



# *Gems* *of* ISBR

B A T C H 2 0 2 0 - 2 0 2 2

The editors wish to express special thanks to the Management of ISBR for visualizing the dream of formulating it to be a reality in the form of a book.

The students who have taken time to give their details to make this dream book a reality.

**Gems of ISBR**  
**November 2022**

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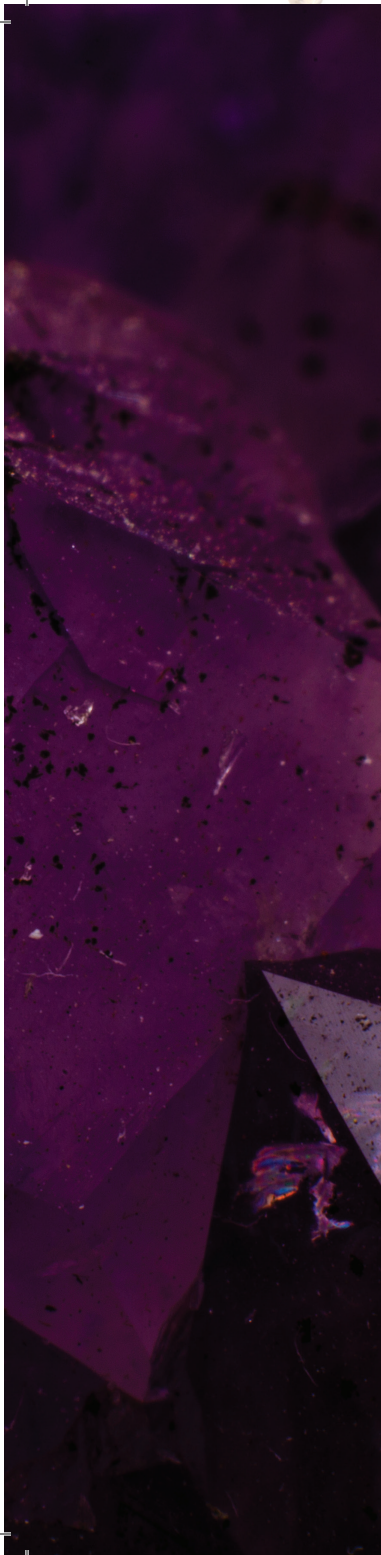
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This book is dedicated to all those who have  
shaped and polished our students to convert them into Gems of ISBR.

We stand united for a good cause and feel proud that  
we have nurtured and nourished this bunch of young people who are on the  
threshold of a bright future.





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# Foreword

*each one  
makes a  
difference*

Every individual is unique by his or her attributes that he or she tends to carry while dealing with fellow beings. Certain personality traits are undoubtedly inborn and some subjective to grow as one gets inputs from the external world. That is where we believe that learning is an ongoing process. As Zig-Zigler quotes, "Learn, unlearn and relearn."

Similarly, at ISBR, every student is dear to us because they have portrayed a different image on the canvas of life. We are indeed proud of them. However, few broadened and challenged their limits and pushed the boundaries to stretch their imagination. They certainly are positive catalysts to transcend the border between the known and the right.

We take pride in introducing the Best Managers who could think at the speed of light, be very positive, give shapes to their ideas and set the whole campus with their POSITIVE VIBES.

They perhaps believed in the dictum "pass on the baton of knowledge, exert yourself beyond the limit, optimise on each one's strength and race towards the goal of perfect synchronisation."

We are sure you would love to know each one of them.  
Here they come.....



# Words of Wisdom





There is magic inherent in success, and it never ceases to amaze anyone. Some strange alchemy leaves the stamp of individuality on every one of us. This edition stands as testimony to the love and gratitude that it evokes.

It warms the cockles of one's heart and creates instant camaraderie. This edition reveals the institute's personality traits, learning, intuitive insight, enriching education, radical richness, artistry of form and culture. Life at the campus would undoubtedly be the breeding ground for all success that follows in the latter part of life. Grab the opportunity to the maximum, so you become better individuals in society.

Any good academic institution will render the best opportunity to take a holistic approach, be it co-curricular activities, seminars, Leadership development programs, workshops etc. However, the participation, interest and overall positive qualities should be brought to the table by the faculty to motivate and encourage the budding managers.

At ISBR, we have always worked through our varied approaches. We have different platforms that showcase the students' talents, and there are instances wherein our students have won the most coveted awards like "The Best Management Student Award" in inter-collegiate events. We look forward to having many such achievers who will shine and bring laurels to themselves and the institution.


This is an opportunity to strengthen our students' abilities, talents, and competencies. We wish to go a long way in nurturing many such young bright men and women for our country.

We wish you brighter prospects in all your endeavours.

Class of  
2022

#We  
Are

**ISBR**

A close-up photograph of a purple, textured surface, possibly a piece of fabric or paper, with a central white text overlay. The texture is intricate, showing fibers and small dark specks. The lighting is dramatic, with some areas appearing darker and others catching the light, creating a sense of depth and movement. The overall mood is mysterious and focused.

Achievement seems to be  
connected with action. Successful  
people keep moving.



## ABHA TIWARI

---

*“Every Challenge has two names- An Opportunity and a Possibility”.*

### **INTRODUCTION:**

She has the deepest love for technology and is a lawyer by profession, as well as a runner at heart and someone with an insatiable desire for knowledge. With more than ten years of professional experience, she is convinced that the greatest opponent of knowledge is not ignorance but rather the illusion of knowing. The only true wisdom, however, is in realising that you know nothing. Therefore, it is crucial to keep the light of knowledge burning throughout one’s life’s journey. She is a Law graduate from the Army Institute of Law. Currently, she is working as the Head of Legal and Data Protection Officer at Renault India Private Limited in Chennai.

### **JOURNEY AT ISBR**

She says that the best word to describe the entire 18-month period that she started in April 2021 is “transformational.” The most satisfying semester in many years has been marked by looming deadlines, stressful presentations, intense class discussions, and numerous “beyond the classroom lessons” offered by our lecturers.

### **KEY TAKEAWAYS FROM ISBR**

- Amazing personnel, outstanding lecturers, and carefully selected curriculum make the organisation a pioneer in establishing this course of study. She has learnt so much in the last 18 months, than she learned in her last decade perhaps.
- Her perspectives of business have undergone sea change. The silos have to be broken; cross functional efforts is a must for every strategic achievement of any organisation.
- Digital Learning under supervision of academicians such as those of ISBR is redefining the space of learning and skill development.

### **INTRODUCTION:**

Anjali was a mix of emotions and perplexity when she stepped onto the steps of ISBR; she was far from home, daydreaming about scenarios, and afraid of crowds, but it only took one action to instantly dispel all of those feelings.

She graduated with honours in human resources from Mumbai's M.L. Dahanukar College and sailed through her postgraduate programme at ISBR with a focus on human resources.

She is currently employed as an Account Manager by the Adecco Group of India.

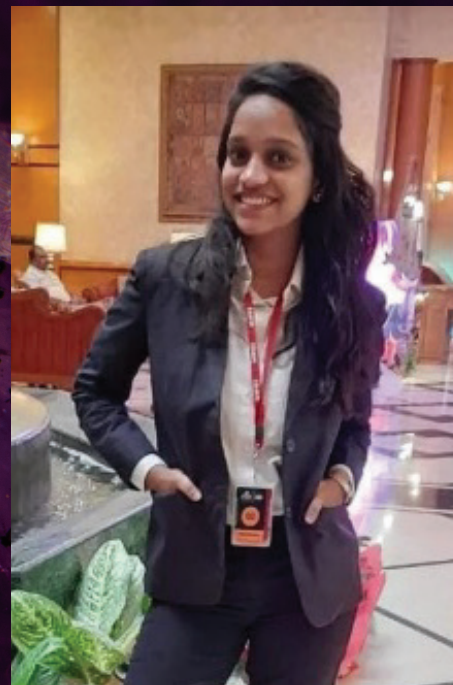
Her relationship with ISBR has always been excellent, and she is still making valuable contributions.

### **JOURNEY AT ISBR:**

She completed certification courses with ease and consistently participated in the placement committee for three successive batches.

When she shook hands with our MD Mr. Manish Kothari to work on a project called "Upskill," the myth of hierarchy was busted, and this has been a significant accomplishment in the history of ISBR. She has put in a lot of effort, working outside the typical college hours and waiting for appointments with our directors.

The girl who entered with trepidation now exits as a gem of ISBR, however the road to attaining this has not been an easy one.



## **ANJALI ATIPAMULA**

*"Time Flies like Arrow!"*

*No rewinding or replaying.  
Therefore, savour each moment  
as it arises.*



## ANITA UMASHANKER RAJU

---

*"Never Stop Learning because life never stops teaching".*

### **INTRODUCTION:**

Anita did her BA from the University of Mysore. Her first role was as an English Language Instructor at Berlitz Inc, in Tokyo, Japan. Later, she continued on to the University of Leeds in the UK to get her MA in Advertising and Marketing. Since 2009, she has worked with iSteer Technologies in Bangalore, where she has been in charge of the administration, HR, and operations departments. She has a strong desire to learn new languages, and she is proficient in both French and Japanese.

### **UG degree: MA from University of Leeds**

Currently, serving as the Director HR and Operations, iSteer Technologies Pvt Ltd in Leeds,UK.

### **JOURNEY AT ISBR:**

Great learning and student experience. Really enjoyed all the subjects and interacting with our Professors. Deeply grateful to Nila Mam. Mani Sir is an inspiration.

### **KEY TAKEAWAYS FROM ISBR:**

It was a nice learning experience with ISBR. ISBR helped me to inculcate a lot of valuable.

### **INTRODUCTION:**

Anshitha is known for her Confident, result-driven and Humbleness. She has a master's degree in marketing and a bachelor's degree in economics from Dehradun. Currently, she serves as a Customer Success Associate with Exotel. Every chance that comes her way, she likes to investigate and seize. She puts on her artistic hat when she is not working and begins writing, singing, drawing, and even composing.

### **JOURNEY AT ISBR:**

Anshitha's experience at ISBR has been quite rewarding. There would always be difficulties, and there were many of them, but she beautifully overcame each one of them with tenacity and fortitude.

She always prioritised carrying out her duties and caring for the class, and she has lived up to the hopes and expectations the class of 2022 had for her.

She feels incredibly fortunate and grateful that ISBR has provided her with friendships and mentors that have affected and transformed her life.

### **KEY TAKEAWAYS FROM ISBR:**

Anshitha Sharma, a highly motivated and detail-oriented leader, has held the positions of Head of Strategy and Human Resource Club and Vice President of Client and Alumni Relations for the Placement Committee. She has excelled with specialisations in Marketing and Business Analytics, as evidenced by her victories in various National level B-school contests and her multiple noteworthy research papers with reputable organisations.



## **ANSHITHA SHARMA**

*"I'll keep going, that's one thing about myself, - I'll roll my sleeves up and keep going".*



## ASRITHA CHOKKARA

*"The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as long as we live."*

### INTRODUCTION:

She graduated from Visakhapatnam's Electronics and Communication Engineering Undergraduate Program. She is a classical dancer who has performed in more than 100 performances and received four honours from various organisations. She is presently employed by TRINAMIX as an Associate Business Analyst.

### JOURNEY AT ISBR:

ISBR has been a great place to travel. She now has a platform from which to remake herself using her new learning and development abilities.

Students learn the essentials of both a professional and personal life according to the program's design. Along with developing her decision-making and problem-solving abilities, she also met a lot of intriguing people from various cultures, which broadened her perspective.

### KEY TAKEAWAYS FROM ISBR:

She has discovered the value of speaking out and using creative means to be heard.

The awareness that our careers are neither linear nor a race to be won is one of the most important lessons she gained during the two-year programme and will carry with her throughout her career.

KPMG's Six Sigma Green Belt certification.

She has experience working with the Placecom StratX in a Client Relations Team; being a part of this team has improved her flexibility and solidified her aptitude for teamwork.

She received the "Excellent Award" for Kaizen Display at the 30th Chapter Convention of the QCFI, NCQC 2021.

Held a reunion for the class of 2008-2010 and a freshmen's day for the class of 2021-23.



### INTRODUCTION:

B Ashok Vardhan Rao is an analytical thinker and a strong leader who cares deeply about the development of groups and aspirations. He is a soulful person since he spends his days trying to connect with others and make them smile. He is from the Andhra Pradesh city of Kurnool. The Gateway of Rayalaseema is another name for the city of Kurnool. He graduated from St. Joseph's Degree College in Kurnool with a bachelor's degree in business administration. He is currently employed by Dell Technologies as an Analyst, Program/Project Management.

### JOURNEY AT ISBR:

Ashok says "Let Your Dreams Be Your Wings" is a proverb that applies to people like him who are aspiring PGDM course and have a strong desire for success. But in order to do that, they require a platform that functions as a grassroots for creating opportunities in the market today.

### KEY TAKEAWAYS FROM ISBR:

Learnings from ISBR are:

There is no single right answer to a problem

We cannot control everything and investing in oneself is crucial

There is never just one solution to a problem. We cannot control everything, thus it is essential to take care of oneself.

### CERTIFICATIONS:

Introduction to Marketing (Coursera -6 weeks)

Lean Six Sigma Green Belt from KPMG

The Fundamentals of Digital Marketing (Google- 4 weeks)

Digital Marketing (Internshala Trainings -8 weeks)

Body Language (NPTEL- 8 weeks)

Design Thinking for Innovation (Coursera- 6 weeks)



## B ASHOK VARDHAN RAO

*"Following my passion and serving the universe".*



## A. DANDAPANI

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*I believe in "There is nothing called 'Problem', It is just absence of an idea to find 'solution'".*

### **INTRODUCTION:**

He is Dandapani and who was born and brought up in Bangalore. He is a busy person who values constant development.

He has a total of 26 years of experience and in the last 23 of those years spent working at Page Industries Ltd. (Brand: JOCKEY) as a "General Manager - Warehouse & Logistics."

Within the next five to six years, he wants to become the VP in the field of Operations.

He has done his B.com from Bangalore University. Currently, he is working with JOCKEY – Page Industries Ltd. as a General Manager – Warehouse & Logistics in Bangalore location.

### **KEY TAKEAWAYS FROM ISBR:**

Studying at ISBR was an amazing experience. Instead of just learning the subject, he thinks there was more of a discussion among all the professors and the other students.

Highly-skilled professors were very helpful in presenting the topic and providing numerous examples, case studies, and powerpoints. ISBR has a quality that it provides a mix of professionals, who represent a variety of industries, sharing their experiences, which improves understanding of the topic in a great manner.

A Dandapani shares his gratitude to all the ISBR professors for paving the way for a better tomorrow.

**INTRODUCTION:**

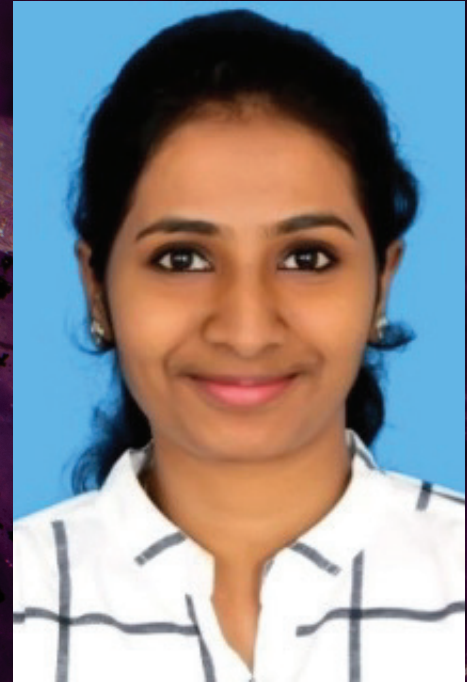
CHINNA RATHI is the type of person who thinks anything is achievable if you put effort and thought into it. She graduated from St. Joseph's Engineering College in Chennai with a Bachelor of Engineering in Computer Science. She then spent roughly three years working as a software quality assurance analyst at Wolters Kluwer ELM Solutions. Her hometown is Tuticorin in Tamil Nadu. She is presently employed by IBM as a test specialist.

**JOURNEY AT ISBR:**

She completed a PGDM with a main and minor emphasis in business analytics and human resources, respectively.

**KEY TAKEAWAYS FROM ISBR**

The biggest lesson she has learned is the exposure she has gained from the several internships and real-world assignments she has completed as required coursework. She had the chance to serve as student assistants for numerous faculties, which helped her develop management and communication abilities.

**CHINNA RATHI. K**

*"Seek and you will find"!*



## CYRIL EDMUND ABREO

---

*“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.”*

*~Henry Ford*

### **INTRODUCTION:**

Edmund is a soft-spoken person who hails from the state of Goa. His residences have included Kota, Damoh, Jabalpur, Jhansi, Delhi, and now Bangalore. He attended Gyanodaya Vidya Mandir in Damoh, MP, for most of his education, and St. Alloysius College in Jabalpur for his graduation.

He completed the NDSE portion of his GNIIT at the National Institute of Information Technology. He began his professional life as a software engineer and has since ascended the corporate ladder to hold the position of SVP for Integration services at iSteer. He has held a variety of positions throughout his career, most recently at iSteer Technologies. His previous employers include Trade2Gain, CII, Convergys, HP, Tesora, and TIBCO. He enjoys gardening, fixing electronics, and watching action and adventure films in his spare time. He enjoys relaxing while he cooks. He considers teaching the abilities you have to at least one other person and assisting them in their growth to be part of everyone's social responsibility.

He did his BSc. in Computer Science at St. Aloysius College affiliated by Rani Durgavati Vishwavidyalaya, Jabalpur, Madhya Pradesh. Currently, he is working in iSteer Technologies Pvt. Ltd. Senior Vice President, Integration Services and staying in Bengaluru.

### **JOURNEY AT ISBR:**

In the past two years, Covid has triggered a significant amount of difficulty for all of us, whether directly or indirectly. Edmund, though, considers it

as one of his motivations for exploring the ISBR. After beginning his work, he previously made multiple attempts pursue his studies. He always found it difficult to keep up with his work and schooling, and after an initial try, he abandoned it. Everyone was restless due to the pandemic's lockdown. Everyone wished to take a break from their usual activities. Edmund leaped at the chance when Mr. Umashanker, the CEO and founder of iSteer, inquired whether he was interested in taking advantage of the opportunity of obtaining a PGDM Degree. Attending the classes was a fantastic experience. The professors put a lot of care and work into running the online classes.

Edmund struggled to fulfil the demands of the PGDM course and his work. Companies started going back to work, which led to an increase in office workload. Edmund was advised by Nila Madam to continue and instead of giving up. Even his relatives suggested him to complete the course. Edmund was able to complete his PGBM course with the help of his family and the professors' unwavering respect and encouragement. There are many wonderful recollections of the trip that will always be treasured.

### **KEY TAKEAWAYS FROM ISBR**

Edmund says every subject has connections to the work one does in their line of work. The professors are always there to help you and will both challenge and motivate you. The course materials were thoughtfully created for seasoned experts. The assignments were developed specifically to not

burden the students while still forcing them to use the knowledge learned in class. Despite the fact that the classes were held online, the ambiance was dynamic and interesting. The professors made sure that every student engaged in class discussion and actively participated. The professors' support allowed students to start actively participating in class activities.

Edmund's time at ISBR was an extremely positive learning and teamwork experience.

He gained a lot of knowledge and was able to link what he learned in class to what I do on the job. Ye would strongly advise other working professionals to enrol and benefit from management courses if they were unable to do so for a variety of reasons. If one is willing to venture, there is much to be learned.



## V. INDHUMATHI

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*"Follow your dreams, believe in yourself, and don't give up".*

### **INTRODUCTION:**

Indhumathi is a Bangalore-based B.com (Business Analysis) graduate of PSG College in Coimbatore. She is employed for Envision Financial Systems as an associate business analyst. She is a dedicated, goal-oriented woman who pushes herself every day to improve. She thinks that her interests in painting and reading books help her to grasp diverse points of view.

### **JOURNEY AT ISBR:**

She was exposed to many learning styles. She had supportive teachers and mentors who encouraged her to go the additional mile. She gained a new perspective that made the experience even more meaningful as she moved from field marketing to case studies to the newest technologies in banking. She would always remember the placement training and interview, which took place on the day of Dusshera, as well as the tremendous support she received from the HOD.

### **KEY TAKEAWAYS FROM ISBR:**

- Reading the numbers certification
- Internship at Super Smelters Limited
- In person Placement training for Envision which made her excel

Indhumathi expresses her gratitude to all of the ISBR's faculty members and the top management for giving her a platform and giving her the right direction, which will improve her professional life.

### **INTRODUCTION:**

Karnati Demonika Anand is from Madanapalli, Andhra Pradesh.

She received her undergraduate degree from Bapatla Engineering College in Guntur, one of Andhra Pradesh's most well-known universities over the previous 40 years.

She began her career in 2017 as a business analyst, worked her way up the ranks, and is now a senior business analyst with the reputable organisation known as "Thryve Digitals Health LLP, (an amalgamation of HCL)" in Hyderabad, Telangana. She likes to make things out of trash and leftovers. She enjoys cooking, reading, exploring new places, and travelling.

Her simplicity, great adaptability, and zest for life are her strengths.

According to Her, every issue has two sides, and whether we regard them as positive or negative depends on our perspective.

### **JOURNEY AT ISBR:**

Sometimes unexpected opportunities arise. At that point, it's crucial to have faith in the people who can get us places.

Her motto is 'BE LIKE WATER', and she believes that professionals regardless of their degree of professional experience, should convey a grounded demeanour.

She is appreciative of her involvement in ISBR and the knowledge and expertise she has acquired.



## **KARNATI DEMONIKA ANAND**

*"Small Steps in the right directions can bring a lot of change which leads to success."*



## JOVITA A DEVARAJ

---

*“ Positive, Make it happen, Shine.*

*Self-Inspiration is the key”!*

### **INTRODUCTION:**

Jovita is a human resources professional who, through her professional approach and personal touch, can bring about transformational changes in the lives of the individuals around her. She can also be the catalyst for establishing a culture of acceptance, empowerment, and a thriving community. She is from Hubli, Karnataka, has a bachelor's degree in electronics and communication engineering, and she has been employed by Accenture Solutions Pvt. Ltd. for 1.5 years. Understanding human behaviour and maximising human potential are her life's work. She changed from being a techie to a people person at that point. She continued to work toward her PGDM in HR and Business Analytics after that.

During that time, she worked as an HR Recruiter and Team Lead for HR Operations at DCB Bank and Olcademy, respectively. She has various research articles in HR and strategic management that she has published and presented. Her summer internship project was chosen for the Top 60 “The Best Summer Project Awards, 2021” list and presented by Yugma. Additionally, she volunteers for WICCI and HR SUCCESS TALK.

She is currently employed by Hexaware Technologies, where she serves as a Talent Branding catalyst by promoting organisational development change leveraging her talents in technology, logical reasoning, and human behaviour understanding. She recently represented Hexaware at the international DEITECH Conference and Career Fair, which promotes a more diverse, equitable, and inclusive tech industry.



### **JOURNEY AT ISBR:**

Jovita's experience with ISBR has been nothing but amazing, fruitful, and enlightening. In the year 2020, she applied for the PGDM programme at ISBR, and she hasn't looked back since. She has a tonne of opportunity at ISBR to be the best version of herself and realise her potential to the fullest. She had excellent coaching and direction from the instructors, who were kind and supportive. Many other aspects of ISBR, such as the multicultural environment, welcoming environment, student-led organisations, webinars, guest lecturers, field trips, one-on-one mentoring, placements, etc., only served as catalysts for her professional development and advancement.

### **KEY TAKEAWAYS FROM ISBR:**

#### **Certifications and Learnings:**

- Lean Six Sigma Green Belt Certification by KPMG
- Design Thinking – A Primer by NPTEL
- Organisational Design: Know your Organisation by Coursera
- Applications of Everyday Leadership by Coursera
- Learn from the Masters Series
- Pre-Master's Program
- In-house certifications such as Advanced Excel, HR Digitization, Reading the Numbers etc.

### **Accolades:**

- Best Marketing Manager Award
- Positions held:
- Vice President – MIS of PlaceCom StratX
- Core Committee Member, Convergence Namma HR Club
- Representative – Academic Council Meeting
- Mentorship SPOC
- Industry Mentorship SPOC
- HR Student Representative
- Peer Mentoring SPOC



## KARTIKEYA

---

*“Life is like a sail boat. Enjoy the journey”.*

### **INTRODUCTION:**

Kartik is an open-minded, dependable, truthful, and aspirational, with a live and let live mindset. In his freetime, he enjoys reading books and watching movies and TV shows. Besides, he loves outdoors, enjoys travelling to mountainous regions with abundant trees and shrubs. He has recently grown to enjoy data. He explores mountains of data for patterns and trends that can help business executives. He did his bachelor's degree in Telecommunication from SIT, Tumkur. Currently, he is working for Axis Bank as a Business Intelligence Analyst and staying in Bengaluru.

### **JOURNEY AT ISBR:**

Two years ago, he was actively looking for decent colleges in Bengaluru that offers courses or degrees for working people and offered a great learning environment and platform for placement, and now, he has received an invitation to ISBR Business College's convocation. Kartikeya says, time passes so swiftly. The beginning of his time at ISBR was during the height of COVID-19. When he reminisces his good olden days, he believes that enrolling in this college for a graduate degree was one of his wisest life choices. Well, the pandemic had mostly reduced in-person encounters with faculty or fellow students, but online learning had advantages and disadvantages of its own.

The faculties here are excellent, and He wants to thank them all for helping to make this voyage memorable and enriching. He would especially like to thank “Prof. Prashant Mushtagi” for making difficult subjects like derivatives and portfolio management simple to understand. His approach to teaching is admirable. He makes it very simple for students to understand complex ideas.

### INTRODUCTION:

Born in a rural, Khazi Owais lived in three different countries as a youngster and is now employed at Chery Alghanim (Automotive) as a parts executive. JOURNEY AT ISBR: He would choose to relive his adventure if he could, without any modifications. Beginning with the initial call from a professor for the interview, where he was asked, "What should change at ISBR so that you choose us?" that led to him being at ISBR, he was a pillar of StratX, he attended breakfast meetings at 6am after a 2 hour sleep, he would flee from professors so that they don't give him extra work, he has stayed in the campus until the security kicked him out, and though far from flawless, it is the ups and downs that have shaped him into the man he is today.

### KEY TAKEAWAYS FROM ISBR:

In addition to having published three research papers, he has completed three internships and won honors in debate, photography, and case studies. His second home is ISBR, he says. Whatever he strived from the college side, he was successful in getting!

Khazi added- One of the faculty members reportedly said, "ISBR runs in my heart and blood." His connection is strong, despite the appearance that it isn't. Khazi Says the faculty played a crucial role in shaping his career into the person he is today deserve a special thank you".

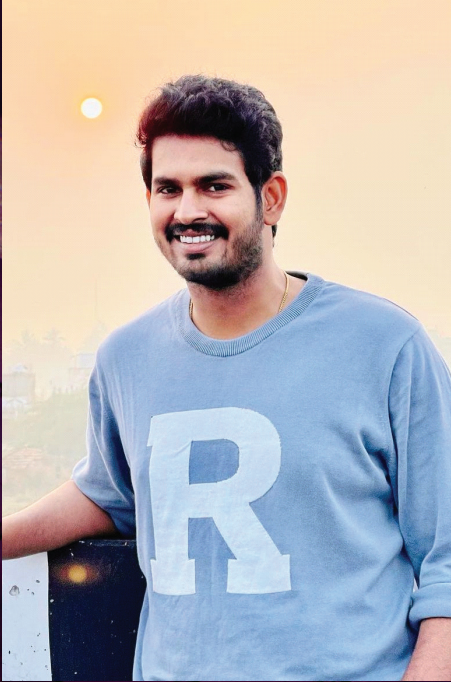
If you are the one who feels this depict your story where Khazi was two years ago, feel free to contact him at khazifaizowais@gmail.com.



## KHAZI MOHAMMED OWAIS

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*"It's not who you are but what you can see, which makes the difference."*



## KUNADHARAJU PREETHAM VARMA

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*“Never let yourself back as you might miss that one chance to grab the opportunity.”*

### **INTRODUCTION:**

Preetham, an Andhra Pradesh native who was born and brought up in Visakhapatnam. He graduated with a Btech in mechanical from MVGR College of Engineering. He has more than five years of expertise in the field of operations.

He participates in a variety of extracurricular activities, which has improved his interpersonal skills and led him to select a profession with a large volume of operations.

One of Preetham’s strongest attributes that helped him land a job at Flipkart was his ability to leave a lasting impression on everyone he interacted with. This trait allows him to maintain a solid connection, which is the key to success for any operations man.

### **JOURNEY AT ISBR:**

He was amazed how he entered ISBR. There is a proverb that states that after failing, you should carefully consider your next step and attempt to retaliate as quickly as you can.

Then, he got some advice from a friend who was about to enrol in a degree programme in ISBR, which motivated him and his other friend Raghunath Reddy to start the ISBR journey.

Then he began his journey in Covid, where he enrolled in classes and gradually made his way to ISBR, where he made a tonne of beautiful friends and family.

When it comes to the cooperation of his faculties, he was able to name every faculty member who gave him the knowledge he needed to advance in his professional life, which is essential for any aspirant to success.

Everyone has a past, but most people can only recall a small number of memories. This is something he will never forget in my life.

## INTRODUCTION:

We all know how challenging it is to effect systemic change, but for Manisha, it only took a combination of guts and optimism to unfreeze and carry out.

Manisha finished her BBA degree and started on the path to an ISBR post-graduate degree. A girl with a lot of excitement and passion participated in numerous clubs and committees throughout her time in high school and is now employed at Spinta Digital as the business operations manager.

Her lifelong objective has always been to push limits and do the impossible. Manisha worked really hard to finish accredited courses and has participated actively in the placement committee for three batches in a row.

Although she would never be present in a classroom, every professor's cabin still contains her.

## JOURNEY AT ISBR

She had always embraced the adage, "If you don't ask, you don't get," and with that boldness, she found herself in the office of the managing director, sipping coffee and talking about a project that would alter the curriculum at ISBR.

Her constant desire to try new things and make a difference planted the roots for the "Upskill" project, which was overseen by Dr. Manish Kothari.

She is bidding goodbye today, but she does so with pride and a sense of belonging to ISBR, a place where she was able to grow and move beyond her comfort zone.



## MANISHA JAIN

*"Be the Change you wish to see in the world".*



## MEGHNA MAHESHWARI

---

*“Accept what is, let go of what was and have faith in what could be”.*

### **INTRODUCTION:**

She is Meghna Maheshwari who is from Jaipur, Rajasthan. She completed her BBA undergraduate degree from St. Xavier's College in Jaipur. She is currently employed for PwC SDC Kolkata as a tax associate.

### **JOURNEY AT ISBR:**

This period was the ideal mix of education and adversity, preparation for stumbling onto new prospects and beginnings. This journey taught her how to interact with different people, understand different cultures, analyse her strengths and weaknesses, and learn significant life lessons. It started with online classes at the beginning.

### **KEY TAKEAWAYS FROM ISBR:**

Understanding the fundamental principles and knowledge through group projects and research papers, which in fact provided an excellent opportunity to think on oneself and develop pragmatism.

Classes that served as training helped students develop a growth mindset and understand that effort is always the key to long-term success.

### **INTRODUCTION:**

Saai Mahesh hails from Hyderabad. With a concentration in operations management and a minor in business analytics, he has earned his PGDM from ISBR Business School. Additionally, he graduated from Vellore Institute of Technology with a bachelor's in computer science engineering. He is currently an Analyst with the Advanced Analytics team at Optimal Strategix Group.

### **JOURNEY AT ISBR:**

His experience at ISBR was incredibly illuminating and helpful for him to advance in the direction of his goals and desires.

### **KEY TAKEAWAYS FROM ISBR**

Integrity, leadership, and work ethic are a few examples of the life traits he has acquired during his journey. With the assistance of the outstanding faculty, he has also authored two research articles in the fields of analytics and AI.



## **SRINIVASAN SAAI MAHESH**

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*"The journey will never end, we're just getting started." – John 117*



## SAINATH NUVVULA

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*"Our future is created by what we do today!"*

### **INTRODUCTION:**

Sainath works for BankBazaar as a Digital Marketing Manager. Being his organization's director of online organic platforms, he takes care of organic traffic/conversions for his organization.

He chose PGDM course in order to advance his career in multiple ways—managing, personal, and professional.

Sainath feels happy when he calls himself an Alumni of ISBR. He holds a Bachelor of Technology degree (ECE). He hails from Bangalore.

Currently, he is working for BankBazaar as the Supervisor of Digital Marketing.

### **JOURNEY AT ISBR:**

He says that he is fortunate to attend one of India's top business institutions. The fact that ISBR cultivates students and propels them to greater heights is not hyperbole.

Over the course of two years, he was able to receive practical instruction from every faculty member. Throughout the course, visiting and internal professors shared real-world instances, which he has personally seen and experienced.

### **KEY TAKEAWAYS FROM ISBR**

There were many lessons that he learned, and using case studies as one of the pedagogy is something that always made him enthusiastic during his course.

Numerous case studies were used, and they are all covered in the course. It has been wonderful to receive assistance and support from the faculty.

Sainath added- "the course was covered very well and will benefit him professionally."



### INTRODUCTION:

Shantanu is a compassionate, goal-oriented, and resilient person. He strives to make a difference through his studies because he is a lifelong learner. His guiding beliefs are optimism, remaining physically fit and strong, maintaining an intense desire to learn, and maintaining high levels of motivation. Even the most unmotivated and doubtful individual can be encouraged and given confidence by him.

Since he was born and raised in seven different places around the nation, adaptation and embracing diversity come naturally to him. Integrity, sincerity, and discipline are ingrained in his DNA as a result of growing up surrounded by only various components of the armed forces.

He graduated with a bachelor's degree in Pharmaceutical Sciences and Clinical Research from the MS Ramaiah College of Pharmacy in Bangalore.

As an Associate Project Manager for Indegene's Enterprise Medical Solutions division, he is currently employed.

### JOURNEY AT ISBR:

"You will fail beyond everyone else's success if you set your ambitions ridiculously high." Cameron, James He literally ingested this and used it throughout his time at ISBR. He was the innovator of many projects and procedures that are now fundamental components of ISBR.

He was the creator and leader of the Dare2Compete Igniters Club, a national initiative to instill a competitive spirit in schoolchildren. By planning, competing in, and taking first place in numerous national corporate contests, he helped establish ISBR among the elite B-Schools.



## SHANTANU PAUL

*"When you are backed against the wall, break the goddamn thing down."*



## SHAIK MAROOF MALIK

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*Maroof shared his experience with two of his favourite quotes!!*

*"Never Settle' for less than what you are meant for!"*

*"Never distract from your final Goal, Path May be changed as required but goal should never."*

### **INTRODUCTION:**

Maroof is an ambivert from Hyderabad with an entrepreneurial attitude that wants to create change by creating new goods or services that can solve challenging issues.

He did his B-Tech in Electronics and Communication Engineering.

He is an Amazon Marketing Specialist at Cognizant Technology Solutions in Bengaluru.

### **JOURNEY AT ISBR:**

He found the PGDM program's Executive format to be a nice balance during his time there. He was able to participate in the class interaction during the online lectures despite the demanding schedule that comes with a career in digital marketing.

During the online part of the program, he was able to communicate with his instructors and fellow students on the phone and through Zoom.

After completing the programme, he acknowledged that it had changed the way he thought about business and given him a variety of abilities he could utilise in his regular profession.

His approach to problems at work demonstrates his growth as a person, which has provided him more chances to support the company.

### **INTRODUCTION:**

Shivam hails from the Taj Mahal city i.e; Agra. In order to advance his career in business analytics, he completed his PGDM in Operations and Business Analytics. He is currently employed as an Analytics Specialist/Data Science at Forrester Research. He participated in a variety of events while pursuing his PGDM, such as intra-college competitions and B-Plan competitions held by IMS Ghaziabad, where he took first place and had his research paper published in IEEE. He received his B.Tech. from Agra, where he also completed an internship with ABB Ind Ltd and won first place in several events, including a district-level competition for DRDO presentations.

### **JOURNEY AT ISBR:**

He thinks that ISBR is very industry-focused and provides a broad spectrum of expertise. Given the correct balance of academics and extracurriculars, the two years at the institute were brimming with opportunities to learn.

### **KEY TAKEAWAYS FROM ISBR**

The PGDM experience has benefited him in reaching his goals by developing his interpersonal skills and corporate etiquette by giving him several opportunity to work in a team. He has earned a number of certificates from various organisations and firms, enabling him to use a range of analytical tools to further his objectives.



## **SHIVAM SINGHAL**

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*“Whatever the mind of man can conceive and believe, it can achieve”.*



## SHIVANI BHATT

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*"Let your hopes, not your hurts,  
shape your future."*

### **INTRODUCTION:**

Shivani received a bachelor 's degree from DBS PG College in Dehradun. She opted for science stream. Shivani completed her PGDM at ISBR in marketing and business analytics. Currently, holds the position of Business Development Executive at B2B SaaS platform Leadsquared.

### **JOURNEY AT ISBR:**

Her experience at ISBR was jam-packed with exposure, knowledge, and fun. She had the opportunity to master the essentials of marketing and business analytics throughout her time there. Projects, research articles, and college activities gave her academic understanding a practical edge.

### **KEY TAKEAWAYS FROM ISBR:**

Nothing is unattainable. To overcome all of life's obstacles and trials, one must be resilient. The fundamental prerequisite for any career is teamwork.

She worked with the placement committee and cultural club.

Shivani believes that the development of competencies is extremely important.

### INTRODUCTION:

Shruthilaya was born in Chennai. She completed her education in DAV CBSE School post which she attended her bachelors in EEE from Anna University Affiliated College.

She spent four years as a software test analyst at Cognizant prior to beginning her PGDM. She currently holds a position as market analyst with a company situated in Pune.

### JOURNEY AT ISBR:

The voyage of Shruthilaya can be summed up in three words:

**Enlightening:** She has experienced and grown both personally and professionally as a result of the exposure, which goes beyond the curriculum.

**Motivating:** Faculty and management provided excellent assistance during the two years and beyond.

**Challenging:** Her ability to manage her work life and strike a healthy balance after her sabbatical break was particularly impressive. This was only made possible by the strong support system she had, including ISBR.

She was prepared to tackle the corporate world thanks to the course format.

### KEY TAKEAWAYS FROM ISBR:

She has successfully coached two mentees in their professional development and has assisted in hosting numerous events. She was given the chance to share her company concepts with the group and was given the best start-up prize. She has earned her certificate in product management and design thinking. Shruthilaya feels appreciative that ISBR and that time of her life existed. Clearly, this has altered both her life and her outlook.



## SHRUTHILAYA SUNDAR

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*"All that we are is a result of what we have thought". -Buddha*



## SREEJITH MURALEEDHARAN NAIR

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*"Celebrate the Ones who do, not the ones who Win." ~Phil Knight*

### **INTRODUCTION:**

Sreejith began working as an entrepreneur while pursuing his LL.M. Along with his two buddies, he founded his first business, Seraph Soft Solutions, in his hometown of Kerala. After selling his investment in Seraph, he relocated to Bangalore and served as the CEO of Pareeksha Technologies, a small IT business that was ultimately purchased by iSol Softech Pvt Ltd. In order to further his entrepreneurial endeavours, Sreejith relocated to Qatar in 2013 and founded the civil contracting and interior design firm "Vibgyor Engineering WLL." More than 100 projects have already been completed by them in Bahrain and Qatar. Sreejith did his bachelor's in LL.B, and master's in LL.M. Currently, working as Vibgyor Engineering WLL's general manager (Also a Director in the Board of Directors). He is based on Doha, Qatar.

### **JOURNEY AT ISBR:**

He mentions that his experience was both tough and enlightening. When he enrolled in the course, he did not anticipate such a rigorous learning experience. The course, however, had every component of a full-time curriculum; it brought him back to his college days. Each of his instructors was warm, interesting, and well-informed. Even though they are all very significant to him and closed to his heart, he wants to express my gratitude and appreciation to all the instructors who took extra miles to make his journey an interesting one! He is very confident that the knowledge he gained from this course, particularly in the area of finance, will be with him for the rest of his life and have an impact on how he makes decisions. Undoubtedly, ISBR has added a lot of valuable lessons in his life that will be helping him for the betterment of his career.

### INTRODUCTION:

Subham Mukherjee is from Asansol, a small city in West Bengal. He believes that neither people nor their dreams are little; only cities are. He has completed his Under graduation in Maths, Statistics and Computers from Asutosh College, Kolkata. He is currently employed with Borderless Access as a Project Manager in the Insights Department after completing his postgraduate studies at ISBR Business School.

### JOURNEY AT ISBR:

His ISBR adventure began with responsibility, in the middle of Covid and with online classes, as the Class Representative of 60 students in an unusual setting. Anyone may become more responsible, in his opinion, by just giving them greater authority and confidence.

He later won the Eureka Business Proposal Competition's Gold Medal. He may now add intra-college competition awards in the areas of photography and other competitions to his resume. Later, he headed the ISBR Digital Academy and Sports Club.

He served as a core team member of the Academic Committee and the Cyclothon event organised by Yulu's Fit India Movement in ISBR.

His interest in public speaking developed while he was a student at ISBR, and he went on to organise a number of events, including the College PHD Inauguration Program, several cultural events, and award ceremonies, among others.

Overall, he feels that ISBR has made a significant difference in the life of this shy young man from a small village, and he is grateful to everyone at ISBR.



## SUBHAM MUKHERJEE

*"When I was 5 years old, my mother always told me that Happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down 'happy'. They told me I didn't understand the assignment, and I told them they didn't understand life." –John Lennon*



## SUNIL D

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*“The reason for our success is no secret. It comes down to one single principle that transcends time and geography, religion and culture. It’s the Golden Rule – the simple idea that if you treat people well, the way you would like to be treated, they will do the same.”*

### **INTRODUCTION:**

Sunil is a hospitality expert with more than 18 years of combined experience in the industry. He has a strong interest in human resource development and has even worked in academia, where he has helped students advance their culinary skills by sharing the knowledge he has gained from his work. He has done his Bachelor’s in Hotel Management from Bangalore University.

Currently serving as Head of the Food Production Department at Chennai’s Amirta International Institute of Hotel Management.

### **JOURNEY AT ISBR:**

Since the education provided at ISBR is on par with the industry and the current dynamic developments, it has been one of the most academically stimulating experiences.

### **KEY TAKEAWAYS FROM ISBR:**

The interaction with highly qualified and experienced faculty members during the learning process was excellent, and the ISBR support staff went above and above to ensure that the classes could be held without interruption.





### **INTRODUCTION:**

After completing her B.Sc. and M.Sc. in physics, Vaishnavi, a Maharashtrian with limited exposure to the outside world, was left with no idea of how to proceed in life. Chance knocked on her door. She was fortunate to learn about ISBR Business School through her acquaintance. She has been working as an operations analyst for Flipkart in Chennai for the past year with the goal in mind, constant effort, and faculty guidance from ISBR Business School.

### **JOURNEY AT ISBR:**

The ISBR journey was a transformative experience for her, giving her the ability to grow personally and learn new things, as well as to mould herself into a better person for the sake of society in some ways.

Her focus was on the academics, which were designed to be easily transferable to the workplace. Operations Management and Business Analytics specialities helped me ace the interview and land a job with one of India's leading e-commerce companies.

### **KEY TAKEAWAYS FROM ISBR:**

She was a part of the ISBR Business School's Placement Committee and Cultural Club, where she actively participated in running all of the programmes. She has been able to utilise the material from many certification courses, including MS-Excel, Inventory Management, Python, and many more, at work. Projects like market research and inventory management gave her a foundational understanding of the relevant industries. Her life has been improved by her tenure at ISBR Business School.



## **VAISHNAVI SUNIL SAWANT**

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*"The only thing that can overcome Hardluck is Hardwork."*



## VITHIKA KAUL

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*"Confidence brings change, carry it every single day."*

### **INTRODUCTION:**

Vithika Kaul is from Prayagraj, Uttar Pradesh. She received her B.Com. undergrad degree from Banasthali Vidyapith in Jaipur, Rajasthan. Currently, employed in PwC SDC Kolkata as a tax associate.

### **JOURNEY AT ISBR:**

Every ISBR student must have many memories, from their first online classes to entering the campus for the first time. Her path included taking examinations online and taking them in the exam rooms under the same pressure. From getting nervous before any interview and then coming up as an selected candidate for that job is a journey in itself. She has learned a lot during this process and can witness the growing confidence in herself.

### **KEY TAKEAWAYS FROM ISBR:**

Management is a crucial skill that every management student should possess. Last-minute homework, scheduling presentations at the last minute, and organising several vivas in one day.

Discipline: Timely assessment submission, try to arrive on time to class to avoid being late for the next lesson. observing the dress code correctly.

Developing strong bonds: Whether it was with our mentor or our friends, ISBR is a place where we developed many bonds, some of which were stronger than others.

**INTRODUCTION:**

My name is Nancy Upadhyay currently working as a Management Trainee (Talent Acquisition – HR) in Adecco India. Three years back when I decided to pursue my post- graduation from ISBR, I know I was making the right decision. Coming all the way from Dehradun to Bangalore was scary and exciting at the same time. It was a roller coaster ride which ended up to a destination which makes me closer to my dreams. I will always be grateful to all the faculties and my peers from ISBR who helped me realize my potential. Goodbyes are always tough but like Winnie the Pooh said- “how lucky am I to have something that makes goodbyes so hard”

**JOURNEY AT ISBR:**

ISBR has given me an enriching experience to hone my management skills. I can proudly say that ISBR has made me a very confident person both on personal and professional front. Being the head coordinator of Cultural- club (Batch 2020-22), I have developed skills like team management and people management which is helping me to grow on professional front. The two years have been a memorable journey which I continue to cherish for the rest of my life.

**KEY TAKEAWAYS FROM ISBR:**

- Ask for help when you need it, never hesitate
- You are in control of your learning
- Learning and unlearning goes hand in hand

**NANCY UPADHYAY**

*“Beginnings are usually scary, and endings are usually sad, but its everything in between that makes it all worth living.”*

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