



VOYAGE

THE REAL VIEW OF DISCOVERY CONSIST NOT IN
SEEKING NEW LANDSCAPES BUT IN HAVING NEW EYES.

February 2022

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INAUGURATION OF FELLOW PROGRAM IN MANAGEMENT

ISBR Business school launched its first batch of Fellow Program in Management (FPM) on 07th November, 2020 on a virtual platform between 4:00 PM to 5:30 PM. The FPM course, or the Fellow Program in Management, is a 3-year long doctoral course in the various specializations of management. An ideal doctoral degree for scholars who wish to pursue managerial roles or pursue an academic career in the future.

With the rapid expansion of management education in India, it has become inevitable that top business schools cater to the need of the faculty by producing excellent researchers, academicians and practitioners. And amongst the top Institutes of management in the country that provide this course, our esteemed institute, ISBR Business School, has the opportunity to launch this FPM program this year 2020 with a glorious path laid ahead for all the scholars. Glad to disclose that, ISBR launched the total team of all 20 scholars out of 20 successfully. This is an indication of ISBR's incredible performance as highly ranked institute.

The utmost value of the course would be understanding the need and significance of various pedagogical tools used in management education, to master the relevant methodology and tools of management research. It would also pave a path to think critically, reflect originally and contribute to the body of manage-

ment thought.

The goal is to develop academicians with ability to communicate effectively and develop researchers with high ethical standards in research work.

The program was launched by esteemed dignitaries. The program started with welcome address by Dr. K anandaram, Sr. Director, ISBR Business School. Dr. Y Lakshman Kumar, Director - Academics and Research created a profound awareness about FPM program to all the scholars attended on the inaugural program.

Following to the Dr YLK's address, Prof. B. Raja Shekhar, Chief Guest & Pro Vice-Chancellor, University of Hyderabad delivered his valuable speech on ethical aspects of research and he also narrated a clearly defined ways to pursue and complete the doctoral degree successfully. Following to that, an eloquent speech delivered on research practices by Dr. Geetha, Guest of Honor & HOD of Management studies, Dayananda Sagar Academy of Technology and Management.

Next to that, Mr. Manish Kothari, Managing Director, ISBR Group of Institutions delivered his presidential address highlighting the significance of inquisitiveness and its role in pursuing doctoral degree. And the session got concluded with vote of thanks by Dr. M R Jhansi Rani, Dy. Director, ISBR Business school.

ATMANIRBHAR BHART:

Innovation through technology- Commercialization

The session began at 2pm. Lalam Jyoshna opened the session by giving a welcome note and a brief introduction of the speaker.

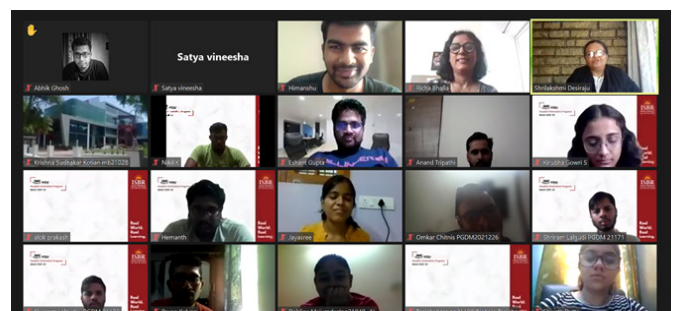
The session started by throwing some basic ideas regarding entrepreneurship, the four-ring concepts in entrepreneurship (security, HR, Finance and leader), the impact of technology and commercialization in the field.

In the session, she emphasized the importance of being Atmanirbhar – being self-reliant and gave more ideas on how Atmanirbhar is connected



with Entrepreneurship. She then explained about how to start a new venture by giving her personal experience i.e., to identify the problem statement, finding the market pain. She also highlighted the importance of having a good team. The session also highlighted the value of having her USP, that will help a venture to succeed in the market and also showed us the secret of maintaining competitive advantage. The most significant part of the session was that she explained the whole concept of becoming a self-reliant entrepreneur or individual through her own professional experience and journey. She raised the importance of using technology in one's venture and path to commercialize it in the market. The most crucial part of any new venture is the arrangement of funds and she gave an idea about possible modes of raising finance (Debt, VC, PE, Angel- Funding and IPOs). Later on, she discussed MSMEs and Make in Initiative.

Once the session was over, there was a Q & A session where students asked a few doubts regarding Make in Initiative, Venture funding, Boycott China trend etc. All the questions were answered and made the session more interactive.



C- Talk by Mr. Sudheesh Venkatesh

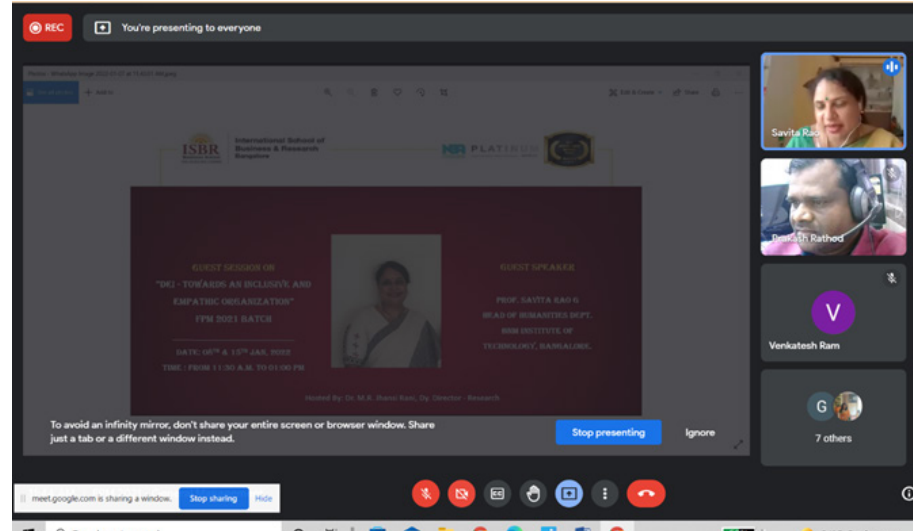
Mr. Sudheesh Venkatesh, Chief People Officer at Azim Premji Foundation, presided over the C-talk on December 4, 2021. Sir has previously worked as the Head of Human Resources at Tesco India. The C-talk was largely organised to aid students in determining which specialisation is best suited for them. Prof. B.S. Patil, Dean and Registrar of ISBR Business School, gave an opening lecture and a welcoming letter from Pratyusha Dey of the PGDM batch (2021-23). Mr. Sudheesh then gave his address, in which he began by describing his life path and the lessons he has learned from various incidents or moments that have transpired in his life.

Following that, ISBR Business School students posed questions to Mr. Sudheesh in order to gain further insight into the best career path to take and the benefits and drawbacks of picking a certain field of specialty. Mr. Sudheesh discussed the obstacles or adversities that most professionals encounter as a result of a lack of opportunity, lack of self-belief, a rigid strategy that is not flexible enough to be adjusted when needed, and other similar adversities. Mr. Sudheesh also shared his experiences working in various jobs at Asian Paints (where he worked for ten years), Tesco (where he worked for ten years), and the Azim Premji Foundation with the students (presently working).

Organizations, according to Mr. Sudheesh, assess what an individual is competent at and assign him to the job that best matches him. Any employee in the organisation has the responsibility of preparing his or her successor so that he or she will not be bound to the company for an extended period of time and will be able to depart if a better opportunity occurs. The objective of supply chain management is to manage costs; marketing management's duty is to manage customers; and HR's function is to be the people's voice and the link between upper management and lower-level employees. Mr. Sudheesh went on to remark that because he was going from one professional role to another inside the same city of Bangalore, he found it simpler to settle into each of his new roles.

According to him, if not too many things are changed, the transition would be smooth. It is important to remain open to new ideas and not to define a success slogan or a set of standards to follow, as this will lead to unhappiness if the pre-determined and predetermined goals are not attained. A leader, in Mr. Sudheesh's opinion, generates ideas, organizes resources, and enables the most effective use of those resources. Because people and conditions change, a leader must also be open to handling volatility. Finally, Mr. Sudheesh encouraged the students to be self-sufficient and adaptable to change, as change is the only constant in today's business world.

“DEI – Towards an Inclusive and Empathic Organization” By Prof. Savita Rao



FPM 2021 (new batch) Module I course has been commenced in which a guest session for General Management has been arranged. Prof. Savita Rao is invited to hold a guest session on “DEI – Towards an Inclusive and Empathic Organization”.

Learnings from the event:

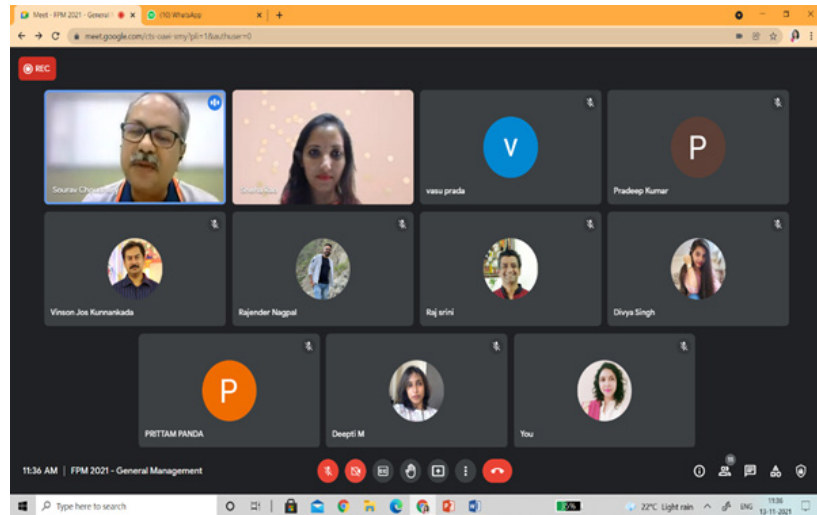
The guest session was held on “DEI – Towards an Inclusive and Empathic Organization” by Prof Savita Rao who is basically an HR practitioner and presently acting as an academican. She interacted several contemporary concepts related to Diversity, Equity and Inclusion.

Prof. Savita delivered her expertise in research and case driven training in the area of DEI.

Feedback from scholars:

FPM 2021 batch scholars are quite inquisitive to get through her discussion and gave their interactive participation.

“An Insight on Management” By Mrs. Sneha Rao



Mrs Sneha Rao is currently working with Synopsys as a technical writer. She has worked with various semiconductor start-ups as an HR manager before making a move to Technical Writing.

Mrs Sneha is also a career counsellor by choice and helps underprivileged kids in making career decisions.

Mrs Sneha, is a graduate in Instrumentation Technology from VTU, and a gold medallist in MBA, HR from KSOU. She loves music and is keen about contributing to the society in her own humble ways.

Learnings from the event:

The session was held on “An Insight on Management” by Mrs. Sneha Rao who is a keen HR practitioner and self-made personality. She covered her session giving overview on Management definition, nature, process, Management functions & skills. Evolution of management thoughts - F.W. Taylor, Henri Fayol, Max Weber, Elton Mayo. Management Approaches -System approach, Contingency approach. Business Organisation - Types of ownership etc. touching real time practices.

Mrs. Sneha Rao brought certain practical cases what she witnessed and resolved during her real time practice in MNCs. This element brought a great appreciation from most of the scholars. Scholars were appreciating her way of delivery and the case connect during her session. The scholars commended about Mrs. Sneha’s session her clarity on her overall discussion.

C- Talk by Mr.C.K.Kumaravel

We believe in making our students ambivert who can face any situation and thus, we use to conduct various sessions for our students to learn about different things. On 21st September 2021, ISBR conducted a C-Talk and the speaker of this event was Mr.CK.Kumaravel, who is the founder of the most famous chain of salons is Naturals.

He is a man of brilliance and vision. During the meeting, he shared his thoughts on business and he also gave insights on the characteristics of an entrepreneur. He said that ideas and speed are the currency of the 21st century. If a person owns two of these he will be able to get rich. He gave the example of his father who invented the concept of sachets in India. Wherever we go across India we can see sachets hanging in the provision store. So that concept was devolved by his father. His father had the vision of bringing even the costlier product available to the poor. With this vision, the sachets were bought into reality. This gives us the idea to form opportunities wherever possible.

He quoted the example of two brilliant entrepreneurs, one is Jack Ma and the other one is Dhirubhai Ambani. Both of them had their dream and started their business. From the story, the key takeaway is to Dream big and start small.

He said that one man can make a difference, by quoting Gandhi as an example. What job we do does not matter but how we do matters a lot. Our entry into this world can go unnoticed but the exit out of this world should not go unnoticed. For that, he told every one of them to work hard.

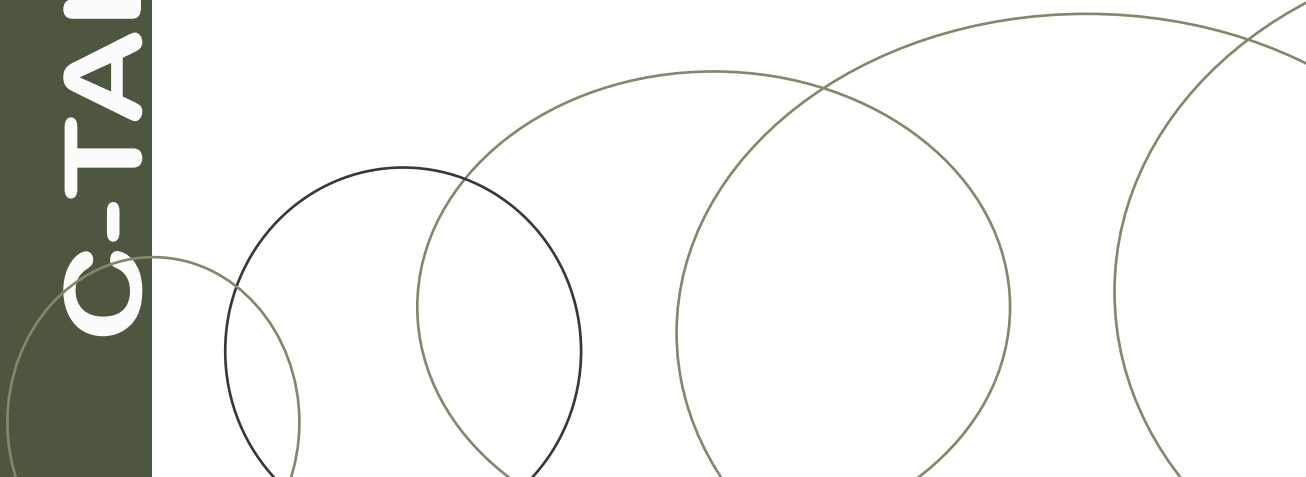
People who discuss do not decide, people who decide do not discuss. This quote was said because whenever an idea is told to people first they will reject the idea. In this world, most of the ideas which are now of greater importance were all once rejected. One such example given was of Alibaba.com, he added that people will say you cannot because they cannot it.

For achieving that he gave us the concept of a Ph.D. Where P stands for Passion, H for Hunger, and D for Discipline, by following this we can stay on track-focused.

PASSION- Passion is what keeps the entrepreneur interested.

HUNGER- keeps the entrepreneur motivated all the time

DISCIPLINE- keeps the entrepreneur on track.



C- Talk by Mr.C.K.Kumaravel

There are 4 types of discipline which the speaker talks

Time discipline

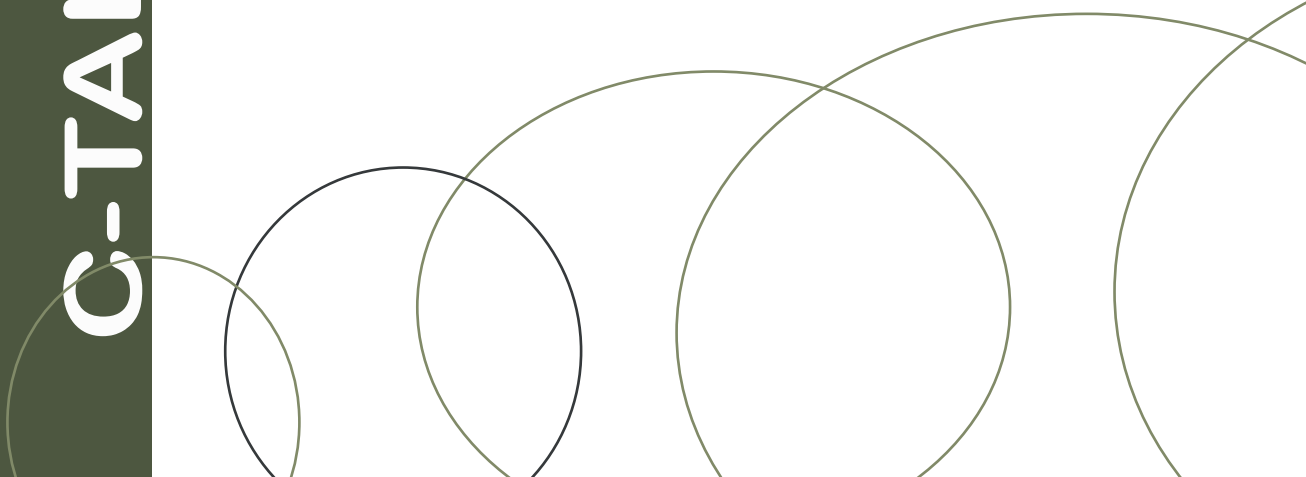
Personal discipline

Financial discipline

Professional discipline

He also talked about naturals, how he started it after failing in the herbal Shikakai business. The idea came to his mind when he realized that there were no middle-class saloons available. At that point of time back in 2000, there were only two types of the saloon. One was a local saloon which was unhygienic and unclean and the other one was the saloon in five-star hotels which was too expensive for anyone to afford. So, he thought of filling this gap and started Naturals. He said irritation is the billion-dollar opportunity. Whenever someone gets irritated then there is a bigger opportunity hiding behind and that should be utilized. He is also planning to support 1000 women entrepreneurs as he has supported his wife. He said he has seen so many women who can do anything but they don't believe in themselves. A woman can change the world if she decides to. He ended his speech by saying about two important dates in everyone's life. The first is the day when we were born and the second is the day when we realize why we are born.

As a token of love and memory, our Director Dr.Y. Lakshman Kumar presented a personalized memento to Sri C. K. Kumaravel. The eventful program had a picture finish with a group photograph in our amphitheater. "There are only two important days in your life. The day you were born, and the day you realize why you were born".

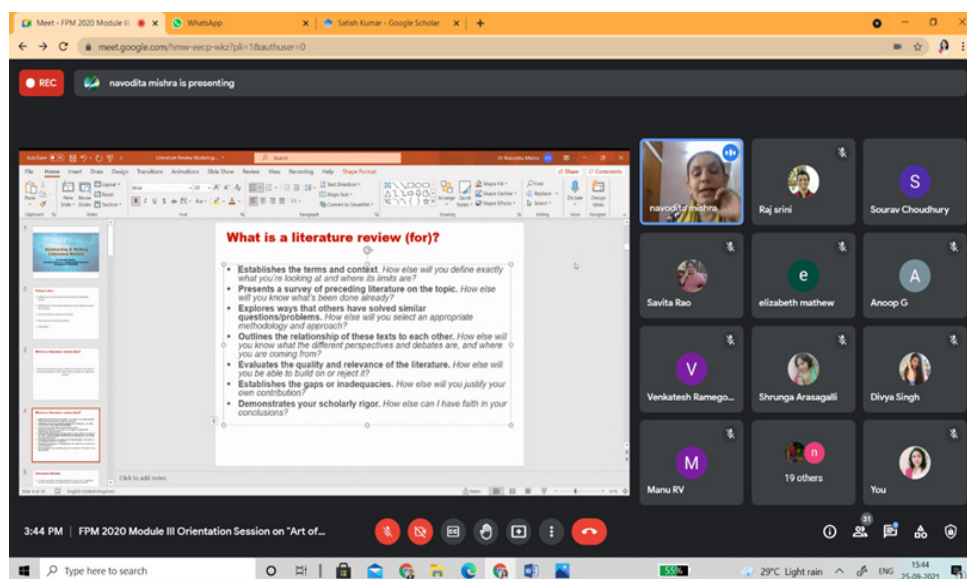


FPM MODULE III ORIENTATION

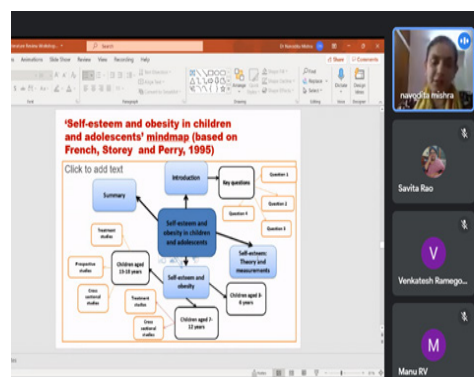
By Dr. NAVODITA MISHRA

FPM module III was commenced on 11th September introducing planner and manual enclosing the instructions. Consequent to the session orientation program on “The Art of Conducting and Writing Literature Review” is organized on 25th September, 2021 and the session dealt by Dr. Navodita.

Learnings from the event:



The session was held on “how to conduct and write literature review” Dr Navodita, Ph.D from IIT delivered an extraordinary session in articulating the quality aspects related to literature survey. Having experienced in top notch education institution, she ran the entire session discussing how to conduct and write a literature survey based on both prior literature and primary survey. Dr. Navodita brought certain unique discussions out of her own research experience on conducting and writing literature survey. That was indeed made the scholars to delve into her discussion and to learn certain practical challenges and overcoming



strategies in connection to literature survey.

Feedback from scholars:

Scholars were pretty happy to have Dr. Navodita on their Module III orientation and few requested to have repetitive sessions by the same resource person.

FPM 2020 Module III Orientation Program on “How to Write an Effective Research Paper?”

FPM module III was commenced on 11th September introducing planner and manual enclosing the instructions. Consequent to the session orientation program on “How to Write and Effective Research Article” is organized and the session dealt by Dr. Veena A.

Dr. Veena Andini, Professor and Chairperson, Department of MBA, PES University. Dr. Veena is presently working as Professor and chairperson – MBA Program in PES University. Dr. Veena has blend of both industry & academic experience. She has worked in various reputed organizations like HMT (MTB) and Design engineer @AUMA INDIA Ltd, Bangalore. She has 19 years of Industry & teaching experience.

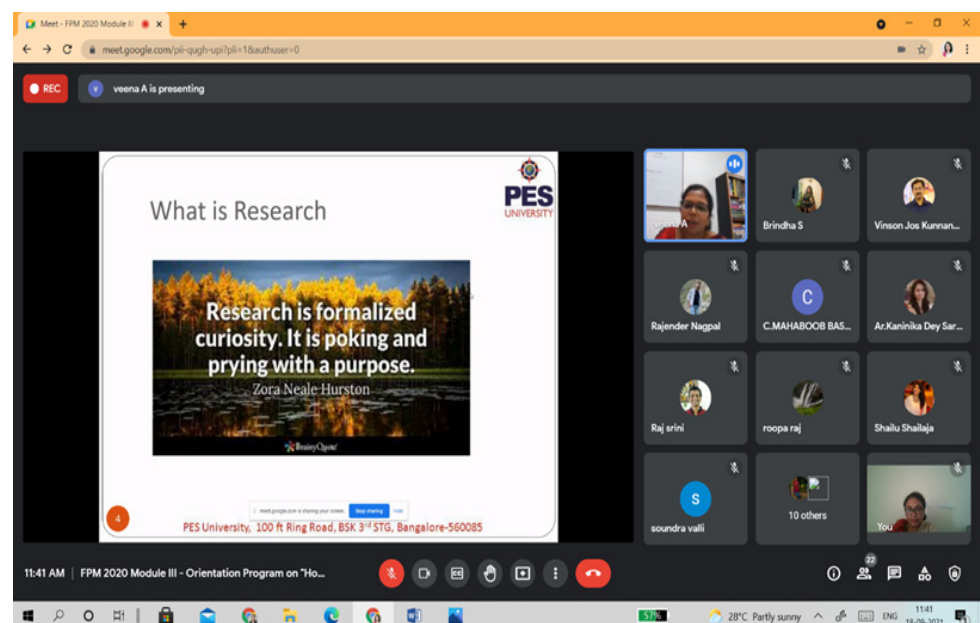
Learnings from the event:

The session was been fully informative on how to publish research articles without compromising on quality and how to publish the same in reputed journal such as SCOPUS Indexed, ABDC by being cautious from predatory or cloned journals.

Dr. Veena A also discussed the pragmatic way of conducting research and the required set of attributes which are supposed to be built by a scholar to deliver quality research out of their theses.

Feedback from scholars:

Scholars were highly satisfied the way the session was led by the resource person and the scholars were happy to get most useful inputs .



“The Indian Economy and the Banking Sector: Weathering the COVID 19 Pandemic”

By Dr. Manoranjan Sharma

Dr. Manoranjan Sharma

Led in highly complex events ensuring timely and effective quality results. Contributed to the development of instruments, policies and measures to achieve identified corporate goals. Drove growth, maximized team potential and mentored staff. Developed a strategic vision for growth and diversification, established clear priorities and decision-making systems.

Consolidated the Bank's position by launching new products, conducting business process reengineering and effecting mid-course corrections. Formulated the Vision document and devised a system of periodical monitoring in terms of critical parameters.

He trained Three lakhs employees in the last 3 years. His books Global Financial Meltdown and edited books, viz., Leading Issues in Indian Economy; Studies in Money, Finance and Banking; India's Transforming Financial Sector; Dynamics of Indian Banking; and Indian Economic Policies and Data, figure in top university Libraries, viz., Oxford; Cambridge; Edinburgh; London School of Economics; Library of Congress, Washington; Harvard; Columbia; Yale; Stanford; Princeton, etc. Globally recognized as an expert in banking and finance, innovation, economic reforms, financial sector, rural development, MSMEs, corporate communication, women

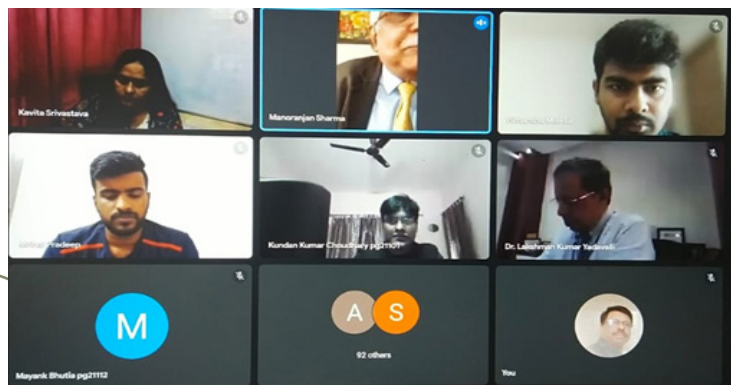


empowerment, sustainable development.

Learnings from the event:

The lecture provided historical glimpses of historical view of the functioning of Banking sector and the monetary policy. Also captured the current trends and future prospects.

Feedback from students: The session was useful to understand current state of Indian Economy and the banking sector.

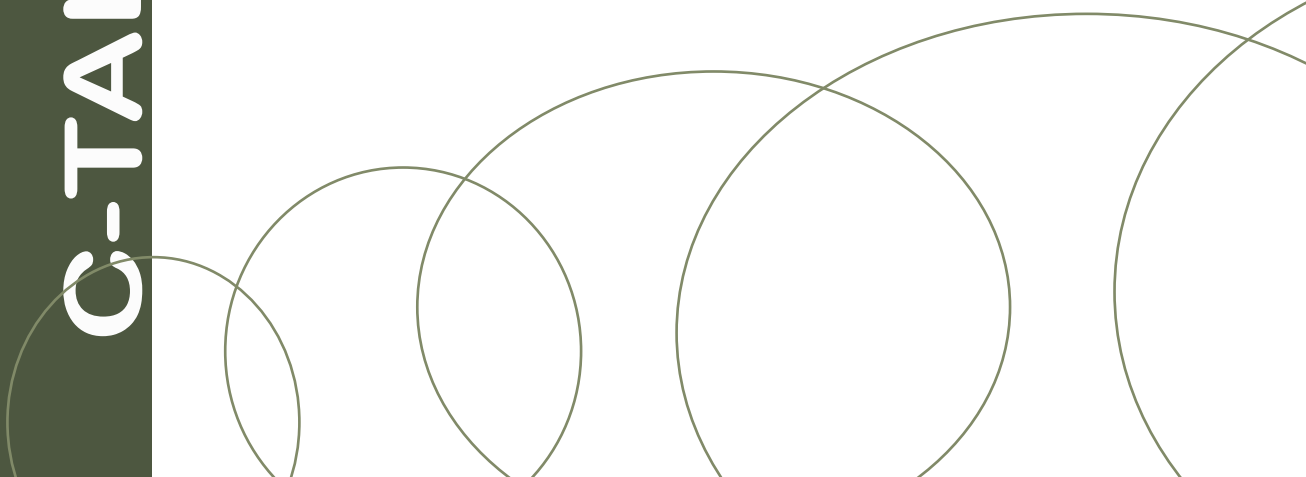


HR NAMMA CONVERGENCE CLUB- “PANNEL DISCUSSION”

HR NAMMA CONVERGENCE CLUB- “PANNEL DISCUSSION”

The panel discussion of our “HR NAMMA CONVERGENCE CLUB” was held on 23rd of December 2021 at 3pm. The program was hosted by Ms Danish Tharani, who is also the member of our HR club. The program was graced by the presence of the esteemed panelists, Nimisha Chatterjee, a versatile global HR leader with over 12 years of experience in different roles of HR in various organisations. Our second panelist was Ms Deepti K.S. a passionate HR professional with 8.5 years of work experience in training and development, HR software and development.

Our topic for the panel discussion was “ THE EVOLUTION OF HR MANAGEMENT OVER THE LAST DECADES AND ITS FUTURE CREDIBILITY”. We got to learn a lot from our panelist’s experience and also gained a lot of knowledge from them in the field of HR. Not only this our students were also very participative and had made the discussion interactive by asking their questions and clearing their doubts. Our panelist’s had also thrown some light on what skill sets or qualities a HR aspirant should focus on where we got some amazing answers from our panelists. Overall the session was very enriching and the participants got to learn a lot through active participation and through the knowledge and experience of our panelist.



“Pharma Exports trends post Covid & changes in world trade and governance” BY Mr. Pradeep Das

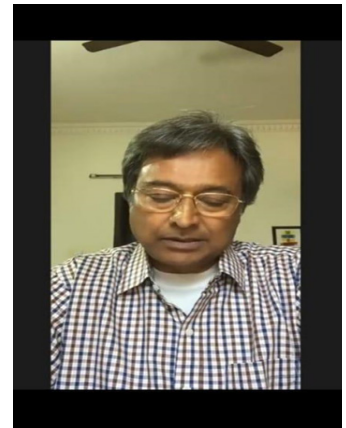
The event was all about the regulation in the pharma industry as well as the brief history about the growth of the pharmaceuticals industry pre covid as well as post covid . the global challenges faced by the various countries in times of pandemic as well as how the Indian Government made Vaccine Available to its country and how they managed to supply vaccine to other countries as well as how the export of the vaccine increased in the country. The major political as well as the global hindrances as well as obstruction being incurred by the country .

Learnings from the event :

The subject that is the India foreign trade gave us a insight and solved the myth or false news about the pharmaceutical sector of the country and gave us learning which could be helpful for us in the practical application in the future perspective.

Feedback from students :

The session was very well conducted as well as it was very much interactive and the participation was there both from the speaker as well as the student . the knowledge given was very much informative as well as all statistical facts and figures were brought into consideration which gave much more insight of the pharma sector.



Academic Guest Lecture



Speaker:
Pradeep K. Das

M.Sc (Zoology), MBA (Marketing)

- Country Head, Cosme [Menneges](#) Group
- Sales Manager, Maruti Suzuki
- National Sales Manager, Nuthatch [Neutricare](#)

will be speaking on Pharma exports, trends post-COVID, changes in world trade and governance.

20 January 2022
11:15AM - 1:15PM

Zoom
Class: India's Foreign Trade and WTO
Meeting ID: 845 1965 2785
Passcode: 199609



Quality Circle Forum of India

Kaizen competition

M/s Quality Circle Forum of India (QCFI), is a non profit organisation, working for improving the quality of products in organisations, basically with MS-MEs. They offer training and consultancy to industries, on various topics.

Like any other chapter, Bangalore chapter conducts a Chapter Convention of Quality Concepts (CCQC) once in a year, where all major industries participate in the convention. There are 3 categories, Quality circle, Allied Case study and Kaizen presentation, under which the teams can participate. Normally this organisation focuses on industries. This year 36 industries and 298 teams participated in Bangalore convention.

On 04.09.21, two teams participated from ISBR



Category : Allied Case Study

Team Members :

Ms. Manisha Jain

Ms. Subhashree

Mr. Prathik Sarkar



Both the teams won GOLD award. The teams which secure GOLD award will be eligible to participate in National Convention.

One team under the category of Kaizen display, chose to participate in National convention, which was held from 27.11.21 to 30.11.21 at PSG Institute of Technology, both in campus and virtual mode. Team ISBR chose virtual mode and presented their case on 27.11.21. The result of National convention will be announced on 28.12.21 at 5 pm

Category : Kaizen display

Team Members :

Ms. Aishwarya S

Ms. Asritha Chokkara

Mr. Subham Mukherjee

A dense, overlapping arrangement of various tropical leaves in shades of green, set against a light background. The leaves include long, feathery fronds and large, heart-shaped leaves with characteristic holes (Monstera).

A C I E R T O
F I E S T A

ACIERTO FIESTA



Success is all about consistency. Consistent hard work and determination. This time ISBR Business School and its batch of 2020-2022 took immense pride in announcing the successful placement of 98% of the batch by the end of November 2021. We, the students of ISBR Business School, decided to celebrate this joyous event throughout December 2021. With the support of our MD, Principal, Dean and all other facilities, the celebration started with a delightful floral decoration in the campus with a magnificent red carpet. We planned a list of events every day that involved not only the students but also the faculty members. Every day the students looked forward to the excitements that were to be uncovered the next day. The events involved such fun-filled activities and games that were not only intended for fun but also helped us build our skills.

Detailed explanation:

11th December: There are multiple events which are planned on this

day for the seniors as an opening of the celebration. The celebration started with a flash mob, where everybody joined the flash mob group and enjoyed dancing to Bollywood songs. The event continues with a Treasure Hunt where seniors have to decorate the Christmas tree. Find the clues which were placed in different locations in the college which lead them to different items (which were needed to decorate the tree). Whoever find the clues and decorate the tree faster got a bonus point. At the last Gopi, sir announced the winners of the event. The day continue by having a fun Dart game, where many of our seniors as well as our classmates participated. 12th December: The day started with a cake cutting ceremony by our director YLK sir along with the whole Placement committee. Where everybody congratulates each other and celebrate the success of 98% placement of the batch 2020-2022. 13th December: The day started with the celebration and sweet distribution, where everybody congratulates

ACIERTO FIESTA

the whole placement committee for the achievement and wish for success ahead. 14th December: There was a Squid game which was enjoyed by many students, where the organisers were playing the songs and once the song was paused all the students has to freeze, and then some of the organisers will check them all. Everybody enjoy the games a lot as they encountered funny positions while freezing. The day ends with the squid game. 15th December: The started with new sunshine and energy. The day was planned for the extempore with the aim to provide the stage to students through which they can evaluate and check their knowledge about a specific topic and how they react at the time while speaking on a suddenly provided topic, the flow of thoughts and the way that you present your ideas in front of people. The moto was to help students in boosting their self-confidence during public speaking. The students enjoyed the Extempore thoroughly and enjoyed listening to the thoughts of other people.

16th December: The day started with new energy and zeal. So placecom startx organised a flash mob which was enjoyed by all and at the end, everybody joined the stage and danced



on the floor to their favourite songs.

17th December: The celebration of the day started with the Dum Charades where six teams competed with each other. In this game, 2 teams participated at a time .one team had to give a movie to another team and that member had to enact the movie and the other member had to guess the movie name within 3 minutes. By the end of the game, everybody enjoyed and laughed a lot together.

18th December: That sunny afternoon we had a good chit-chat with the seniors who were placed in different companies from different streams. the whole session was moderated by Amit sir, the placement chair. All the seniors were very interactive and also shared their memories where they spent sleepless nights, lost in thoughts of getting placed while their best friends are getting placed in their dream companies. Professors shared their memories tied with the batch. In the end, they answered a few rapid-fire questions and wrapped up with a big smile. Continued with Dhol and an ethnic Day where everyone came in their traditional attire, we also had a dhol event by PlaceCom on that day and everyone burned the dance floor.

20th December: The week started with the theme which was 'Red Smart Casuals', which every student had to follow. The event was organised as a 'Line dance' event along with a 'Photoshoot session' in the Amphitheatre.

ACIERTO FIESTA

21st December: On the next day the theme selected was 'White Smart Casuals', which again everyone had to follow. The event organized was a 'Group Game' event.

22nd December: On the next day .the theme selected was 'Green Smart Casuals', which again everyone had to follow. The event organized was a 'Dance' event alongside a 'Photoshoot session' in the Amphitheatre.

23rd December: For this day the theme selected was 'rainbow-coloured Smart Casuals', again which had to be followed by everyone. The event planned for this day was the most anticipated one, the event organized was a 'Treasure Hunt' event as well as 'Secret Santa Event'. The details of the event were planned beforehand and were informed to the students. The students were requested to ready the gifts and put them in the gift box managed by the ISBR social group, before 2:30 pm of that day. The event commenced at 3:00 pm, with the vote of thanks followed by the gift distribution for the Secret Santa event and ended with the Treasure hunt event at 4:30 pm. The winners of the Treasure hunt were awarded by the gifts.

24th December: For the end of the week the theme selected was 'rainbow-coloured Smart Casuals', which again everyone had to follow. The event organized was a 'Flash Mob' dance alongside a 'Photoshoot session' was organized in the Amphitheatre.





C L U B
A C T I V I T E S

Christmas Celebration

On the very first day the theme selected was 'Red Smart Casuals', which every student had to follow. At around afternoon, 1:45 PM we organized a 'Line dance' event along with 'Photoshoot session' in the Amphitheatre.

On the next day the theme selected was 'White Smart Casuals', which again everyone had to follow. At 1:45 PM, we organized a 'Group Game' event alongside 'Photoshoot session' in the Amphitheatre.

On the next day the theme selected was 'Green Smart Casuals', which again everyone had to follow. At 1:45 PM, we organized a 'Dance' event alongside 'Photoshoot session' in the Amphitheatre.

For this day the theme selected was 'Rainbow Colored Smart Casuals', again which had to be followed by everyone. The event planned for this day was the most anticipated one, we organized a 'Treasure Hunt' event as well as 'Secret Santa Event'. The details of the event were planned beforehand and was informed to the students. The students were requested to ready the gifts and put it in the gift box managed by the ISBR Isocial group, before 2:30 pm of that day. The event commenced at 3:00 pm, with the vote of thanks followed by the gift distribution for the Secret Santa event and ended with the Treasure hunt event at 4:30 pm. The winners of the Treasure hunt were awarded with Coupons from our Sponsor 'Max Fashion India'.

For the final day, the theme selected was 'Rainbow Colored Smart Casuals', which again everyone had to follow. At 1:45 PM, a 'Flash Mob' dance alongside 'Photoshoot session' was organized in the Amphitheatre.



CULTURAL CLUB



CULTURAL

CULTURAL CLUB

HARVEST FESTIVAL CELEBRATIONS

Harvest festivals are an integral part of India's cultural legacy and over the centuries the tradition has evolved in various forms and has assimilated itself into the local tradition. In different places it is called with different names like Pongal, Makara Sankranti, etc. Since we also have a diverse population in IBSR we decide to address all these festivals and have a single event where every student can participate and get to know about such festivals.

Online meeting was scheduled to discuss about the tasks and assigning club members to each task and collection of the names of the participants performing in the event.

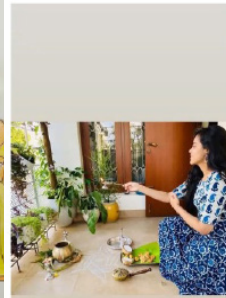


Winner

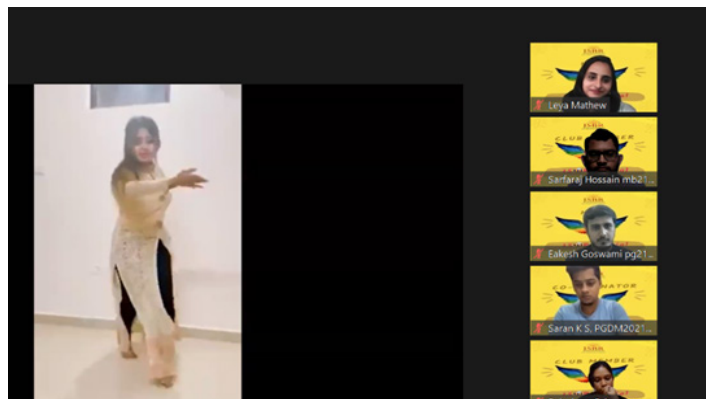
Pratyusha Dey



Winner Sreesha

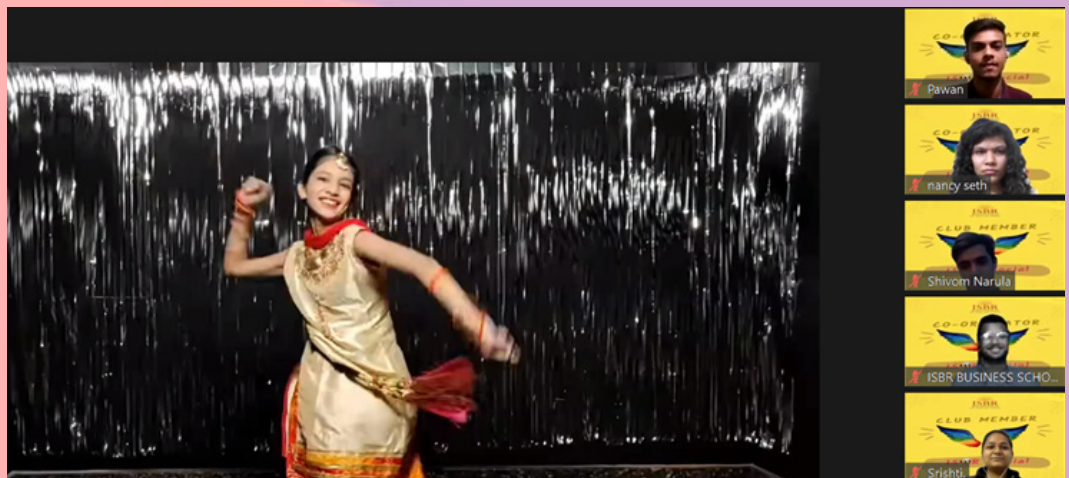
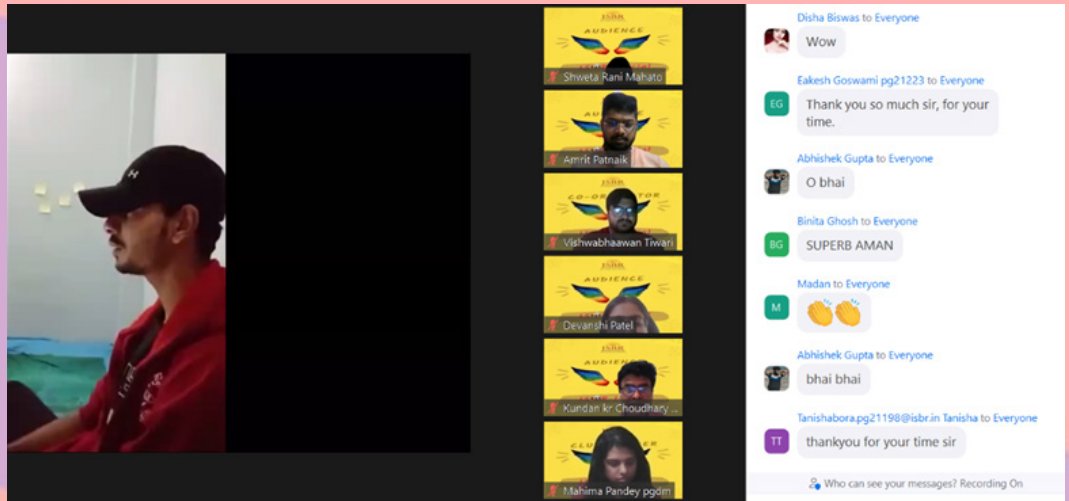
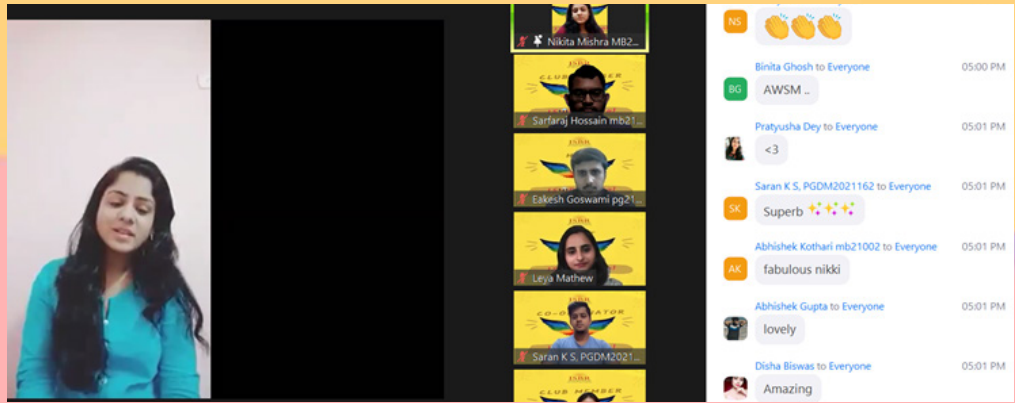


432 likes



- chandreswar howlader PGDM... to Everyone 04:53 PM
- C Congratulations Pratyusha 🥳
- ISBR Dr. YLK to Everyone 04:56 PM
- ID super
- Tanishabora.pg21198@isbr.in... to Everyone 04:56 PM
- TI amazing
- Binita Ghosh to Everyone 04:56 PM
- RG AWSM...SUPERB
- Dr Gurubasava Aradhya to Everyone 04:56 PM
- DG wow ! awesome
- Mahima Pandey pgdm to Everyone 04:57 PM
- awesome dishaaa
- Abhishek Gupta to Everyone 04:57 PM
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CULTURAL CLUB



MARKETING

MARKETING CLUB

a Marketing Quiz conducted by the Marketing Club of ISBR. Specific Brand Images and also taglines were given to the teams as a clue, then the teams had to give the answers. There was scenario-based questions as well where the teams has to put them in that situation and has to share their perspective.

Learnings from the event

- The students learned about various Global and Indian brands and they also show their thinking skills. This also helped the students to learn from their own attempts and discover the creative sides in themselves

Feedback from students

- The response from the members was overwhelming as it was a chance to do something out of academics. It was also about learning through fun activities.



ROLLENSPIEL

This event was conducted to educate the students about the market of Crypto currencies which mainly focused on the Introduction of different crypto currencies, Also known as virtual currency, which is secured by cryptography. It allows secure online payments without any use of third party intermediaries. The most popular ones among different crypto currency are Bit coin which is hardly used for retail transactions. However, the skyrocketing amount of bit coins is increasing the value of the coins.

At afternoon the event got started from 1:45 PM with our fellow friends and classmates and our club coordinator Mrs. Navita ma'am.

On the particular event, there was an act prepared for educating the students about Crypto currency concept. It started with the statement of "Accepting the key payment in crypto currencies", as benefits adding to this statement it was mentioned that accepting crypto currencies could be the next best thing for our future, as it would give us a whole lot amount of returns in the future and even the growth in the value of the crypto currencies is another advantage that could be considered. On the other hand, it was mentioned that according to the current scenario mostly the clients prefers to make payments in terms of cash itself, even with such revolution it's not easy to accept payments in such a short period of time (within seconds, minutes, hours or days) even our parents are not much aware of this crypto currencies, but thereafter Crypto currency is the new acceptance in order to get better returns and growth in the economy at the same time.

As a conclusion, Crypto currency is both advantageous and disadvantageous, it depends on how it is used without any misuse for further effect in the future dealings.



Church visit

The HR Club of ISBR Business School, Bangalore organised a church visit on January 1, 2022 as a mark to begin the New Year on a good note. The outing was decided upon a couple of days ago, wherein all the members of the HR Club were requested to join the President, Shruti Bohra and Vice President, Hemanth M. so as to make the first outing of the club a memorable one.

The members decided to visit St Francis Xavier Cathedral, with a group of 8 members, who decided to join in for the trip.

The group left for the church in the afternoon, as the idea was to enjoy the evening life in and around the church. The team, as mentioned above, was lead by Shruti Bohra. The church seemed to have a calming influence on all the members of the HR Club since the serene and peaceful environment captivated the attention of the members and left them awestruck. Post the church visit, the members decided to visit other places of worship as well, such as a mosque and a temple, in order to pray for their well-being and to pray for a better and fulfilling year ahead. Overall, the experience was a unique one and it was refreshing for all the members as it gave them the opportunity to look into their spiritual being and rediscover themselves.



Roleplay

The HR Namma Convergence Club of ISBR Business School, organized a Role Play on December 30, 2021 in the institute campus, as an initiative to introduce the students to the various situations that arise in an organization and what are the responsibilities of a Human Resource Manager when it comes to handling a challenging situation. The programme was moderated by Hemanth M., and was presided over by Dr. Anju Kumar. The primary aim of the programme was to instil in the students the traits of an HR professional by enacting the various scenarios that take place in a corporate structure and by explaining the role of an Hr professional with respect to such situations.

The programme commenced with an introductory speech by the Vice-President of HR Namma Convergence Club, Hemanth M., who was also the moderator for the programme. He explained the rules of the role play to the participants and the time limit that would be provided to each team for enacting the scenarios given. There were 3 participating teams, each consisting of 3 members each. One of the members from each team was required

HR CLUB

to introduce their team and present their idea. The first team was given the scenario of an unhealthy, unhygienic employee who was responsible for creating an unhealthy working environment which was directly affecting the other employees. This role play was enacted by Himanshu Mandal, Priyanka Soni and Jyoshna Lalam with Himanshu playing the role of the unhygienic employee, whereas Priyanka played the role of the HR professional. The second team was given the task of enacting a scenario, wherein an administrative assistant is often late in coming to work and does not complete his work on time. Due to his unprofessional behaviour, the Vice President seems to have been overloaded with work, as the employee had left a lot of work undone. Therefore, he is called in by the Vice President to cite his reasons for being late and to decide on the road ahead. This scenario was performed by Cecil Anthony Dsouza, Mansi and Satya Vineesha. The role of the Vice President was played by Cecil and the role of the administrative assistant was played by Mansi, whereas Satya Vineesha was given the task of introducing the team and explaining the act.

The third team was given the task of enacting a scenario wherein the other 25 employees are seen complaining about an employee, who in spite of being the best performer in the company, has disciplinary issues when it comes to interacting with people within the organization. The play was performed by Shruti Bohra, Eashant Gupta and Hemanth M. The role of the HR professional was played by Eashant, whereas the role of the notorious employee was played by Hemanth. In totality, the event was a success as it taught the students the various situations that arise in the organisation and also gave them the idea of how an HR professional usually deals with such situations professionally. This programme definitely added to the learning of the students who were a part of the programme.



STRIKER 2021-carrom event

Around 18 students participated in the carrom event which took place on 16th December and 23rd December. The event was graced by the sports coordinator professor VV Rao and then the event took off with the first round and followed by semifinals and then finals the following week.

The event started with a faceoff with eighteen participants who had been put in separate slots facing each other to qualify for the semi-finals. Not only the participants but there were also more viewers accompanying and encouraging the rest of the participants. At last, four players were qualified to play in the finals.

Kautham, Guru Moorthy, Shwetha, and Shivam Pandey had a face-off in the finals. After a fierce competition, Kautham won the carrom competition of ISBR striker 2021.

The event gave everyone a lot of learning for the organizers as to how to conduct an event after various obstacles. The participant felt that it increased their attention, sharpness and helped them to focus. Also, they learned a lot from other participants as well.

SPORTS CLUB EVENT – BISHOP BRIGADE

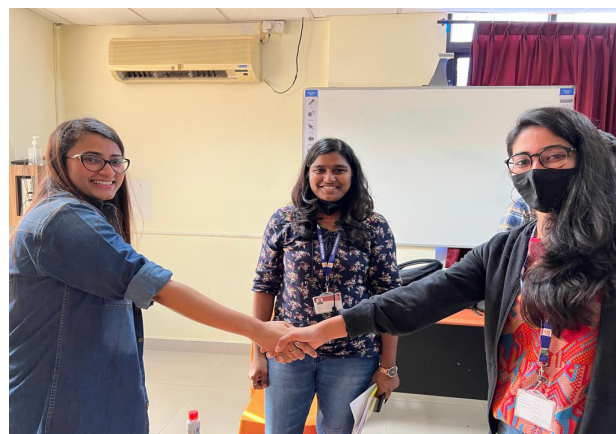
On the behalf of ISBR Business School Bangalore, an sports event was organized at the institute by sports club members and the club coordinator professor VV Rao sir on 21st October 2021, conducted chess competition for the students of ISBR and the meet is an initiative by sports club members, to encourage chess enthusiast to participate and embrace their talent. For this event 8 students participated

In the beginning of the event, it was graced by the sports coordinator professor VV Rao and then the event took off with the first round and followed by semi finals and then finals.

The event started of with a faceoff with eight participants who had been put in separate slots facing each other to qualify for semi-finals. The four who were qualified were put in the slots for again a face off to reach the finals.

Dinesh Reddy and Namrutha had a face off in the finals. After a fierce competition Namrutha took the throne as the reigning champion of ISBR Bishop Brigade.

The event gave everyone a lot a learning for the organizers as to how to conduct an event after various obstacles. The participant felt that it was really a mind bending challenge and learnt a lot from other participants.



SPORTS CLUB



Atmanirbhar**bharat**

The session began at 2pm. Lalam Jyoshna opened the session by giving a welcome note and a brief introduction of the speaker. The session started by throwing some basic ideas regarding entrepreneurship, the four-ring concepts in entrepreneurship (security, HR, Finance and leader), the impact of technology and commercialization in the field. In the session, she emphasized the importance of being Atmanirbhar – being self-reliant and gave more ideas on how Atmanirbhar is connected with Entrepreneurship. She then explained about how to start a new venture by giving her personal experience i.e., to identify the problem statement, finding the market pain. She also highlighted the importance of having a good team. The session also highlighted the value of having her USP, that will help a venture to succeed in the market and also showed us the secret of maintaining competitive advantage. The most significant part of the session was that she explained the whole concept of becoming a self-reliant entrepreneur or individual through her own professional experience and journey. She raised the importance of using technology in one's venture and path to commercialize it in the market. The most crucial part of any new venture is the arrangement of funds and she gave an idea about possible modes of raising finance (Debt, VC, PE, Angel-Funding and IPOs). Later on, she discussed MSMEs and Make in Initiative.

Once the session was over,

there was a Q & A session where students asked a few doubts regarding Make in Initiative, Venture funding, Boycott China trend etc. All the questions were answered and made the session more interactive.

World energy conservation day**O b j e c t i v e s :**

To emphasize on the importance of contributing to Mother Nature.

To increase the awareness of world energy conservation day.

I n t r o d u c t i o n :

The World Energy Conservation Day falls on the 14th of December. The prime motive of this energy conservation day is to make people more aware on global warming, climate change, and on saving our natural resources. Innoventure organized events for the students of ISBR Business school in order to realize this motive.

E v e n t s :

There were two events organized for the day. One was for Taglines and the other was a poster-making competition. The mode of conduct was online. A google form was floated around by the IIC-Innoventure team to all the students, with a given deadline. The participants submitted their contributions to the competition. Their submissions were judged by a panel of judges, and the winners were chosen from it.

C o n c l u s i o n :

The events conducted displayed the awareness that the students possessed, and brought new perspectives on how to work on the conservation of the earth. It is assured that more initiatives shall be taken by Innoventure to impart a culture of conservation at ISBR, as conservation is a lifestyle.

DESIGN THINKING

The main focus of design thinking session was basically divided into 4 parts

- 1) Strategic innovation
- 2) People innovation
- 3) Functional innovation
- 4) Intellectual property

1. The session started with briefing about what innovation is all about and various factors that slow down innovation

2. We were given insights about all the 17 sustainable development goals
Impact of innovation efforts on various factors such as revenue growth, increased productivity, customer satisfaction, profit margin etc

Importance of innovation strategy in terms of creating new customer expectations, high impact operational efficiency, generate new revenue streams for growth.

4. Discussed about types of innovation which is product innovation, service innovation and process innovation.

5. We learnt about innovation prerequisites which are creativity, experimentation, time and failure. Creativity is very important as it is the core aspect of any innovation, experimentation is crucial because you cannot find the best thing that works unless you find the things that does not work, failure which teaches a lot of life lessons in simple words failure is double the rate to your success

6. Design thinking for growth can be done by asking 4 questions

What is?

What if?

What wows?

What works?

7. We were given an innovation challenge where we were divided into groups and were asked to make persona, journey map, empathy map, ideate, and make a napkin pitch for a writing instrument. It was a fun challenge and was very interesting to see different teams come up with innovative ideas with regard to the writing instrument

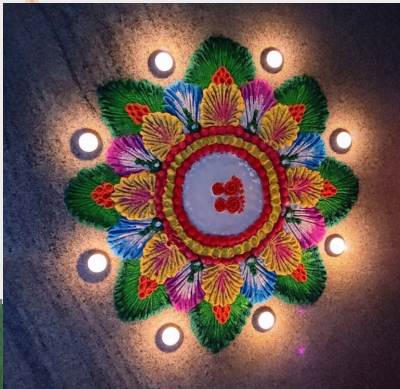
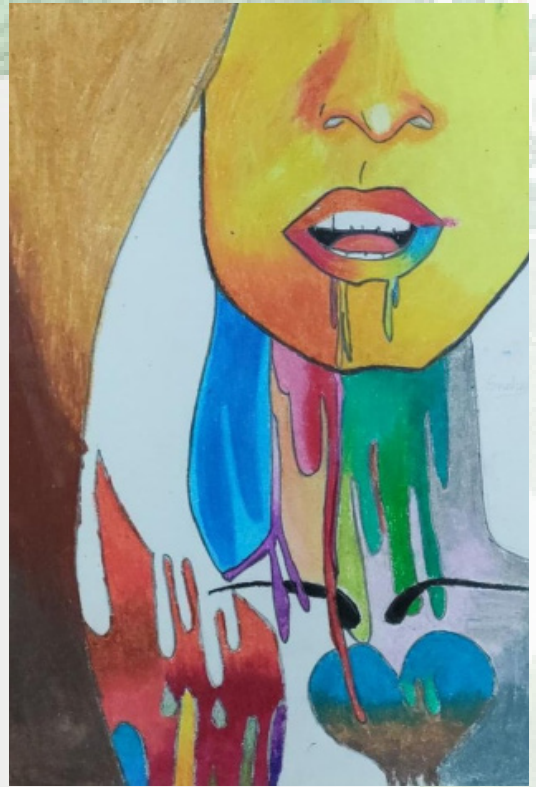
If we take a closer look at a business, we will come to a realisation that the lines between product/services and user environments are blurring. If companies can bring out an integrated customer experience, it will open up opportunities to build new businesses. Design thinking is not just a trend that will fade away in a month. It is definitely gaining some serious traction, not just in product companies, but also in other fields such as education and science.

A dense collage of various tropical leaves in shades of green, including palm fronds and monstera leaves, set against a light background. The leaves are layered and overlap, creating a lush, textured effect.

STUDENT SPOTLIGHT

SNEHALRAJ VERMA

Emotions Of Female- It's a drawing that depicts that a woman can have different shades of emotions. Every colour in the drawing is related to some emotions. Some say, "it's difficult to understand a woman!" That's true! It's beyond people's reach to understand what a woman goes through emotionally day in and day out. And it's beautiful!



L. ANANYA REDDY

Rangoli resembles life, all you have to do is “connect the right dots” to make them perfect.

“I sometimes think there is nothing so delightful as drawing.”

SHARMA VANSHIKA MUKESH



As of I belong to Gujarat, famous place for garba and dodhiya so I love to do garba and dodhiya. Apart from that mehndi and cake baking is my passion, as of I had not learned it from someone still I gathered this talent in me. So I started this as my profession. And I'm here representing my talent to the ISBR college for a better opportunity somewhere where I can showcase my talent and this is the magazine where I can showcase my talent to all. Thank You..

PRIYANKA SONI

Hello everyone, my name is Priyanka Soni from Madhya Pradesh and currently I am a pgdm student of ISBR BUSINESS SCHOOL. In addition to my academics, I have completed a one-year fashion design course to complement my graduation, which is my passion. In the past year, I have explored the art of sketching, painting (including different types of painting such as block painting, oil painting, and more), and embroidery on cloths. I also enjoy cooking and baking, and in my spare time, I usually cook new dishes or bake cakes because I love chocolates, and end up feeding people, which keeps my soul alive and makes me happy.



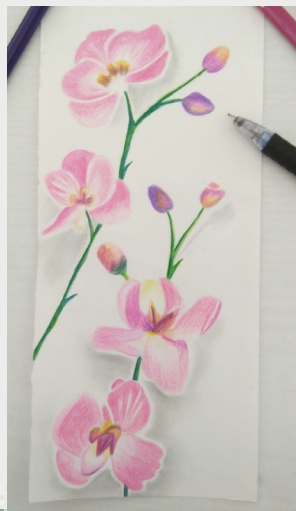


NANDINI SONI

The colours are naturally capable of spreading bliss,
 Yellow showers fulfilness, so green spreads peace,
 The more we are detached from the colours, the more we are attached to their offerings.
 The shades of colour are everywhere, whether it is hot summer, winter or spring..
 Just as Radhe is the voice of Krishna....
 So an art is the voice of the artist's soul..
 - Nandini Soni

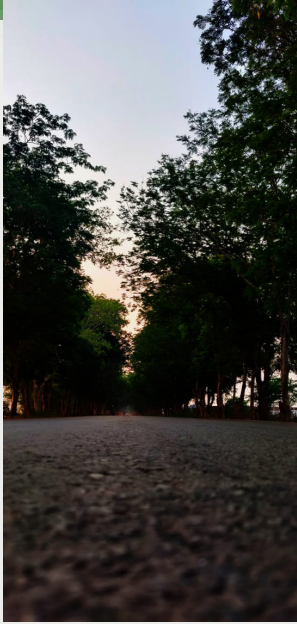
ARUSHI SINGH

I'm no artist. But, when it comes to designing rangolis, I'm the best. Art doesn't have to be pretty. It has to be meaningful. Like in this it have the meaning of tulsi which is in everyone's home. It shows colour, happiness, Piece in everyone's home



DEVANSHI PATEL

Art, in my opinion, is a form of expression. It can influence mood when viewed in the same way that it was created in a specific frame of mind. I believe that it is very therapeutic and relaxing.
 I enjoy drawing and creating subjects.



SHAILESH SAHU

Maybe 2020 was not so good for me but one thing that always motivated me to leave my room and go out were this clouds, this trees, the sunset, and the peace

HARSHITA RAI

Coffeeholic

People say money can't buy happiness. They Lie. Money buys Coffee, Coffee makes Me Happy!

My love for coffee extends far back to when I was just a kid and would sneak a sip of my mom's here and there.

It then grew into a weekly Saturday morning tradition when my grandparents would come over. My love for coffee has developed over the years, but has grown more than ever the past few years. I know it may seem kind of silly to some to love something like a beverage as much as I do, but then again, it's more than just a beverage to me. So, grab a cup of coffee and learn some of the reasons why I have a heart for coffee. The reason behind this is it give me energy becoz i'm obsessed with aroma and its taste.



Thaam ke jinka haath, aage badhna sikha,
Sahare se jinke, har unchaai chadhna sikha,
Hausle se jinke, zamaane se ladna sikha,
Daant khake jinki, kitaabein padhna sikha

Apne sapno ki enton se jisne,
Mere sapno ka makaan banaya,
Tod marod ke sapne khudke,
Meri pasand ka jisne khwab sajaya

Zindagi ke har sukh dukh ko,
Har pal mere saath guzara,
Daude daude chale aate the wo,
Jab bhi maine dil se paas pukara

Dhund k latein the khushiyan meri
Duniya ke har kone se,
Aankhon me aapki aasoon aate,
Mere pass naah hone se

Pyar ko apne, daant k piche wo chupate,
Galti karne par jo aankh bhi dikhate,
Par dekh mujhe girte hue,
Wo jhatse apna haath badhate

Sahare se jinke,
Kamayabi ki har sidhi chadhna sikha,
Dekhke aapko haste hue,
Papa,
Maine bhi abb, zindagi jeena sikha

By EAKESH GOSWAMI



VIGNESHWAR M

“Believe in yourself” is the quote which will be sustained in my mind and yes, that makes me grow in myself. Riding is what I am passionate about where I covered most of the places across south India in the past 5 years. Not only a BIKER and I am a TRACK RACER too where I am intense about bikes and yeah ! I am Vigneshwar M ,PGDM student of ISBR Bangalore.

MATHIVENTHAN

Journey of Hoops

Hey everyone this is Mathiventhan, I am a professional basketball player. I have played national level games representing Karnataka and Tamilnadu. I have gone throughout India to play tournaments. Infact I have represented India in an international tournament conducted in Nepal. And we won a gold medal there. It was the proudest moment of my life. When my games got telecasted on star sports channel I got a big recognition in the basketball community. All these achievements have given immense experiences and moments to cherish a lifetime.



AKSHARA

Dance:

Dance has always been an escape from the mundane reality for me. It makes me feel alive and express myself in the most creative way. It sets my soul free.

Blogging:

Blogging was started as a way of expressing myself and learning more. As the years progressed, my writing became a lot more mature and improved. A way to update myself and spread the knowledge.



URMILA JAIN

Talking about one of my favourite pastimes, spending a considerable amount of time in the kitchen, trying new recipes of different tastes and different cultures keeps me enthusiastic and gives an immense sense of satisfaction.

I enjoy cooking, baking, experimenting in the kitchen, which makes it one of my favourite hobbies, and a go-to therapy to relieve my stress.

The amount of hardwork pays off well, when the final outcome is totally satisfactory and gives a sense of accomplishment.

TOTALLY MY THING



From simple breakfasts to house parties

BY URMILA JAIN

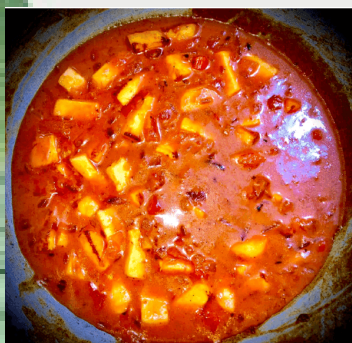
SHRUTI BOHRA

I was not at all a person who loved handling camera or taking pictures. But recently, adapted a new hobby of natural photography. And I think I'm obsessed.



ANSHU KUMAR

According to me, this life is a journey of exploration how much we explored ourself that much we get to know about ourself.



ASHMITA BANERJEE



One of my pleasure-inducing hobbies during my quarantine days was the art of making designs on a fabric with a needle and thread. Embroidery always makes me feel relaxed and helps me build focus on a particular task. The joy of finishing your artwork and spending a few moments staring and appreciating your own creation is unexplainable.

"Talent wins games, but teamwork and intelligence win championships."



Shruzi Bohra



Cecil Anthony



Harshita Ray



Eakesh Goswami



Devanshi Patel



Sritam Tripathy

With Guidance of



Navita Vijay

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