, but also the practical applications that were included through a lot of discussions and shared experiences.



Sai Vikas Reddy PGDM(2020-22)



The orientation program was brought to the students by distinct personalities from various parts of the country and to have been in the presence of such amazing and driven individuals influenced us and created a positive energy and also showed a way to have fun while learning.

The orientation program took us on 21 different journeys, amidst the pandemic situation and yet has impacted the thought-process, attitude and more over taught us to be the best version of ourselves.



# UREKA INDUCTION

**Real world, real learning**: this line perfectly brands ISBR. Here, in the orientation program they not only focused on the sessions, but also a real-life project to give us an insight on how a business is conceived, the hurdles that come in establishment, and how to expand it; all of this was done in collaboration with Ureka Education Group.

Ureka Education is a multinational education group established in London, it is one of the largest experiential learning providers in IMEA region in terms of content and coverage. The Ureka Group comprises of six companies having offices in Oxford, Dubai and Lyon, a Social Entrepreneurship Centre in India and Research Institute in France. A strong global network of professionals and academics enabled through its senior leadership team and advisors who come from some of the best institutions in the world, defines the institution. This induction program was aimed to bring out the best potential out of students & to provide a sneak peak of real world with a practical induction in the field of management. This was also designed to deliver a world-class learning experience led by International mentors and Global Business leaders. This was a 4-week program, as each week focused on different specialized domains of business i.e. Marketing, Finance, HR and Data Analytics. In this weekly task, the students were ask to come up with an idea to solve the problem, which was further shaped by the mentors, this idea was converted into solutions, and with a constructive feedback they were further encouraged.

In the first week of the program, the students were to come up with a marketing strategy which were also supported by financial and creative concepts. This task was mentored by Ms. Amna Sultan, the Academic Affairs Director at Ureka Education and one of its co-founders with more than 16 years of experience. She holds a Master of Science Degree in Business Information Systems from Royal Holloway, University of London.

She also holds the Future of Learning Certificate from HarvardX and Certificate in Career Guidance from University of California, Los Angeles (UCLA). She has worked with professionals and students hailing from various parts of the world and has the expertise of diverse professional and personal background.

In the first week, a micro case was given to all the teams, they were given a case to open a new chain of Italian Pizza. The first step to build a business started from this moment. With the team members being unfamiliar with each other, the brainstorming sessions consisted of many disagreements which provided 4 distinct alluring possible strategy, this made the task more challenging and exciting. At the end of the week, the participants got an idea about the marketing mix and were hands-on to create an advertising and marketing campaign.

After commencing the business, it's very important to know whether the investment on the business is productive or not. This task was designed to understand the basics of finance, which is needed in a business and how one uses and interprets them. This task was mentored by Mr. Sarfraz Hasan, Head of Treasury of a USD 6 Billion petrochemical corporation, the largest greenfield project in the world at that time.

He led the department that handled financial transaction and investment worth USD 400 million on a monthly basis and had won the 'Deal of the Year' award for the project Financing deal of USD 3.5 billon. Currently, he is also part of the Ureka Education Group, which he co-founded. The primary reason for him to be part of this program is his passion for youth development and keen interest in working with students.

The second week was mainly focused on understanding the basic terms of finance and its application, the major expenses and income of the business. In this, a sample P&L statement was provided and they were asked to contact any restaurant owner to get an idea about the different costs and major expenses that occurs. This gave an idea about the proper use of resources and challenges in an ongoing business.

The third week started with new energy and vibes; the week was focused on Human Resource. This week was also mentored by Ms. Amna Sultan. The teams were given a task to set up a recruitment process for the hypothetical new branch of the restaurant.

Human resources, which makes a business unique and authentic, is the most important element involved in the growth and expansion of the business internally. The most challenging part was to be in the shoes of an interviewer and construct an assessment process tailored to the need of the business.

The last week was much more interesting than the others. This week was focused on the use of Data analytics and analyze the data to expand the business and to overcome other problems as well. This task was mentored by Mr. Yavar Husain. In this task, the answer was to be found after identifying the question. The real-world exam is not about answering the questions asked, it's more about knowing to ask the right question, in order to get the right answer. In this task the students learnt how the changing dynamics of the market, the constant involvement of digitally equipped results used for better analysis, and how to interpret the data found to the best use for the growth of the business.

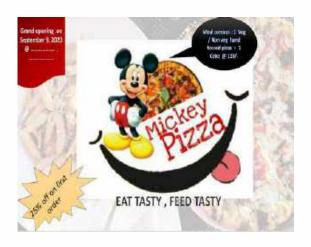
This 4-week course not only gave an insight to real world problems but also shaped and encouraged us to get on the path, to convert an idea into practice. The final assessment was done on 6<sup>th</sup> September ,2020 and all the teams presented their work. This task was won by Kavita Ladia, Shubham Mukherjee, Ishan Mishra, Melwin Paul Rajsingh J, Dhanush Suryaa S, Prarthana Rajat Garg and Nikhil Das. This task also taught us about team bonding, collaboration, coordination and gave us hands on idea of different domains as well.

The final presentation and assessment just gave an idea how close the competition was, how in spite of being in different locations, people speaking different languages, team building and coordination is possible, no matter what the situation is and most likely how everybody actually adapted the new normal in this pandemic situation.



- Neha Ghrutakaushik PGDM (2020-22)

# Mickey Pizza



Ureka conducted a competition and the aim of the competition was to get 360-degree view of the organization and we were divided into 10 teams and I was in a team of pandas at work, the first challenge was to getting familiar with the team member and tackling the challenge of starting a communication as we were sitting in the different parts of the country, connecting through internet and calls. The second step was to select a group leader, and even though I had no experience of leading a team, I took the responsibility of being a leader and realized that being a leader is easy but being a good leader is difficult. After that we started with weeklv the tasks assigned.

First week was related to marketing as a concept and how that is used in a business. We had to work on marketing restaurant strategies. Although I was aware about the marketing mix, market segments yet through those tasks, I learnt this how to use theoretical knowledge in the real business. We named our café as Mickey pizza and came up with its logo and tagline along with an interesting menu.

Second week was related to finance, in which we gained the basic knowledge of finance and how it works in the organization. We also contacted some of the restaurant owners to know about their business and how they do the accounts.

Third Week was related to HR. Human resources, a critical part of which the business includes selecting the right staff needed to develop the business. We experienced the whole process that is taken by companies to select their staffs for their organization and how one has to retain them by keeping them engaged. prepared a selection process for our restaurant. This was the experience being the interviewer instead of the candidate, and we realised the difficulty of the job of an interviewer that day.



Fourth Week was related to Business Analytics. Data Analytics is very important for the success of business. And it was totally a new thing for us but with the guidance provided by the mentors, we learnt what Business Analytics exactly is and how one can implement it in a business, for better and smooth operations of the business.

We learned a lot of new things during the whole one-month induction. It was an amazing and insightful experience working with team and leading the team and the interaction with the mentors based in an entirely different country, which would not have been possible if not for this opportunity; we learned a lot from the experiences that they shared.

Even if we didn't win the competition, the knowledge gained from this competition, the importance of various aspects that comes into a planning of the business and the bond we shared remains permanent.



- By Ankit Sharma (PGDM Batch 2020-22)

### ISBR's signature

### "MENTORSHIP" session

We all have heard of the story of Lord Hanuman, when He was given a task to cross the sea, He was quite doubtful of Himself as He has forgotten His powers and potential, because of a curse given to him by rishis. Jambabant reminded Him, His powers and He was able to cross the sea in a single jump. Sometimes we too behave like the same, we forget the capabilities in us and became doubtful, then gradually our skills were wasted. But, this story does not only tell in ISBR, rather practiced.

With the experienced professors at ISBR, each student is reminded of his potential, let go of his fear and doubts and finally we witness the journey of metamorphosis of cocoon to beautiful butterfly. Through the mentoring sessions each student is assigned to professors, where learn with fun begins, different activities like movie challenge, book challenge and many more teach us how to earn brownie points in corporate. These activities make the student confident, improve their communication, promote team dynamics and at the end makes the learning more exciting. These activities also highlight the hidden potential and, in a team, we learn various leadership lessons. It also shapes one's personality through feedbacks and appreciation. The color code of each session take us to back to the house days of school, where we used to in a colored uniform, and when learning was our only priority.

### During the first trimester,

Under mentorship, we went through movie review challenge which gave us an insight on team building, connecting the dots & how to deliver an efficient presentation.

Many more activities like this are coming, about which we all at ISBR are excited & motivated to do better.

### Mentorship Movie Review Challenge:

Audio visual form of entertainment came in the form of movies a long time back. The first movie ever made was released in the year 1895 and since then uncountable number of movies have been released worldwide. Movies are considered one of the best forms of entertainment, no wonder how successfully the film industry has managed to grow every year, from establishing new movie theatres to the increase in the frequency of movies being released every year.

Movies are not only a form of entertainment but they are also a very significant source of seeking motivation. We can learn a lot from movies, in fact, with the advent of the new trend of –'motivational movies' in the film industry, schools and colleges have started to teach history lessons with the help of movies.



With the thought of amalgamating entertainment with education, the first inter group competition to be held by the mentoring groups was the - 'Movie review challenge' where different mentoring groups were required to watch a management related movie and then review the same. The 6 mentoring groups chose their respective movies for the challenge and then presented the same before the panel of judges which consisted of Sri Unni Vijayan, an award-winning director and Dr C Manohar, senior director, ISBR. The movies ranged from action genre to drama genre, each movie bringing with them different lessons motivating elements.

From the pursuit of happiness to Hitchki, we got to witness newer insights about each of the different movies that were presented. The competition not only made the students think deeper about the different dynamics of the movies, but it also gave the students an opportunity to showcase their creativity. The movie review challenge turned out to be a superhit.







### THURSDAY TREAT

(Cultural Club Gala)

An event "Thursday Treat" was conducted by the cultural club of ISBR.

On 1<sup>st</sup> of October, the event was held under the guidance of Prof. Usha with coordination of Priyam Nankani and Nancy Upadhyay (PGDM batch 2020-22). As the name suggests, it was a treat on bluey afternoon. The event gave everyone a few moments of happiness amidst all the juggling of online classes.



Despite a virtual event, it had utmost excitement and engaged the audience well by keeping them on their toes. It was a refreshing afternoon after a week of hectic schedules. It was the complete display of amazing creativity & acts that filled the screens with the participation of the cultural club members in activities like poetry, singing, dancing, and it ended with a video that was made as an appreciation for the faculty, for all the efforts that are taken by them.

The hosts of the evening, Hitarth and Shefali, grabbed attention of the audience, and maintained the sync until the end of the event.

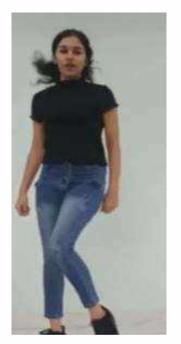
Fusion was the theme of that afternoon, and goodness gracious, the blend of classical and contemporary version was truly wonderful. The songs sung by the members of the cultural club made it clear that the college has an amazing set of singers, and the vocal range depicted professionalism in their voices.



The second part of the session had an excellent interactive session in the form of games for faculty & staff members present. It was an activity that got everybody across the screens engrossed in the constant guess game over random images that represented movies across various languages. It also included them having to guess dialogues from the movies and ultimate maze was guessing the song, wherein the faculty actually engaged themselves and it was noticeable that for some time at least they were stress free & really enjoyed the event.

That afternoon concluded with happiness, contented and the cultural club truly gave their best and these efforts were truly appreciated by everyone.

The first successful event conducted by the cultural club made a mark in what is to be expected in upcoming events.













# Finance Club Activity Virtual ALPHA FINANCE QUIZ



This Glorious Event took place on 24<sup>th</sup> September to check the Basic Knowledge of Participants of Finance Club, to see how much expertise they possess in the finance field, & to get the insights of their curiosity level. As it all took place virtually because of pandemic, all couldn't meet in person, but still it was no less of enjoyment, we introduced people to a new gaming/quiz app i.e. "Kahoot App".



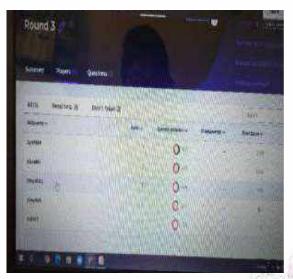
There were total of 3 rounds and on the basis of knockouts, in each round 2 people got eliminated and remaining people till the end, went up to 3rd ROUND (Final Round). People took part with full enthusiasm and the activity was all fun and interesting for them and everyone really appreciated the efforts put by Urvashi and Sai Vamshi.



Almost all people from the club took part but the Winner had to be the one and the 1st position was bagged by Ms. Jyoti Sharma followed by Runner up Rishabh Kumar.

The tagline did all the justice for the activity that took place. All in all, we wrapped it with some Happy & Joyful faces and unbiased judgements.

Looking forward to organizing more such events.



# **Bid-Bash league**



On October 1st 2020, Bid Bash League, virtual bidding a organised by Sinai Alwyn S and B. S. Snehitha, Finance club under the mentorship of Prof. Navitha and Prof. Amit. The main objective of this event is to give a glimpse of real time bidding and auctioning, fund management and portfolio management and also to understand the importance of Decision making. in virtual mode on Zoom platform.

Each participant was allotted virtual cash of INR 15,000 and participants had to bid on the cities with the amount provided.

The Winner must possess 2 or more metropolitan cities, and 3 or more Tier 1 cities and Tier 2 cities.

Finally, the participant who can satisfied the above criteria with more money left in their wallet was deemed to be the winner, and followed by them the runner.





It was one of the fabulous events, not only the bidding process was enjoyed, but the cities in game were too explored virtually. From the response of the event it can be said that our efforts were worth it. All the participants were filled with great joy and enthusiasm. We have to thank our Mentors Prof. Navitha ma'am and Prof. Amit sir for their continuous support, suggestions and encouragement without which event wouldn't have been successful.



And last but not least it was because of our participants who kept up the spirit of the event and made it successful. At last we wrapped up it with happy note. The winner and runners up for the event was Shruthi Priya and Jyoti Sharma respectively.



### **LET'S NEGOTIATE!**



"TEAMWORK DIVIDES THE TASK AND MULTIPLIES THE SUCCESS".

Afternoon of 22nd October, 2020; the marketing club came up with an idea to conduct an event to increase the negotiation skills of the batch of PGDM; a great initiative towards focusing on skill-sets that included patience, listening, right presence of mind and being conscious about time.

It was the first Inter-Club event that was conducted by the club, which proved out to be an afternoon well-spent. An afternoon, on a virtual platform; and we have to admire the coordination that was displayed by the members of the club starting from the management of the participants, and the negotiations held.

The guidance of Dr.Lakshmi was reflective on the professionalism maintained by everyone. Seniors, from the batch ,were invited to pass the judgement in the manner of how the negotiation was held by every team throughout the event. A timer of 15 minutes displayed on the screen helped teams be aware of the time constraint that was placed for the competing teams.

Team of 10 participants dealt with different situations or scenario given to them on the spot, and an additional 2 minutes given for internal discussion within the team was done before the face-off between two teams of two, each.

One such situation mentioned was - An HR manager of a BPO firm in Bangalore. And night shifts in the firm includes Cab services to female employees. And the company makes it a mandatory policy to choose the service providers carefully. Yet for three such female technical assistants, who have their residence far away from the office, face disagreements with the cab driver, because the person is not willing to go. The reason was since the residence was too far from the city, coming back to the city was difficult. The driver says that he would drop them at a certain employee's destination and someone from the women's home can come help with the rest of the commute. And since, during the admissions of the female employees, it was clearly mentioned that a cab service would be provided to drop and pick them up.

The negotiation was held between the cab driver ,the HR Manager and the team leader of their female technical assistants.

Every team that participated came up with spontaneous and professional method of negotiating within the short-allotted time and they also exhibited oratorical skills with right tone of voice.

The final winners of the event were announced the next day – Team Anshita Sharma and Kavya Varrier were declared as the winners. The first runner-ups were Team Sai Vamshi and Vaishnavi, which was followed by Team Srashti Saini as the 2<sup>nd</sup> runner up.

The event was concluded with a formal vote of thanks and on a very joyous note.



### ALL ABOUT EVENT

**POSTER** 

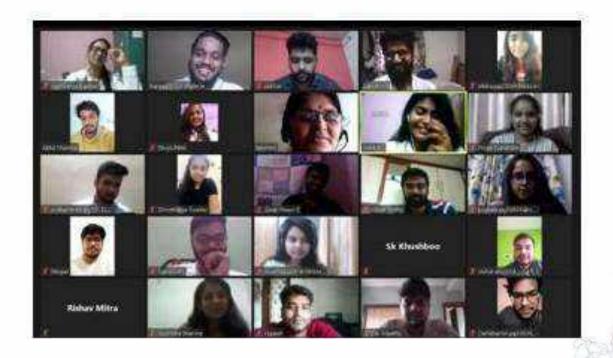
RULES

**WINNERS** 









### "GOONJ"

### A WEBINAR ECHOING THE ONGOING TRANSFORMATION IN THE WORLD OF HR

A webinar conducted on the evening of 30th October, 2020.

The HR club of ISBR – Convergence Namma HR Club – which was coordinated by Prof. Veena Shenoy, the head of the HR Club; with, in program coordinators Doel Bhattacharya, Gargi Desai, Anirban Dasgupta, Prachet Kulkarni, Ritom Das and Riya Ganguly.

The director of ISBR Business School - Dr. Y Lakshmana Kumar, Head of the HR Department - Prof.Savitri Jayant; Program Manager of ISBR - Prof. Lanna Lalithan graced as guests for the evening. Students of the PGDM batch 2020-22: Anjali Atipamula, Anshita Sharma, Kalam Harini, Khazi Mohammed Owais, Pooja Tummala & Sucheta Manvikar were the key speakers of the evening. They addressed the vast about the ongoing transformation in the world of HR

The session started with introduction and by an insightful speech of Dr Lakshman Director, ISBR Business School.

The first speaker for the evening was Meghana Kalpala, whose interests lie in art and photography, the creative soul went onto speak about introverts and defined how one tackles the hurdles faced by an introvert and also defined how one overcomes these issues and juggles during this process and how it is vital in an organization & individual development.

Next speaker was someone who loves to explore, is adventurous, interested in learning new languages, an outgoing and an independent personality, Anjali Atipamula. She explained how the position of different sets of people at a workplace have changed substantially, how such loop holes still exist in the 21st century and what kind of measures one can take into consideration by transparent hiring of the HR managers & it should be done on basis of skills and talent, not on background. It is tough but quite possible by ensuring that everyone knows the concept of glass ceiling, vocal about requirements, conduct often training programs, also ensure that there is diversity in hiring.



A speaker who loves travelling, reading, interested in psychology and has a strong desire to pursue HR - Khazi Mohammed Owais, he gave some insights about the challenges faced by HR professional and how one can tackle these with the help of technology CHRO. It is responsible for corporate talent system; it is the keeper of culture and should maintain its health and provide feedback frequently like once in a month to Transform and upskill the HR team as they would know the flaws and could rectify them on time as Vision and planning plays a key role.

The following speaker runs a Ngo at such a young age, serves people, loves to connect with people Anshita Sharma. She threw some light on how greatest wealth is health and providing these benefits results in better performance and increased productivity in the workplace, to quote "productive work leads us to the way of benefits not only that but it also leads to positive attitude andleads to critical thinking, reduces pressure it in order change the total atmosphere of the organization."



Next speaker likes mountaineering and hiking and is semi qualified chartered accountant, Pooja Tummala; she presented so well about the wonders made by AI and Automation in the field of HR like for hiring, for the quality work and how it helps in eliminating the biasedness, reducing manpower, helps in automation etc.

Next speaker was an individual who is passionate about visiting new cities and exploring cultures across the globe, also loves singing and reading - Sucheta Manvikar.

She gave an excellent insight on how one could identify workplace bullying & tackle it.

Bullying is the use of force, threat and behavior that is unacceptable under any circumstance, especially a place with working professionals. As per Harvard Business Review, 7/10 employees have faced Work-place bullying at some point of their career. Bullying is based on various reasons of behavior, which could be due to caste, creed, gender and personality differences.

Cases of cyberbullying have also raised to 37% since lock down due to COVID-19. Conquering the situation by various measures like observing, making note of such actions and being responsible enough to reporting to the immediate authority, taking a stand etc. are some of those measures.

The last speaker for the day – Kalam Harini, someone who loves dancing, yoga, travelling and exploring new places; She gave us a profound perspective about the biasness that takes place in the workplace. Further she added on by connecting as to how in her life she went through a similar experience and how such situations can be tackled in various ways by establishing objective criteria, defining "culture fit," and accountability of the same. Limiting referral hiring could also be a step towards it, restructuring the interviews with more of a skills-based questions. She ended her part with a powerful statement, "It starts from separating performance from potential and personality to skill sets."

At the end of the session, Q & A session took place where doubts were cleared by the key speakers.

The main purpose of this webinar was to expand the horizon on the perspective that people carry, so that they can understand the situation with reference to the changing dynamics of the society and know how they can overcome it in different possible ways instead of just facing these problems and letting it go. It's important to take that one step ahead to make a change.

### Finally, Jovita concluded the webinar quoting:

"Everything that starts well, ends well. There will always be ups and downs before a smile and a frown because tough times we always go through it sometimes it doesn't even feel worth it but it's better to try than cry, it's okay to relax, sit back & sigh like we have pros and cons, everyone has their nights and dawns sometimes it's okay to relive the past, but it's time to get over the shadow it has cast hold on to the present and rethink about it create something wonderful with your wit & grit all the things we go through, always has a say,

hold on to those voices, those GOONJ they will light your way".

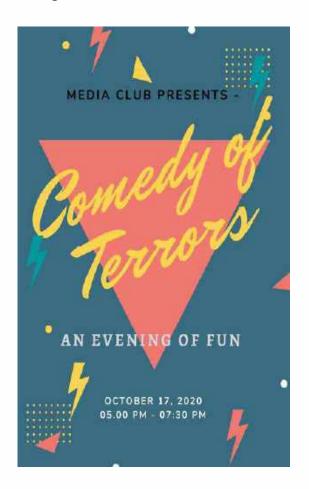


### **Comedy of Terrors**



On 17th October, 2020 the Media club at 5.00 P.M. decided to make a comeback and bring out some fun elements around. On this day the club renamed itself "CAPTUR" and with this new vibe and energy yet old customs, the first event of the club was organized.

"COMEDY OF TERRORS" was a fun event, based on the series ComicStaan where, a person has to cook up a story based on random five pictures. Cooking with unknown ingredients is tough, and cooking up a story with unknown pictures is tougher.



The event amused our participants as well. Though the task was hustler, but not that tough to perplex our participants. The 14 participants gave an excellent competition to each other.

The event was blessed with presence of Dr. Kanagaraj K, Register ISBR, Business school and Dr. Manohar, Director of strategic networking. This wonderful event was judged by Dr. Jhansi Rani & Dr. K S Lakshmi.

The event brought lots of laughs and made the Saturday evening more delightful. The Master of Ceremonies were Shelvi Agarwal and Akshay Marmat. The winners and runners up of the event were Ms. Pallavi Mahalik and Mr. Hitarth Arun Gaikwad.

It was a combined effort of the entire media club, which made the event successful. The constant guidance of Prof. Suresh Raju and Mr. Aalhad Lokare channelised the energy of club members and brought out the best out of them. The event ended with the declaration of winners and vote of thanks by Snigdha Bal. The event was a showcase of fun, laughter and teamwork.





### INDIVIDUAL PERCEPTION & BEHAVIOUR

5th October, 2020

Dr. Vijaya Rudra Raju Director, IIAM Business School, Visakhapatnam

The lecture was quite enlightening one, it started with the basic concepts of meaning of an individual behaviour and the various components affecting it. Dr.Vijaya is well known as an encyclopaedia for Organisational behaviour and her session just was like a tool to understand various concepts of Organisational Behaviour in simpler examples and experiences.

Basically, the behaviour of an individual is determined by the action and reaction to a given stimuli, which can be introduced from the external environment or due to the intrinsic conditions. Behaviour is one of the components which directly affects various aspects of an organisation i.e. productivity, employee turnover and job satisfaction etc.

Perception is the process by which individuals select, organise and interpret through their sensory impressions in order to give meaning to the environment. One of the important concepts we understand here is, perception doesn't depend on how the things are or what the things are, rather it depends on what we are and how we see things.

Here, we mostly select the thing that we would mostly sense which may be an object or feeling or information based on the interest, leading to perceptual errors. But while observing things it's essential to understand all the aspects of the scenario as well.

The session was a complete package of understanding the various aspects of individual behaviour and its effect on organisations and what leads to these perceptual errors.

# Sustainable Leadership - VUCA World.

October'16, 2020 Dr. Venkata Krishna Prasad

In this session, our guest faculty mostly focused on helping us to understand the VUCA world & the qualities we shall have to survive in this "New business world" of VUCA.



Further, he explains,

VUCA i.e., Volatile, Uncertain, Complex & Ambiguous is an old Military acronym which helps to bring a sense of stability to business world which is constantly in a flux. Today's business is all about change. Economics, Technology, politics continue changing at such a rapid pace whereas business & individuals feel hard to keep up with the same.

Business leaders around the globe started using acronym to describe the ever-changing landscape of local & global economies, describing these states of business as new normal.

Now how does this V-U-C-A play a part in redefining & restructuring businesses,

#### • Volatility:

Volatility means constant changes going on in market & trade practices as the market has become an elastic place.

To combat this, it is necessary to have values through vision.

Leaders often focus so intensely on the daily minutia of the organization that they can lose sight of the company's overall vision. Bv positioning your company well, you can bring value by helping your customers, or your own company, regain or develop their vision. Having an outside point of view often enables you to take the next step. Many smaller goals can and should exist within a company, all while pointing back to a unified corporate vision.

The value we provide may not be as grandiose as creating a corporate vision. Still, it could be a department, product or project goal, all of which are extremely important to the overall success of any company.

#### • Uncertainty:

As individuals, we all have unique experiences that shaped us into who we are today. Taking time to listen, ask relevant questions and seek to understand the problem allows us to draw from our unique experiences and work to provide understanding and thoughtful insight. Trying first to understand will not only set you apart but give the credibility to share your unique experiences.

### • Complexity:

ofall the **VUCA** Out components, complexity has the greatest potential to trip us up we all may have industry knowledge and even some personal working unique knowledge, but each customer and their situation intentional requires consideration.

Coming alongside and partnering with your customers allow you to provide Clarity through Collaboration.

Overuse and overhype affected the original meaning of "collaboration." We can attribute a large part of the problem to not fully understanding what true collaboration means. Collaboration in its most real sense is simple: "Two or more people working together towards shared goals."

Working through the first two points of creating vision and understanding allows you to engage in more profound collaborative efforts with our clients and begin working towards shared goals. By drawing on your unique experiences, you can provide clarity that chips away at the complexity piece by piece.

#### • Ambiguity:

Ambiguity is the final component of VUCA. Simply defined, ambiguity is a situation that is open to or has several possible meanings or interpretations. In today's business world, ambiguity abounds.

Overcome ambiguity with Action through **Agility** Successful companies culture push a of innovation that allows for speed while encouraging action through experimentation. Having an agile mindset allows management to pursue a goal in a way that is adaptive, flexible and responsive. Despite uncertainty and ambiguity, trial and error lead to adjustment and, frequently, a quicker resolution

To make this concept easier to understand,

Dr. Venkata told the story of the turtle & the hare. One of the greatest childhood classics of which the moral we thought was "Slow & Steady wins the race". But that's not the complete story nor a complete moral of the story...

The story may begin with turtle winning the race as hare turns lazy in between, but it has three other scenarios, In another race, i.e., second scenario, the hare doesn't sleep & runs the whole race & wins. In 3<sup>rd</sup> scenario, the turtle challenges hare on a course which has a water body in between, & the hare loses as he is unable to cross the lake but turtle covers up the pace & wins the race by swimming through.

In 4<sup>th</sup> scenario, the hare & turtle race together i.e., hare carried turtle on his back on land & turtle carried hare on his back over water. So, the morals or values that we get from this story are:

- Never give up after facing failure.
- Fast & consistent will always beat slow & steady.
- Work to your competencies.
- Compete against the situation, not against a rival..

### ROLE OF EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS

2<sup>nd</sup> November,2020

Dr. Anusha Pravas Founder & CEO, Print My Moments NLP & EI Certified Coach, Bangalore.

The session started with an important question "emotions or feelings what actually affects the individual?" Feelings are momentary reaction to a situation, but the lingering feeling creates emotion, which lie in subconscious mind. The ability to perceive, understand, use and manage emotions is called EMOTIONAL INTELLIGENCE. Before managing an organisation, it's important to manage & understand oneself and be self-motivated. To overcome this conflict, cold shower experiment can be deployed.

Before getting into the action of a manager, an individual has to be a team player. Every human is bound to certain feelings and emotions out of which 4 such emotions which affects the behaviour are mad, sad, bad and glad. The problem arises when one does not know how to manage them. Through the diary entries, self-assessments of the choices that is made, the emotions can be conquered.

The conflict would always be between fight or flight and what to win – situation or people. These are the major challenges that decides the emotional intelligence of an individual. With proper assessment of self and organisation of thoughts one can make use of emotions effectively. The session was more of taking a pause, understanding the power of emotion and how to use it.





# Voice Of The Students

### The 'Never Settle' Story

"Contrary to popular belief, I know exactly what I'm doing."

That's a quote by their Brand Ambassador and that says it all.

What if I told you that a company, that was freshly founded in 2013 made \$1billion USD within two years of its founding? What if I told you that this company epitomized the term 'flagship killer' and created a wave of products that are affordable yet provide cutting edge tech and a run for its money to its (much more expensive) counterparts? What if I told you that one company absolutely disrupted a market that had it all, made up of tech giants and highly valuable corporations- a feat that has rarely been achieved.

Well, these are not just things I tell you. These are things that has happened, is still happening and as I see it will continue to happen. It is a story of the company that never settles. It is the OnePlus story.



#### The Credo

OnePlus was the brainchild of two men named Pete Lau and Carl Pei. While Lau was the former vice -president of the now OnePlus competitor Oppo, Carl Pei was a computer programmer by trade in the same firm.

"The entire thing started as a coffee-table conversation August 2013 between a bunch of early OnePlus employees — at the time, just friends. We had our phones on the table and we noticed that everyone was using iPhone. This was surprising some of us were working at other smartphone manufacturers making Android phones.So we asked ourselves, "Why do people table a11 around this iPhones?"" The two founders and OnePlus as a company at large started off with an aim to make a "balance high-end quality with a lower price than other phones in its class". This ethos is of course now represented by their tagline-Never Settle. "

"Never Settle" as an ideology comes from the fact that users shouldn't have to settle for a substandard phone just because they do not have a massive budget to upgrade. "We will create a more beautiful and higher quality product," Lau says. "We will never be different just for the sake of being different. Everything done has to improve the actual user experience in day-to-day use We both just want to create the best product, no matter what."

### The Inception

Founded on 16 December 2013, the company unveiled its first device, the OnePlus One, on 23 April 2014 which was intended to capture market from Google Nexus series. If the grey cell in the brain is scratched a bit, one would evidently remember that the OnePlus One was launched as an extremely exclusive phone which one could only obtain with an invite in India. One would receive an invite, go onto Amazon, purchase the phone, and voila! They were now a part of an exclusive club of people owning a OnePlus One. While OnePlus says that it was using the invite strategy to bottleneck the huge demand that would flood the otherwise, the invites did something so much more. The invite strategy made the phone a status symbol and an immediate rage.

"The Nexus line had taught consumers that it's possible to purchase phones online," Lau says. "This was good latecomers like us." OnePlus ran on Android and got into agreement exclusive with company called Cyanogen Inc. who built the Android OS for all phones. OnePlus On 16 December 2014, The Supreme Court of India and Delhi High Court banned the import and sale of OnePlus One phones following a lawsuit by Micromax alleging it has exclusivity for

shipping phones with Cyanogen OS software in India. On 21 December 2014, the ban was lifted. The device continues to be shipped with Cyanogen OS; however, a customized version of Android specially designed by OnePlus and named OxygenOS has been released, allowing later OnePlus devices to be sold in India.

Never Settle

### **The Augmentation**

OnePlus announced plans to establish a presence in the country, with plans to official walk-in service open 25 centres across India during its launch. That number in 2019 averaged around 35 stores. Began with the products which were only sold in India, the company is now in 38 regions, 21 countries and employees upwards of 1000 people. As the company grew it now sells in European as well as American counterpart countries. present, OnePlus has over 25 experience stores, nearly 70 service centres, and is present in 2,000-plus large format retail stores across India and the company said it aims to open 100 experience stores across 50 cities this year. According to market research firm Counterpoint Research, OnePlus Indian topped the premium smartphone market last year with a 33 percent beating Samsung share. Electronics with

26 percent. In the IDC survey, OnePlus ranked third in India's market with more than \$500 in the first quarter of this year after Apple and Samsung Electronics. And it ranked second after China's Vivo in the 300–500-dollar market

### The Future

OnePlus has had its mishaps too, be it with failed campaigns or rejection, but the warranty company has stood back up and done what it does best- make a flagship killer and offer it at a mouth-watering price. So far, not much has been disclosed about the future by OnePlus, especially now that the Co-founder and director of OnePlus, Carl Pei has resigned on October 16, 2020. For such a young company to come and make such big waves in the market, it does get unpredictable after a point. The only thing that can be known is, with the OnePlus 8T coming out along with them venturing into a new category with OnePlus TV, there is a lot to look forward to.



- Shantanu Paul PGDM(2020-22)

### A Parade to Happyness.

On a Saturday afternoon, having lunch at my Aunt's place, I got into conversation with a few of her friends over various topics starting from politics, co-habitation and majorly about LGBTQ. Knowing the level of unawareness in the room about LGBTQ group, I took it as a chance to have a conversation regarding the misconceptions and the lack of thought given to this. Oh, I am sorry, maybe this is a topic of conversation not apt for a magazine published in college? I disagree, because it's high time we address the unawareness.



A friend of hers, actually was under the impression that the was because thev reason possessed a different set of sexual parts. That lady was unaware of why it's natural and not a choice, because she never had a conversation regarding this with her children, anybody else, after explaining it to her. she actually understood why. The same situation happened with me when two years ago, the Supreme Court struck down article draconian 377 and decriminalized same sex had the relations. I conversation with them. explaining how beautiful and amazing that the society is taking steps towards growing.

"Darkness cannot drive out darkness, only light can do that.

Hate cannot drive out hate, only love can do that"

### - Martin Luther King Jr.

Most of the thought-process that comes from the elder generation is the lack understanding and also the fact that the talk about sexual preference is still treated as a taboo in most households in India. And why is that? Is it a choice? To a certain extent, yes; to a certain extent it's a culture that was enforced by their elders and due to the lack of exposure, they chose to accept and stick to what has been followed for years before them. But now, with such a vast medium of communication and interaction, external knowledge through social media and other digital platforms, if we do not take this opportunity to sit and have down these conversations with the elders and break the taboo. I feel the pace of change would only delay, and I feel it's unfair.



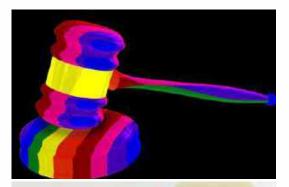
A person, of LGBTQ orientation, should have a safe environment to be themselves without them having "to come out of their closet." The world is already a toxic enough place with constant fights and riots, I don't think love, no matter what gender, should be of question or opposed for that matter.



Not just the elder generation, communications with individuals of the same age group, a generation that is part of such major changes, still includes a demographic that still sticks to the primitive ideas. How is a society to evolve and grow, if something as basic as a person's choice of sexual orientation is questioned?

Every major change needs constant effort, it's our responsibility to make our friends or people around us comfortable being themselves, it is a big step taken towards being kind, respectful and considerate. How do we make sure the society gets evolved enough to be more considerate to provide a space for our fellow friends and family members?

Famously said - Charity begins at home - Like every other aspect in life, how our parents and grandparents and aunts and uncles and siblings guided us on the right track to being kind and respectful to everybody, now you, being responsible adult can teach vourselves and them how to be considerate and not talk about this in a derogatory manner, be open to changes.





This starts a chain of positivity and associations, which somewhere might help a person who is afraid to be themselves give a percent of assurance that they don't need to sacrifice a huge part of what makes them, them! It helps them express themselves in a way that helps them grow rather than pretending to fit into a society's norm that hasn't been updated in a decade.

The world is already in a constant state of perplex, we can make sure that this is not part of that. Let's make sure everybody is happy because, ultimately, isn't that what everybody wishes for subconsciously?



# PRIDE+PROGRESS



- **Kavya Varrier** (PGDM 2020-2022)

# A Dream to Forget...

On 24<sup>th</sup> June 2015,me and a couple of my friends were travelling to attend a reception hosted by one of our friend. We had to travel around 52 miles to reach the destination. The reception was scheduled at 7:00 PM. So, we had to leave early from our current location to reach the destination on time. We started the journey around 5:00 PM and reached the destination at scheduled time. When we reached there, me and my friends were received cordially. We spent some quality time over there. At 9:00 PM we decided to return to our respective homes.

The journey was full of fun. Probably I would cherish this journey for my life time. That highway, the soothing breeze which was humming at our ears along with Kishore Da's songs. Suddenly, our engine stopped. So, we stopped the car and experimented on the engine on our own in order to fix it. But, we failed to do so. The disgusting part was that, we were stuck in the middle of the road with no light and no signal. unfortunately the battery of our phones also had discharged.

While we were roaming here and there, some us were trying to fix the car & suddenly we noticed a light. We thought we could go and ask for some help. On getting closer to the light, we realized that it was a graveyard, which none of us wanted to go near in such a situation. One of my friends started to walking towards graveyard, & we had no idea what he was trying to do. He then started crying by seeing a body being burned near the graveyard. We had two options i.e. either to run away from that place or request our friend to come back. It took a lot of courage to ask him to come back. We had to opt the second one because we didn't want to leave him alone there. It was 12:45 AM, we summoned up some courage and went up to him, requesting to move away from this treacherous place. By God's grace we came out of the cemetery without looking back for a second time. With no option left, we had to leave our car there and start to look for other modes of transport to reach our destination. We had to cover at least 4 miles to reach to the end of that forest road. Then we noticed that one of our

friends was missing...

Without even wasting a second, we started darting. To ensure our safety on that night, our first goal was to come out of that path. Finally, at 2:00 AM we came out of the forest. Felt little happy, that we saw some village lights,



but at the same time, we were taken back a little, with our previous experience. By chanting Hanuman chalisa somehow, we entered the village. There was a duplex house, probably double duplex where we saw a little girl was sitting in the veranda staring at us. We were perplexed thinking why this little girl was sitting all alone.

Then I heard a crrriiiiiiiiiiinnnnnnnggggggggggssound, which made me realise that it was 7.30 A.M. and IT WAS MY BAD DREAM, A DREAM TO FORGET"

We didn't want to go to little girl's place and ask her that. We started moving from that place, but to our surprise we found that the village had only houses but no sign of life. We got scared and wanted to leave that village. Then, we found that the little girl who was sitting in the veranda, now she was sitting on the terrace of the building and was crying loudly. On seeing us the girl said "I won't let you go, if you don't play with me."

I said to Mohan, one of my friends "our game has finished, mate".



- Sai Krishna (PGDM Batch 2020-22)

### LIFE: A TRAIL

So, what exactly is life? Birth, age and death? Birth, job and death? No, none of this is what 'life' is!

So, you might ask what is 'life'? It's quite simple. Life is a journey from birth to death. It neither includes your birth nor your death but the 'way' you trail the path from birth to death with age as distance. It's about how you enjoy this beautiful bounty gift by the about how you stand Almighty, against all odds, how you socialize, how you maintain your integrity and most importantly WHO you are. A new-born baby doesn't know what's awaits him in the path he takes in life. Just living in the present is what it does, unaware of the world around, which keeps a smile on his face. As he grows, he realizes that life isn't just about toys and games but many responsibilities and hardships. With a schoolbag he goes to the school to acquire knowledge, hardly knowing that it would be grades and not knowledge that would matter. Somehow, he accepts the truth and flows with the stream for he has no courage to change the flow by everybody around him, without a pinch of regret. Okay, now he too is a part of the pre-set system of the society. He has inherited his father's caste, status and wealth, good or bad is a matter of chance, karma they say. .

Done with his education he heaves a sigh of relief that he could now at least secure a job and feed his expecting family and give them all luxuries of life. Then comes a new member to life: the better half, better or worse? Again, a matter of chance.

The struggles to make a living and keeping up with the basic needs of family, limited to food. education. shelter and decent living. He is so busy keeping his family materialistically happy that he has no time for them, something that is of utmost importance. And yes, hard work pays off, money pours into the house and wealth is no-worry zone.

Fast forward a few years, the luxury has become a habit. Do you remember the 'basic' needs we talked about? Now they have changed. The basic needs of the offlings are way different from those of their parents. Brands and certain level of luxury floods the gates of the blessed children.



But what about the connection withing the family? Oh! They have dropped to an all-time low now. Years pass by and the rags to riches man is now old, the offlings leading a life of comfort. Yet, the man now wishes to spend the time he lost constructing the life they live: Karma is a like a boomerang.... Isn't it the case with majority of people today? But what do we get from this lifestyle? Materialistic pleasures which never last long enough and which can never give you emotional support to tackle life. All they do is find a way for you, a way to escape the truth of life and push you into the virtual world of fun. Naturally, you enjoy it, thinking that's what life is about.

Hey, come on life is much more than that! What did the man get by earning all that money? He was able to put Rados on the hands of his children, Raybans on their faces and iPhones in their pockets but never a true smile in their faces, a smile that hides no emotions. And the children? While they lead a life of luxury they missed out on the little sparks of happiness that money could never buy. Stepping out and standing on your own feet, life will show you what it actually is, parent's cocoon would only protect you so long,

so it's better you face life rather than escaping it.
Life is just like a game. It throws you a challenge. You clear it, you are into the next level and yes, every challenge has a reward kept for you.

All you need do learn how to assess every situation in a way that helps you learn and be positive. It's the solution to every challenge of life.

A happy and positive mind is a sound mind. Learn to stay positive in a ship filled with negative people, learn to stay focused even when the world tries its best to pull you down, learn to be happy even when the world around you tries its best to see your tears, learn to keep hope even when you cannot see a ray of light in the darkness of your life and learn to be vourself even when the demands a different you. Life, at times, can act as speed-breakers; you just have to slow down and move forward with all the energy and never dare stop or look back, for your destination is where you have to reach and claim all your rewards life has kept for you in its path.



-Sai Sumiran (PGDM 2020-22)

### **BRIGHT SIDE**

The Truth of our existence in this form of life or initializing of this universe, why only human beings evolved etc. These are that kind of questions which after living in 21st century or in passage of eternal time too, we are unable to find the answers. Their answers lie with some investable supreme power which created this universe at first place. We, as the most powerful or could be called as most vicious species, sharing this planet earth with all the other living organisms around that are interdependent on each other for surviving and thriving from billions of years and will carry on for more.



Though during this eternity phase of time some creatures vanished being either erased by nature or have been taken over by other fellow partners. We human beings, coming to this part of years took billions of years to showcase ourself as the most powerful and worthy of this planet or may say in this solar system.

Let me give a solid base on these thoughts with some examples:

- Birds can fly we humans cannot yet we touched the moon,
- Not faster than cheetah but we can travel from one point of earth to another in a couple of hours,
- Can't swim yet we discovered the deepest part of the earth's crust



And many more unrealistic tasks which we turned into reality and proved ourself as worthy and I think we indeed are. Our path of glory was discovered, when any 'being' tried to seek answer from GOD, which eventually helped us to live in better surroundings as compared to those in our past. But while seeking these advantages, we also created sources of inconvenience for other living creatures including ourselves. With time, humans are evolving in the field They are becoming of science. impatient, minds are getting filled with loads of misery, sufferings - one another. Thus. after of cases depression are rising with rising stocks of the fortune 500 companies.

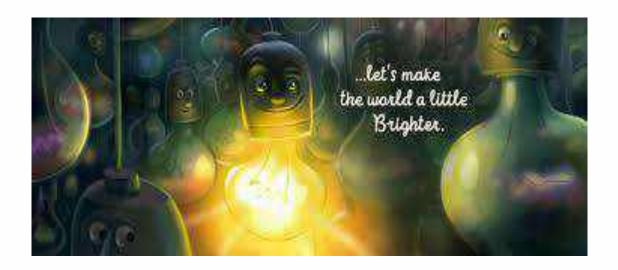
People seek validation from others by posting pictures of our smiling faces showing what a cool life we are leading but deep down these facts are different than our own fantasy.

They have lost faith in themselves even after being the most potential creature with power. Still people think they are worthless of all just because they had a bitter past or miserable present, they simply give up and just go with the flow like a dead leaf in the flowing river and blame GOD for all the happenings.

They don't check themselves & how much debt of karma they have created in their past or seeing the things as a lesson for future path that is full of joy and happy memories. Our body in just like electricity if we touch it with bare hands, we may get electrocuted but if we use it with precautions it becomes an essential part of our living & good long life.

We, human beings have the ability to survive the worst, so it was GOD who chose us to evolve rather than any other creature on this planet and because of that only we are here advancing in various fields day after day. We have tremendous amount of potential, our brain is programmed to restructure our thinking, open the closed doors only & realize our true potential.

Only after which we can lead a beautiful life of bliss and harmony. When we see a path, which has potential to grow and survive we should take it or else we can keep complaining our whole life about how no one is going to care for us and certainly the almighty might have given up too. May this example of your own past efforts as a human has opened your eyes and has made it clear that you are capable of everything you want.



"We are as good as we think of ourselves after looking at reflection in the mirror,

All we have to do is look in those eyes, realize who & what you are & let go of all past errors,

All we need to do is see our worth & choose what we really want, ignore rest like fillers,

Once we realize that & get along with the ride, we become a better version of ourselves,

We already are on the Bright side..."



- Rishabh Kumar (PGDM 2020-22)



# Student's Dilemma amidst Corona – Join Campus or Stay at Home?

Changes are inevitable and we are bound to change. We got to know this through our current situation as we are forced to shift from offline mode to online mode for almost everything.



This situation in which we all are in has given a new dimension to think, how things can be processed in a different way.

We definitely got to know "Nothing is Impossible" as we all have now found out the ways to do the same things in different ways. Nothing can stop us. No one even thought we would all be in a situation where we will be studying through online mode and conducting events, skits, lectures, etc.

People are putting their heads into use whether they should open the colleges or continue with the online classes during this pandemic situation. As it is important to stay motivated and not to lag behind because we all are habitual to traditional vintage classes and in there, we somehow used to do our work. But in online classes no one is there to supervise since we are behind the cameras and the teachers have got no idea what we are doing. So, it is hard time for both the teacher as well as students.

So, after much debate they came to a conclusion that they will be opening the colleges but they will be giving students option of choosing either online mode or offline mode.

So here comes the focus of our topic that whether should students come to campus or continue with the online classes?

So here we have got only two option but these options are quite serious to stress upon. We all must have been really excited by the mere thought of attending the classes in the campus making new friends enjoying the most awaited college life but everything went out of the window once the lockdown started and since then we all have been waiting patiently for the college to open. If we choose to ditch the online mode and opt for offline mode, so this is the opportunity we all have been waiting for ages! Just kidding but quite a while. So, in this situation we have to look into various possibilities and all like what are the number of cases near college, safety precautions, not hanging out much and all the things that we have thought of doing but cannot do anymore until the vaccine comes out, of course. But in this case, we have to take lots and lots of measure and we can enjoy our college life but with less people and more of precautions. But if we choose to continue with the online mode, we are safely tucked at our house and can enjoy the virtual mode like we did until now. We might have chosen this case due to n number of reasons like second wave of corona is yet to come, going now would be too risky or the parents not allowing us to join the campus due to many risks and many more.

After choosing this option, we might have thought that "But I want to go to college. My friends are all going and I'm here at my place watching everyone virtually. But at the same time, we might also think like it's okay if I'm not able to go to college campus now. I don't have to dress up formally and sit and one of the major pros not opening up my camera and enjoying behind the camera anything what like I but somewhere or the other we all want to join the college and not to think about this pandemic thing. But there is one saying "Truth is always bitter" and we have to face the reality. None of us never thought of facing something so drastic and yet we all are here facing new challenges and coming up with new possibilities. So, what's your decision, whether to stay at home or join the campus?



- Prarthana Garg (PGDM 2020-22)

### Poetry

### • Aspiration

I intend to fall,
And aspire to rise.
I wish to get lost,
Until find the white light.

I swear to terminate,
The demons that are side within me.
I love to purloin one's tears,
And transmute them into smiles.

I desire to see dreams,
And wish to see them alive.
I abhor deceivers,
And adore the genuine souls.
I commit mistakes,
And embrace my flaws.

I want to read,
The book of life.
I imagine to grow old,
And rest in cloud nine.



- Chitra Mishra (PGDM 2020-22)





वो अल्हड पन वो मस्ती. वो बचपन की बस्ती. किताबों मे खोई सी थी, वो मासूम सी हस्ती, क्या हसीन थी वो यादों की कश्ती। वो स्कूल न जाने का बहाना बनाना, आते ही बस्ता फेंक खेलने चले जाना. वो गली मे गेंद बल्ला बजाना, दोस्तों के साथ बैठ घंटो गप्पे लडाना. गजब थी मेरी भी हस्ती। वो कहानियों की किताबों मे खो जाना, खाने के लिए माँ का आवाज देकर बुलाना, वो पापा के साथ संडे को घूमने जाना गलतियों पर माँ बाबा से डाँट खाना, छोटे से चेहरे पर मुस्कान थी जचत।वो गर्मीयों मे छतों पर सोना. तपती छत को ठंडे पानी से धोना. वो टीवी ही था हमारा सामूहिक खिलौना, जंगल बुक देखकर खुश होना, न था जीवन का ये रोना धोना ।

वो न अब ये जमाना रहा, न बचपन अब पुराना रहा, वो सिर्फ अब कल की बातें रही न अब मासुमियत भरी शरारतें कहीं, लगता है दुनिया बदल गई ।वो बालक अब न तो गलियों मे दिख रहा है, बचपन तकनीक की दुनिया मे पिस रहा है, कौन अब उनको वापस लौटाए,

कौन अब उनको वापस लौटाए, शायद वो दिन वापस फिर न आए, कहीं पारिवारिक मूल्य न खो जाए।



- Raj Asthana (PGDM 2020-22)

### BEING ALIVE

Everyone talks about Belief, Trusting there is something better. Sooner or later, we'll get there, somehow, Is what everyone's common Belief.

And you wonder, how you would have faith in all the good,
When you have repeatedly, only kept discovering Rock Bottoms.
It feels that you're the Warrior,
And the war is never ending.

Maybe there is nothing great coming out of the bad times, And it is just plain terrible. And all you can do is believe in yourself, To take on anything that comes your way.

Even if there's no good out there,
You'll create one.
Something that will be the reason you
lived,
And something that will be the reason
someone smiles.
At the end of it, all you would have shown
that even abyss,

Could not stop you from surviving.



- Jovita Devaraj (PGDM 2020-22)

### माँ

प्रेम का सागर लिखूं , या चेतना का चिंतन लिखूं ! प्रीति की गागर लिखूं ! या आत्मा का मंथन लिखूं ! रहोगी फिर भी तुम अपिरिभाषित , चाहे मैं जितना लिखूँ । लिखने को तो ये सारा जहाँ लिख दूँ ,लेकिन आज बस ये ख़त लिख रहा हूँ ! अब और तेरे बारे में क्या लिखूं तूने ही तू मुझे लिखा है माँ ।



- Raj Asthana (PGDM 2020-22)



### The Little Luminary

Five little fingers, she bravely held high.

She measured her pain on a scale of five.

Five on five she signalled with her flaccid hands.

She was in a very close proximity to becoming a mental wreck.

She was adorned with various gauzy tubes.

In a room where she had spent the whole afternoon.

An odour to others ,and scent to her nose.

That place to her was just like her second home.

Five months of struggle, a phase of unceasing pain.

She fought harder and harder as the doses escalated. Radiations and

Chemos, Lenvima and Opdivo.

She went through all, she had it all.

Like the hero she was, she beamed all along.

Five little fingers ,she bravely held high.

She measured her pain, on a scale of five.

Five on five she signalled before bidding goodbye.

As she left for another battle for her life.

She fought for an hour with utmost poise.

And defeated the canker with her courageous smile.

Five little fingers ,she bravely held high.

Not to measure her pain but to wave her pain goodbye!



- Chitra Mishra (PGDM 2020-22)



### **INDIA DURING CORONA**

The Year 2020 started off with cheers, dancing and many resolutions.

Some were ready to take off for vacations,

For others, it was a jittery feeling to join a new place,

While many were making long lists to ace.

But sadly, who knew this would take an ugly turn.

The news of the virus was all over social media,

And yet people were unconcerned.

Prime Minister came with the idea of Lockdown for the whole nation,

Perhaps, because of the people's cremation.

Some were happy having tea and whisky with their loved ones every day,

While others, still wanted to stay away.

For some, it was the time for self-care,

Yet some others, didn't know how to deal with the nightmare.

Many stayed busy with work from home,

For others, It was the matter of coming back from drome.

Cases went from hundreds to thousands to lakhs,

With this the Heroes (Doctors, Nurses, Police Officers) worked day and night without pulling it back.

Citizens weren't getting any bread to eat,

Still, many were on the cycle of eat, sleep and repeat.

Humans started abandoning their pets,

While, many painted themselves blue with the scenario of paying debts.

Others wanted to escape,

But some people really wanted this break.

People prayed for Miracles,

Unfortunately, it got messier and more double.

Several, found this time for rest and peace,

But, few imagined the four walls as a cliff.

Everyone started to miss their friends and relatives.

Even so, they could not meet and stayed preventive.

The Love, Hugs and Kisses people used to share are going to hit different when everyone will again pair.

This year proved itself to be doomed.

Can't experience more worse and get ourselves in zoomed.



Urvashi Khurana (PGDM 2020-22)



SHE IS

NO

VICTIM

Pallavi Mahalik (self - portrait) (PGDM 2020-2022)

Who is she?

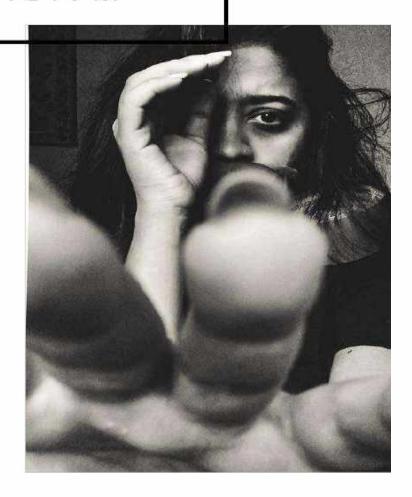
Why is she caged with boundaries of fear?
Why is she victimized every time, every minute and every hour?

she doesn't need you nor me.

Let her be independent and free.

Don't cage her innocence nor touch her scars.

That's her body and her fat's. You praise her silky long hairs and even compliment on what she wears. You impress her with your words and end up playing with her heart. you don't see the pain behind her tears nor hear her scream through her eyes.



Her wounds are deeper than the ocean. she is bleeding with pain you have given her.

Don't victimize her.

She isn't promiscuous.

She is rebellious.

She is fire, that can burn you down. She is no victim, I warned you before. Now it's time for you to suffer.



# BE AS A LION IN THE CORPORATE WORLD

As a corporate executive, or someone who soon will be, you would be well-served to step into the business prototype of the lion.

"Show a lion's courage, strength, confidence, and endurance".



Think of yourself as a powerful lion, it will be reflected in how you carry yourself and how you act in the office, in meetings, and with clients.

It will help you to overcome challenges and adversity and to keep your head held high. No matter what goes wrong, you will always remain strong and in control.

A lion is powerful, but only flexes its ample muscles when absolutely necessary. Overusing your strength when not required can be damaging to your reputation, and to others.



- Darla Harish Kumar (PGDM 2020-2022)



### Enlightened within

Be the light of your own sight, Making the world wonderful & bright.

Embrace your knowledge with high heights,

Feel the divine in every kind. Build up the peace to live in peace, Love the humanity with your greets. Stay without hate & build your own fate,

Practice the compassion to eliminate hate.

Walk on the way were truth prevails, Set your paths with the refreshing hails.

Be compassionate for the kind, And humility, should be in your mind.

Eradicate this duality, accept the oneness

Break the ego, place the wisdom. Experience the oneness which is within,

Get the peace your heart wants to live in.

Be Enlightened within.



### **LIVE THE NATURE**

Vision is wide
Like the sky bright.
Spirit is high
Like falcons fly.
Thoughts are deep
Like the blue sea.
Soul is in bliss
Like the mountain peaks.



- Amandeep Singh (PGDM Batch 2020-22)



### **Art & Photography**



Awakening to reality is the most important creation

Whole point of creating art is to be moving constantly





Nancy Upadhyay (PGDM 2020-22)



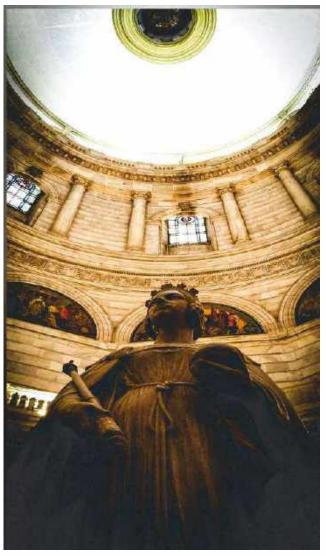
- The Big Flight.



- Chitra Mishra (PGDM 2020-22)

- Starving Smile







- **Agnidipta Sarkar** PGDM(2020-2022)





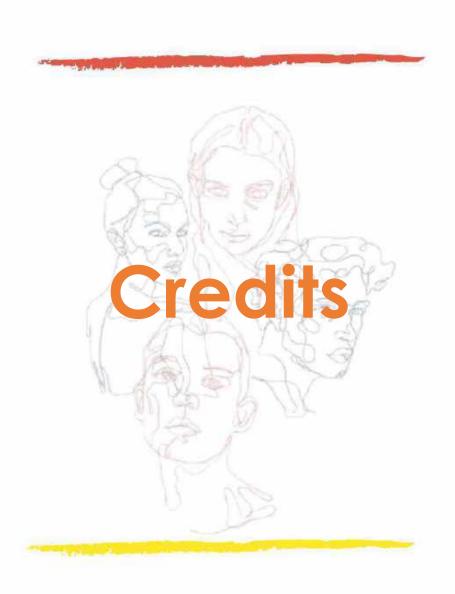




- **Megan D.** (PGDM 2020-22)







## "Individually we are one drop, but together we are an ocean..."

Let's introduce you to the ocean that made this "Voyage" successful i.e. the team that made this possible :-



Kavya Varrier



Neha Ghrutakaushik



Deekshika Dughar



Snigdha Bal



Harichandana



Jisha KJ



Shreya Anand



Shelvi Agarwal



Megan D



Rupesh Babu



Shaik Mohammed Huzaifa



Akshay Marmat



Raj Asthana



Prajwal Markandey

"Seems like we have reached the end, but we will be back with more unheard voices & with more charismatic blend."

## Thank You.

