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# Special Note from the Founder & Managing Director



**Manish Kothari**  
Founder & Managing Director  
ISBR Group

Dear Well-Wishers,

It's a defining moment for TEAM ISBR. We are passing through the 25th year of Bangalore Educational Trust, the parent body of ISBR Group institutions. 25 years is not a long time in the tenure of an institution but it is pivotal and important in the career and life of the people who are the part of it, be it the founders, leaders, faculty, students and other stakeholders.

A glance at the footsteps and trials tell us from where we started and to where we have reached. What we have done in this period reflects our direction and helps us in charting a new path in realizing our vision for the future. So far so good. We have strengthened the institution in all its spheres - infrastructure, program diversity, affiliations and partnerships, academic excellence, research initiatives, admissions, placements, corporate connectivity, social network, media visibility and corporate social responsibility. Yet, We see the challenges ahead are far more interesting and exciting. We wish to embrace these challenges with great vigor and zeal. To achieve this we are enhancing our capabilities, enriching our resources and building capacities in our human resource.

This "VOICE" presents our engagements, activities and growth. We at ISBR are charting a new set of projects and programs to mark the silver jubilee year. Among them are establishing an institute of entrepreneurship, lay the foundation for the silver jubilee memorial center of excellence, launch of a digital studio, launch of an eLearning platform, launch of an online alumni engagement portal, national and international level management and research conferences, publication of research journals, establishing incubators for startups...

As we visualize the future and the opportunities emerging, we see lots of excitement and get energized to march forward. I share the credit for this with our alumni, faculty, our educational partners and well-wishers.

Come, join us and lets together create a new world...

“ Life is not about having new things.  
It is about looking at things the new way... ”



# Editor Speaks



Prof. Preeja Sridhar  
Editor-in-Chief

“ We are the proud owners of our millennial generation the future work force. ”

pedagogy to meet the changing dynamics of learning. There has been a many cultural and CSR events planned and executed by the student clubs which is always active.

Thus on a positive note would like to thank every stakeholder who has been the part of this journey and who has created mile stones for the institute. Hope that this magazine brings a palette of vibrant hues that can enrich the reader's mind.

Till we meet again, we part with the resounding quote of Swami Vivekananda

**“Fill the brain with high thoughts, highest ideals place them day and night before you and out of that will come great work.”**

Let the Almighty's be the protecting shield.

Dear Readers,

A season to celebrate is in the corner. There have been positive transformations in terms of learning and development. The institute has grown by leaps and bounds and the learning curve is moving on. ISBR has introduced research as its primary area of development. The research centre is churning out many research scholars who are in the pipeline. We have always had the best integration of industry stalwarts in all the arena of academics. Be it the guest lectures, symposiums or the conferences. Apart from the rigorous academic sessions the focus is on training students in the area of “Job fitment” or “Industry readiness.”The holistic personality development has been emphasized time and again. The alumni connections have been yet another feather in the cap.

The mentoring program by the management consisting of senior Faculty members, Dean and the Directors have really been a sought after intervention for the well being of the student community. The hand holding has ensured that many a loop holes are plugged on a quicker note. Thus the institute has embarked on innovative

## Unveiling Success Traits

All Humans are born with natural talent and capability. Some excel in converting potential into real. The genesis of creating the path to success lie in the unexplored, often subconscious, sources of motivation and inspiration. Achievers themselves may look inward into their own journey and discover what makes them tick. Here we bring the pearls out of shells through the self expressions of shining stars of INDIA from different walks of life. Great Personalities have open up in these pages – interviewed by ISBR Students.

# A tete-e-tete with K L Rahul

In an interview with ISBR Voice, India's new batting sensation **K L Rahul**, talks to **Sharlen D'Costa** about his journey from a small town in Karnataka's coastal belt to the big stage of international cricket



his second Test match at Sydney, he scored 110, his maiden Test century.

**Can you give us some inputs on your family background?**

Originally I am from Mangalore. I come from a very simple south Indian family. My father, KN Lokesh, is a professor at the NITK. My mother, Rajeshwari, is an associate professor at Mangalore University's undergraduate college. I have an elder sister who has done her Engineering & MBA.

**How was your entry in the Indian Team?**

It was a slow & long process. Just like every other cricketer it's the constant best performance that helped me get into the Senior Team of Karnataka. Later got placed in the IPL, where in a lot of hard work and the determination of scoring runs for my team was noticed by the Selectors and that's how it all started.

**Any secret mantra for Physical & Mental wellbeing?**

Mantra is very simple. For physical wellbeing there is no easy way unless you work hard, train well & sweat it all out. And as for the mental wellbeing I would say I like to keep it Simple! I do not complicate things and make it difficult for myself because as Humans we try to mess things up.

So by concentrating well and giving my best while training & while out on the field I give my best and do not mess things up.

**K**annaur Lokesh Rahul (born 18 April 1992), commonly known as KL Rahul and also as Lokesh Rahul, is an Indian cricketer who plays for Karnataka in domestic cricket. He is a right-handed batsman and occasional Wicket Keeper Rahul played for India at the 2010 ICC under 19 Cricket World Cup. He was a part of the IPL team Royal Challengers Bangalore in 2013. In 2014, he was bought by the Sunrisers Hyderabad for Rs. 1 crore at the auction.

Rahul started his international career debuting against Australia in the 2014-2015 Test Series at Melbourne. In



I love the game and I'm good at it so I just enjoy what I do.

**Any role models in life?**

My first role models are my Parents. They are the most hardworking, modest and down to earth. From whom I have learnt so much in life.

As I grew up I started idolising Rahul Dravid & Sachin Tendulkar. And now as I'm very much Fashion conscious I follow icons like David Beckham & Zidane.

**Any defining moment in life?**

When I was at the age of 19 I moved to Bangalore from my home town Mangalore for better opportunities & facilities in cricket. I had a lower back injury to which the doctor said there was no hope that I would join cricket again. That literally scared me a lot.

I was out of the team for 1 year and then people started commenting that I had lost focus & wasn't interested in cricket anymore.



But I didn't give up on that note. I met a physiotherapist and started working on it.

That entire period to get up & get fit and motivate myself mentally was quite a journey. That whole journey made me a Stronger, Disciplined & Focused person today.

**Any advice to the millennial generation?**

A very simple advice is to keep things simple & not complicate it. Nothing can compromise hard work. You know your Dreams and you know how to get it. Yolo!

Unveiling Success Traits

# In conversation with Sunil Chhetri

*In an interview with ISBR Voice, India's star soccer player **Sunil Chhetri**, talks to **Sharlen D'Costa** about his journey from a small town in Karnataka's coastal to captaining the Indian soccer team*



**S**unil Chhetri (born 3 August 1984) is an Indian professional footballer. He is the captain of the Indian National Football Team, and their Highest Goal scorer of all time with 50 goals. He plays as a Striker for Mumbai City in the Indian Super League (ISL) & Also the Captain of Bangalore FC Team since 2014.

He helped India win the 2007, 2009, 2012 Nehru Cup as well as the 2012 SAFF Championship. He was also one of India's best players during the 2008 AFC Challenge Cup in which India won the tournament and thus qualified for their first AFC Asian Cup in 27 years. He then led India in scoring during their short-lived campaign at the 2011 AFC Asian Cup with two goals.

Sunil Chhetri played for several football clubs in India such as: Mohun Bagan, JCT, East Bengal, Kansas City



Wizards, Chirag United, Sporting Club de Portugal & Churchill Brothers.

Sunil Chhetri has also been named AIFF Player of the Year four times in 2007, 2011, 2013 and 2014. He was on the commentating panel for the 2014 FIFA World Cup for Sony Six channel.

**Can you give us some inputs on your family background?**

My father was in the Indian Army & my mother is a house wife. Dad used to play football for his army team and mom played for the Nepal team.

We kept moving across the country because dad kept getting posted. My sister and myself have been brought in a fairly disciplined army way. She works in an event Management company called Sporty Solutions. Before that she worked as a cabin crew for Jet Airways for a few years.

**How was your entry in the Indian Team? Was it a planned one or a coincidence?**

You never plan to get into the national team, but of course I did dream of it like everyone else. But there was no planning. I kept working hard and kept getting goals. In the year 2005 I got my first Senior India call. The feeling was and is unparalleled to anything else.

I fell honoured to wear the Blue Jersey.

**Any secret mantra for Physical & Mental well being?**

You have to be very much disciplined, aware and obedient.

It is also very important to take the guidance of the coaches on Board. I also try to keep reminding myself of my targets and what I wish to achieve. That keeps me focused & keeps compelling me to do the right things.

Be it being sensible about what I eat, my sleep timings and the way I conduct myself on and off the field.

**Any role models in life?**

There have been many who I have looked up to and who have encouraged me in many ways. But if I had to take just one name then I would say my role model is my Dad.

**Any defining moment in life?**

Have a few top moments in my life but if I have to pick one then it would be when I was awarded Arjuna Award by the President Pratiba Patil in the presence of my parents. It was a very special moment.

**Any advice to the millennial generation?**

Just enjoy what you do, it is very important. No matter what you want to be, do inculcate sports in your life. It makes you a better person

*"I also try to keep reminding myself of my targets and what I wish to achieve. That keeps me focused & keeps compelling me to do the right things".*



## DJ's 5 Day Orientation program



**D**eepak Justin shortly called as DJ, has made the orientations sessions very wonderful and knowledge enriching. The students came with lots of hesitations in them and all were turned into strengths. He taught the students how to conquer the inner fear than conquering the outer world. He kept the 5 days very lively and he made the students to realize their strengths and weaknesses.

### Campus Buzz

## Independence Day Celebration



**Freedom in the Mind,  
Faith in the words ...  
Pride in our souls ...**

**L**et's salute the nation on this auspicious day. Independence Day was celebrated in ISBR with great enthusiasm. The function started with a patriotic song and skits performed by the students.

The function was graced by so many eminent personalities.



# Fresher's Party



The final year PGDM and MBA students of ISBR Business School recently held a fresher's party for the newcomers, which proved to be a refreshing break from academics and provided an opportunity to seniors and juniors to interact with each other. A week long program was filled with many games

like loudest Whistle (for boys), loudest scream (for girls), balloon game.

Heartiest congratulations to Mr Digvijay Singh and Miss Avipsha Biswas who emerged as a winner of Mr Fresher and Miss Fresher title respectively and Mr Karan and Dr Megha who were declared as runner up for the same.

# Lohri Celebrations

ISBRians came forward to celebrate Lohri with enthusiasm at amphi theatre on 15th January. Lohri also known as the bonfire festival denotes the last of coldest days of winter. Generally, it is an accepted fact that this festival is celebrated to worship fire.

In the evening, with the setting of the sun, huge bonfire was lit in the college campus and students came together to celebrate the true spirit of Lohri. They gathered around the rising flames, circled around (parikrama) the bonfire and threw puffed rice, popcorn and other munchies into the fire. They also sang and danced to

popular folk songs. This is a sort of prayer to Agni, the fire god, to bless the land with abundance and prosperity. After the parikrama, they exchanged greetings and distributed prasad (offerings made to god). Coloured rangoli, desi clothes, lighted fire, blooming decorations were the niche of the celebration.

The rituals and celebrations associated with Lohri are only symbolic of a common thanksgiving to nature as represented by the Sun God, and in the process, the festivities embody a spirit of brotherhood, unity and gratitude, with lot of happiness, goodwill and cheer.



# Navratri Pooja

Navratri is a festival dedicated to goddess of Durga. ISBR students worshiped goddess Durga on the auspicious day wanting good health, wealth, prosperity and the power to cross every hurdle. Students performed the pooja. Navratri is incomplete without dandiya. Students dressed up very beautifully, decked in colourful embroidered choli and ghagra. During the dance, dancers energetically moved their arms and feet according to the music. It was a feast to the eyes.



# Holi Celebrations



**H**oli, Colours, happiness and a joyous welcome of Spring. Students were waiting for this day for such a long time and the wait is over. It is a wonderful celebration to bring the community together

and celebrate the triumph of good over evil. Students colored each other with gulal and other form of dyes .  
**HAPPY HOL**



# International Women's Day

“A woman is like a tea bag - you can't tell how strong she is until you put her in hot water.”

**T**he story of women's struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights," says world-renowned feminist, journalist and social and political activist Gloria Steinem. International Women's Day is all about celebration, reflection, advocacy, and action - whatever that looks like globally at a local level. But one thing is for sure, International Women's Day has been occurring for over a century - and is growing annually from strength to strength.

With lots of enthusiasm students gathered to make the function a grand success. The male students have taken the charge of organizing the function. Boys have done the jobs of chopping onion, ironing sarees and many more. The students have enjoyed the function thoroughly



# ISBR Day

**F**ounders day invokes many feelings in each and every one of us. It is arguably one of the most important day in the college. A day where we remember the founders of the college and value their legacy. We are indebted to the man who had the vision that led to the creation of the Bangalore Educational Trust back in 1990 and who has contributed to the leadership and vision of the college since. None of the success for which the college has become known would have happened without the foresight of the founder Shri. Prakash Kothari, who set out with the intention of developing a college which provided an excellent platform for the students to become professionals, we owe them a debt of gratitude without him this college simply would not exist.





Campus Buzz

# Diwali Celebrations

Who will not be happy? When they hear the term Diwali. Yes, it is one of the most well-known festivals. Diwali brings lot of happiness in everyone. Diwali the festival of lights signifies the victory of light over darkness or good over

evil, knowledge over ignorance and hope over despair. Students dressed up in new clothes and performed a Diwali pooja in the campus. Sparklers, firecrackers and lights are used. Students gorged on sweets and other sumptuous dishes.



Campus Buzz

# Farewell

ISBR campus was glittering with all the debonair boys and gorgeous girls on 7 May 2016 for DASVIDANIA-The Farewell. The theme for the day was Indo-Western. Red carpet was laid out to welcome all the seniors at 5 pm at ISBR Business School Auditorium. Juniors prepared well for entertaining all the seniors. The junior batch showcased dance performances, skit, a spectacular guitar performance and

a very emotional video of the moments spent in campus by the senior batch. Testimonials were shared by seniors on their experiences that took place in the last 2 years of their journey. Farewell was bid by giving them saplings as a token of remembrance by Prof Shailesh & Prof Reema. Prof Shailesh also spoke about how he felt as the batch so close to his heart was leaving. Dinner and dessert was served in the cafeteria after the event.



## Industrial Visits

Knowledge flows from Corporate to Classroom. Path to experiential learning is paved from classroom to corporate. An industrial visit opens up the mind to the ground realities. Giving students opportunities to absorb from the happening place, they interpret the learning and clarify the concerns exploring new knowledge through such industry visits. ISBR Students had a galore of these opportunities in INDIA and ABROAD.

### Industrial Visit

# Happiest Minds

Industrial visit was carried out at HAPPIEST MIND on 10TH May 2016 especially for Dream Catchers Mentor group. The main objective behind the visit was to make student aware about how various activities related to Business management are carried out in company and give them feel of managers as soon as they start their career. As soon as we reached company we were greeted by Ms Viji Amritha, Talent Development team (Happiest Mind) who took us to seminar hall,

where a orientation of company was given by Ms Sharon Andrew, Head Talent Development team, about history and how company was established. She explains how company follows simple Philosophy - happiest people make happiest customers. After her motivating session Mr. Gaurav Soni, HR Head (Happiest Mind) explains students about various career opportunity in IT Industries. Visit seems to be very informative and gives good learning experience.







## Industrial Visit

# Schneider Electric



As part of the Mentorship program, the students of the second semester PGDM and MBA – Team Kryptonites and Team Crew In Action were taken to the company of their choice on 10th May, 2016.

The group visited Schneider Electric, a unit that assembles Programmable Logic Controllers (PLC), PLC panels, PCB Boards, Energy meters and Relays. They were taken to the shop floor and explained the assembly process, quality control methods, supply chain details, quantity produced per month, turnaround time for every order, the numeric and bio-metric security systems, technology used, inventory management system, strict rules followed for the production process and safety measures. What impressed the students was the open culture of inviting one idea per person per year with incentive and reward system, irrespective of their

educational background.

Students were also impressed with the way the organization functioned, the hierarchy followed to meet targets and the discipline.

The HR executive gave the students details on the various functions of HR in the company and how HR was involved in strategizing the sales. She also explained students the scope of Management students in the company, skills and aptitude required and the hiring process. The Finance executive gave details about the financial modelling, cost plus mark-up, R&D, catering to the B2B segment, their competitors and challenges faced and their market share in the domestic and International Market. There was no dearth of questions from the students. It was a great learning experience for the students.

## Industrial Visit

**3M** Mentorship program drives majority of the student centred learning and student driven activity. Based on the students' choice, Team IKIGAI and Mentos visited 3M on 10th May 2016. 3M is home to many innovative products ranging from healthcare, Electronics, Manufacturing, Design & Construction to commercial solution and transportation and Scotch Brite is one among them.

Students and faculties were warm welcome following refreshments. Mr. Antonio, the HR Manager addressed

the students and gave them a glimpse about 3M Company. Soon after this session, the plant manager addressed the students about the manufacturing activity. The students found the session very useful especially on 6 sigma concepts, Takt time. Finally, the students were taken to the shop Floor and the managers explained them all the process. Students were highly impressed with the way the organization was managed.

IKIGAI and Mentos Team found this visit as a life changing experiencing!!!

## Industrial Visit

# Crowne Plaza

Mentor and co-mentor of the team 'Incubation chambers' visited Crowne Plaza on May 10, 2016 along with 17 students.

Mr. Padma Prasad, Talent Development Manager welcomed and received us and took us to the class room and addressed students on various aspects of the hotel industry. He gave practical insights of this industry. He said Crowne Plaza is an internationally acclaimed chain of hotels with 5032 hotels all over the world. The hotel offers great banquet spaces and venues for outdoor events in a picturesque setting of its lavish lawns.

He explained about the various brands of the hotel and also how the hotel offers sophistication, connectivity and comfort to all the guests including providing private transfer service to the guests from the International airport. It is located conveniently in the vicinity of I

leading companies like **Infosys, Wipro, TCS, HCL, 3M, Tech Mahindra, Siemens and HP** to name a few.

His lecture was very informative, interesting and full of opportunity for all specialization groups.

Students asked very good thought provoking questions about the hotel industry and the opportunity it provides to students in general and ISBR in particular. He appeared to be very much impressed with the questions asked and he offered to provide summer internships and placement to some of our students.

Students who have visited gained immense value out of this industrial visit. Students proposed vote of thanks to Mr. Padmaprasad, Crowne plaza hotel and ISBR for making this visit happen. We presented to Mr. Padmaprasad and also to the main chef of the hotel one momento of ISBR each.



# Key Dignitaries @ ISBR



**B L Naveen Raju**  
Honorary consul for coteD'lovire,  
West Africa Honorary consul  
for coteD'lovire, West Africa



**Chloe Pigeon**  
Director Kedge Business School



**Damien Auffret**  
Professor Kedge Business School



**Dr. Devika Gunasheela,**  
Gunasheela Group of Hospitals



**Prof Christine Ennew**  
Pro Vice Chancellor,  
University of Nottingham



**Prof Deepak Kumar Sinha**  
Professor IIM



**Prof S Sadagopan**  
Director IIT- B



**Prof. S Sadagopan**



**Dr. M S Subash**  
Vice chancellor Vijayanagara  
Sri Krishnadevaraya University



**Dr. Pallab Bandyopadhyay**  
Leadership Architect, Career Coach,  
Change & Transition Specialist



**Dr. Rajeev Gowda**  
MP-Rajyasabha



**Dr. Rajeev Gowda**  
MP -Rajyasabha



**Raghunandan**  
Vicepresident -ELCIA ,  
Vice president -Wipro



**S N Ranga Prasad**  
MSME -Development Institute Govt of India,  
Ministry of MSME



**Sri J R Bangera**  
Member FIKCCI



**Sri Tallam Dwarakanath**  
President, FKCCI



**Dr. Waltraut Ritter**  
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Hongkong



**Dr. Marko Saravanja**  
- Chairperson, Regensys Business School,  
Southafrica Johannesburg



**Dr. Nirmala Gupta**  
Selfless Service to Society



**Dr. M Veerappa Moily**  
Hon'ble Member of Parliament &  
Former Chief Minsiter Of Karnataka



**Smt Rati Dhandhania Mundrey**  
Chairperson, FICCI-FLO



**Smt. Cavita Mehra**  
Principal Founder &  
MD Mindskillz



**Sri. Dominic Mc Allister**  
DHC, British Deputy High  
Commission, Bangalore



**Sri. Prashanth Sreenivasan**  
Global Competency head,  
Tech Mahindra



**Dr. Richa Arora**  
Professor, Regensys Business school,  
Johannesburg, South Africa



**Haura Horaguchi**



**Hema Ravichandar**  
HR Mentor & Entrepreneur



**Karthik Ananth**  
Zinnov Co-founder & Director  
At Sukino Healthcare Solutions Private Ltd



**Sri. Arvind Tiwari**  
IOT Evangelist technopreneur



**Sri. Kishore Alva**  
VP, Bangalore Chamber of Industry  
& Commerce, Joint president  
Adani Group (2)



**Sri. Kishore Alva**  
VP, Bangalore Chamber of Industry  
& Commerce, Joint president  
Adani Group



**Sri. Pramod K Sethi**  
MD, Poly fluoro Ltd



**Keyur Shah**  
Director Price water housecoopers



**Michael Izcovazzi**  
PAU Associate Director,  
Sullivan University



**Mr. Ravi Raghavan**  
CII- Karnataka State Council,  
MD-Bharat Fritz Werner



**Mr. Sunil Rao**  
Country Head, Goggle



**Sri. R shivakumar**  
Chairman,  
ASSOCHAM Karnataka Council



**Sri. Raman Gujral**  
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**Sri. T pradeep Kumar**  
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Kenersys Gropu



**Sri. Ravi Gururaj**  
Chairman,  
NASSCOM



**Ms. Aruna Newton**  
Chairperson, ELCITA



**Ms. Radhika Shivram**  
Business Development Executive,  
TUV Rhineland



**Ms. Rama**  
CEO, ELCITA



**Nealesh Dalal**  
MD- JD Institute of Fashion Technology



**Suja Warriar**  
Social Leader & Change Champion



**Umashree**  
Deputy Mayor of  
Benagaluru Mahanagra Palike

*and many more...*

# Buddy Project



It was a break from regular evening for the students. Students reached the amphitheatre in the evening for the joyous celebration of the buddy project,

where the seniors and juniors come together for ice breaking sessions. Digvijay and Ankita won the title of “The Best Buddies 2016-2017”



## International Guest Lecture Series:

Let the knowledge from everywhere. All roads lead to ISBR. Bringing international speakers from Universities and Institutions of higher learning from across the world. Accomplished stalwarts shared their knowledge.

## Prof Christine Ennew, University of Nottingham visits ISBR

Prof Christine Ennew, Pro Vice chancellor University of Nottingham visited ISBR Business School on 30th October 2015. Mr. Manish Kothari ( Founder& MD ISBR), Dr. C. Manohar ( Dean ISBR), Major Bhargav R D(Director) and Mr. Abbas Ali

( Placement Officer) welcomed Prof Christine Ennew. She delivered a lecture on “Work Force in 2020”. The lecture is way unusual from other the routine guest lecture.



## International Guest Lecture by Dr. Waltraut Ritter, Founder – Knowledge Dialogue, Hong Kong

ISBR Business School welcomed Dr. Waultrat Ritter, Founder - Knowledge Dialogue, Hong Kong, an honored guest at ISBR as part of “International Guest Lecture Series” on Monday, 18th January 2016. She presented a talk on “ Information Governance in Knowledge Process Outsourcing: The Case of Global Visa Processing Services”. She explained in detail about the need for outsourcing visa processing, the present trends and practices, various issues & consequences arising out of this outsourcing, various challenges & precautions to be taken, etc. Our faculty members and students attended this interesting and informative lecture in large numbers. ISBR takes pride and pleasure for organizing these international guest lecture series.



## Discussions on GST BILL

Panel discussion on impact of GST bill on Indian Economy was attended by Mr.Sunil Kumar Holla, Mr.NaveenRajpurohit and prof Kiran Bindhu on 20th August 2016 at ISBR College



Industry connect:

## Mentorship Program



**M**ENTORSHIP PROGRAM 2016 @ ISBR-  
"We care for our student's 360 degree all round development."

Mentorship program 2016 aims to infuse a greater degree of confidence and competencies in students thus prepare them to be corporate ready with clear vision for their future.

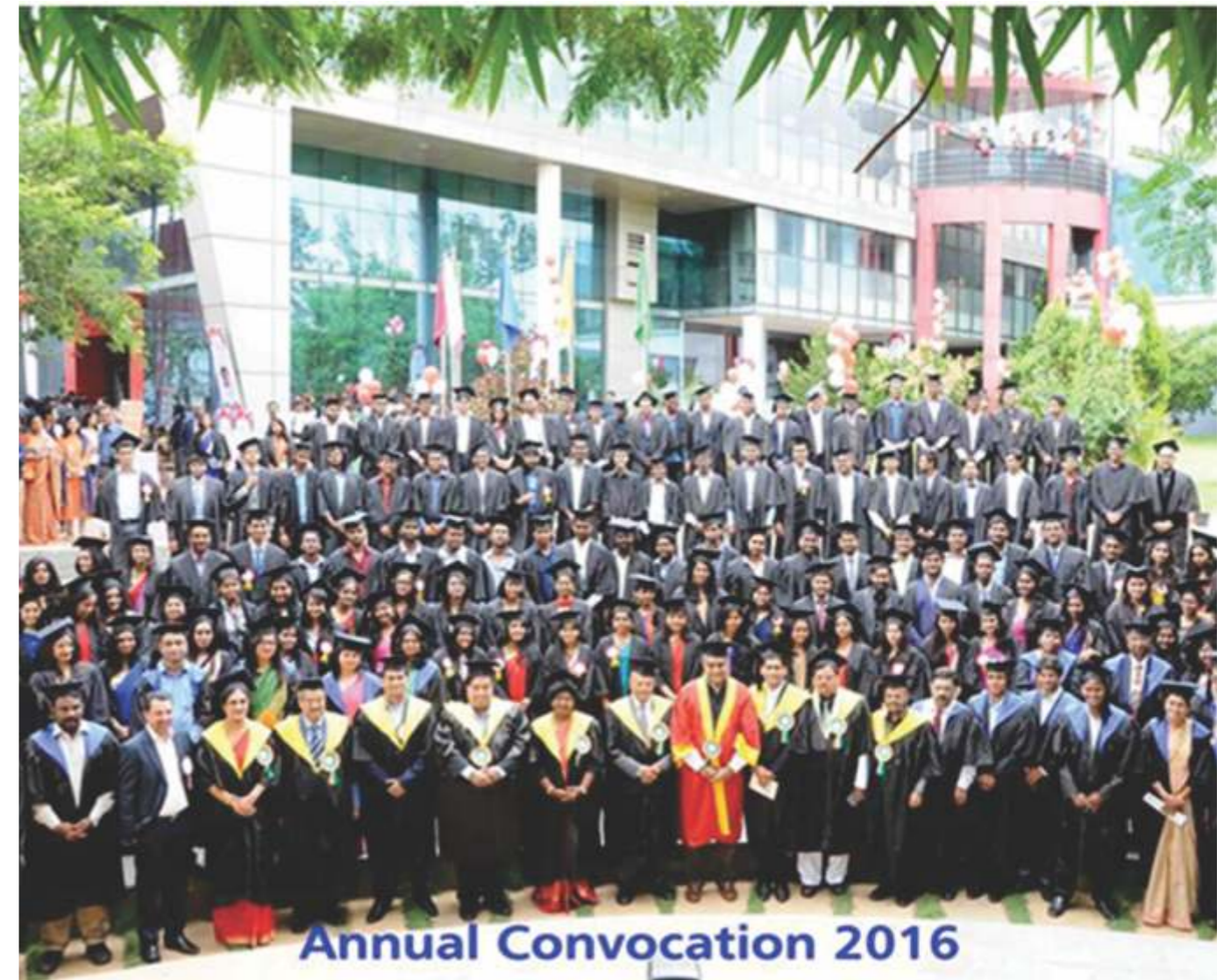


Event

## ISBR Convocation

ISBR organised Convocation 2016 on 3 rd July, 10:00 am at ISBR Business School, Electronic City campus. The guest of honor were Dr Rajeev

Gowda, Member of Parliament, Rajya Sabha, Shri R Shivakumar, Chairman ASSOCHAM and Sri Gururaj, Chairman NASSCOM.



# Faculty Development Program by Prof Deepak Sinha (IIM B)

Faculty Development Programme on “Innovation and strategy in management” held on Nov 7, 2015 saw an encouraging participation by

academicians and corporates. Under the guidance of Prof. Deepak Sinha (IIMB), they learnt the need of strategic innovation.



## Mr. P. Sritharan – Leader supply chain Excellence GE

Mr. P. Sritharan who is a veteran in Leader supply chain Excellence has given a workshop on “The Role of Managers in 21st century”. The workshop saw a whooping number of

participants. The students found the workshop to be very useful as Mr.P. Sritharan has left no stone unturned on the day.

## Workshop on 'Social Media Sourcing' by ERA

On the 5th of December 2015, Executive Recruiters Association (ERA), Bangalore Chapter organised a Workshop on Social Media Recruiting at the BET Institute of Management Campus. Dr C Manohar, Dean ISBR delivered the Welcome Address. Mr. Moses ex Convenor of ERA delivered the inaugural address in which he briefed about ERA. ERA started functioning 13 years back in 2002. It plays a pivotal role in the life of corporates. Ethics in recruitment acts as an umbrella for ERA. He also emphasized in pulling in more resources and knowledge through training programs and workshops.

The speakers for the day were Mr. Raghunandan Patre and Mr. Ashfaq Ahmad. Mr. Patre has been a recruiter for almost 14 years now. He talked briefly about the critical skill sets that a Social Media Recruiter (SMR) requires. Mr. Ahmad has been a SMR for 3 years. Apart from recruitment he also helps recruiters leverage their technological skills. He prefers to call himself a “Techno-Social Gig”. He briefed the gathering on certain tools required for social media recruitment and branding. X-Ray Champion, Facebook Graph Search, Twitter Mining etc. were the few tools that he talked about.



### International Guest Lecture Series

Let the knowledge from everywhere. All roads lead to ISBR. Bringing international speakers from Universities and Institutions of higher learning from across the world. Accomplished stalwarts shared their knowledge.

## Create A Story: Orientation Workshop

ISBR conducted an orientation workshop 'Create a Story' for students on 10 August 2016 where students showed their creativity, team work, resource management, time management and effective use of intellect followed by a game to test their physical & mental endurance.

The workshop was conducted in order to ignite the managerial skills among students through creativity, teamwork, resource management, time management and effective use of intellect. Students also learnt to respect the ideas of others.

ISBR Business School conducted an Orientation Workshop 'Create a Story' on 10th August 2016 from 9am to 4pm at Amphitheatre for PGDM / MBA students. Students were distributed in the groups of 10 each. Each group was given a story and the same was required to be presented through paper cups, giving a visual 3D treat.

The workshop ended with a game with a moral- Together Everyone Achieves More.

Simultaneously, groups were required to create a presentation, based on the accorded story.





## Cells and Club Activities

Energies of students are channelized through a series of constructive activities, of learning through their own initiatives and chosen preferences towards domains, sectors and areas of subjects. Cells and Clubs provide new vistas for learning. Marketing, HR, Finance, CNC, Writers, CSR, Incubation, Entrepreneurship...just to mention a few.

# Brains And Business

“If you don't build your dream someone will hire you to build theirs”

On the occasion of post entrepreneurship day we had a quiz competition conducted for the students of ISBR. It was an intra-college event.

The quiz was open to all and was conducted by Anjali Gupta and Sharath in collaboration with Jitash Banerjee. The quiz was won by team 4 Swati Modgil and Rohit. At the end of the event the organizer promised us for more such events coming up. We are waiting for more such events.



## Cells and Club activities

# CSR Activity-Serving the Poor with Joy

“A child's smile is one of life's greatest blessings”

Blessed were the volunteers of ISBR along with other colleges and companies who had the opportunity to interact with the underprivileged children from Tilak Nagar. Under the CSR activity “Lets Free Bengaluru”, over 100 children were provided with meals and fruits. Hats off to the CSR club for such contribution.



## Cells and Club activities

# CSR Activity – Diwali with pride

Under the CSR activity “Enlightening Lives”, students of ISBR distributed crackers and sweets to the hapless children. Students expressed that it was a joyous feeling to share Diwali with them and they will keep up this tradition.





Cells and Club activities

# Inauguration of Clubs for Extra Curricular and Co Activities

ISBR Business School witnessed the presence of leaders from the industry at the Inauguration Clubs for various Extra Curricular and Co Activities. Investiture Ceremony of the club members and administering of oath of office for the Executive Members was held on 18 November and 20th November, 2015 for the batch 2015-2017. The club members were chosen through rigorous selection process.

The day started with the welcome of Honorable guests by students. Inauguration was done with the customary lighting of the lamp followed by the felicitation of guests. The executive committee members of the clubs were administered the oath of office. Leaders from various industries pinned the badges on their lapel thus inducting them into the club.



Cells and Club activities

# Excel Workshop

“Computer themselves, and software yet to be developed will revolutionize the way we learn”

The first child of “IT CLUB” and the CC's was the event conducted “WORSHOP ON EXCEL” was true kick start for us. It was an eye opening event for the students about the technique of excels with all different ways useful for the corporate world. The added on feather to the event was it was conducted by our students and had maximum participation by the students. ISBR is looking forward for more events in the near future.



Cells and Club activities

# Post Budget Analysis 2016 @ World Trade Center, Bangalore

ISBR students accompanied by Professor Shailesh V. Karadi had a splendid opportunity to march forward to the World Trade Center, Bangalore for the conference on Indian Post-Budget Analysis 2016 on 2nd March. The event was conducted by the Indo-Italian chamber and the World Trade Center. Students were educated about the budget by Mr.RakeshMishra, Mr.SriramRamasamy and Mr.Keyur Y Shah. The key topics discussed were change in tax rates, Make in India, Tax litigation and Dispute resolution, BEPS (CbCR),

phasing out of incentives and deduction, widening of tax base, financial sector reforms, ease of doing business and other significant announcements and changes. Mr.Manish Kothari, Managing Director ISBR, was also recognized for his indeed presence. Dr C Manohar and Mr.Abbas Ali also accompanied the students for the event. After the thought provoking conference, students travelled from the WTC to college in bus glazing through the streets of Bangalore. The students were extremely happy. They expressed their desire to attend such more enlightening events in coming times.





## Cells and Club Activities

Energies of students are channelized through a series of constructive activities, of learning through their own initiatives and chosen preferences towards domains, sectors and areas of subjects. Cells and Clubs provide new vistas for learning. Marketing, HR, Finance, CNC, Writers, CSR, Incubation, Entrepreneurship...just to mention a few.

# Amegha 2016

Amegha 2016 was organised at ISBR on 20th February 2016. It was a business oriented event to give the students a platform to learn and experience business first hand. The day started with lots of games, food stalls, movie made by ISBRians & Music on demand. Students invested in their stalls and got to understand the working if business by experience. The

event was judged by MD Mr Manish Kothari, Senior Director Dr. Anandram, Dean C Manohar and ISBR alumni. Swad Gujarat ka stall won for innovation, Momos stall for taste and North Indian Delights for design. The big attraction of the day was the launch of Harley Davidson bike that mesmerised the young crowd.



## Cells and Club Activities

# MILAAP 2016- Annual Sports Week

The annual sports week MILAAP 2016 was organized on 26-27 March 2016 for outdoor games at NTT ground and for indoor games on 31st March & 1-2 April 2016 in the campus. All the students participated with Zeal & Passion for outdoor as well as indoor games. Outdoor games included Volleyball, throwball, Football, cricket, Box Cricket, Kho-Kho & athletics. Indoor games Included carom, chess, Base Cricket and Table Tennis.

Congratulations to the winners of the above mentioned games and cheers to all the participants.

Following are the winners in various outdoor and indoor games -

- Volleyball boys-PGDMJr.
- Volleyball girls-MBAJr.
- Throwball girls-Sr. Team

- Football boys-Sr. Team
- Cricket boys-MBAJr.
- Box Cricket girls-MBAJr.
- KHO KHO girls-PGDMJr
- Athletics girls- Manisha, PGDMJr.
- Athletics boys- MBAJr.
- Carrom singles - Imran Hussain
- Carrom doubles - Chintan Patel and team
- Chess boys - Aprameya (PgdmJr.)
- Base cricket-PGDMJr.
- Table Tennis- Yagnesh Pandya (Pgdm Sr.)







### Cells and Clubs Activities

## A Visit to Enable India

ISBR's MBA 2016 students visited Enable India, a charitable trust who works toward empowering people with disability, on 21 July 2016.

Dr Sujata and Mr Vishnu gave an introductory talk about "Enable India". After that students were taken to the training area where they saw disabled people getting trained for better opportunities. While explaining the functioning of Enable India, Dr Sujata told students about how they analyze the job opportunities and find a solution to the problems faced by these special people so that they work with ease even after being different from us.

Mr Vishnu, an engineer took students to the virtual tour of history of Enable India and the awards won by its founder Mrs Shanti Raghvan and Mr Dipesh Sutariya and their struggle during the initial days. Students also learnt sign language to communicate with these people.

Mr Dipesh, the co-founder also spoke to students about his journey. He even answered student's queries and encouraged them.

It was a huge motivational tour for students in nut shell.



### Cells and Clubs Activities

## Visit to Art of Living Ashram, Bangalore

On 21st July 2016, ISBR's MBA students(2016- 18) visited Art Of Living (AOL) Ashram at Bangalore, founded by Sri Sri Ravi Shankar as part of their orientation program. Students were first escorted to Vishalakshi Mandal where they were told how focus and relaxation are interlinked. Ms Upasana, an instructor from AOL involved students in various activities as well as guided students for yoga and meditation. She asked

students to take a step towards healthy living to energize life force energy.

Students received Prasad (Sativik lunch) at Annapurna Bhojanalaya, where employees as well as visitors have lunch together. The good thing was that students and everyone cleaned their own plates.

In afternoon, at Panchakarma, students got to know about farming and its importance as well as the disadvantages of using plastics. They also visited Goshala with 375 cows and 50 bulls.

At the end, Students were also taken to Sri Sri Science Ayurvedic Hospital founded in the memory of Guruji's

father Sri Rathanam where treatment is done at nominal cost.

It's been a great learning experience for students as they look forward to start their professional journey.



### Global

## Experience at University of Singapore





## Intercollegiate Fest Participation

Talent is everywhere. It multiplies when come together from different sources. ISBR students rolled out their talents to testify and multiply in many converging, IIMs and others.

### Inter Collegiate Fest Participation

# VISTA 2015

ISBR's students took part in VISTA 2015 (September 24- 27 September 2015), the Premier business festival of IIM Bangalore, also known as the biggest mega-event organized in the country. They attended the different interactive sessions by Mr. Siddharth Roy Kapoor, MD Disney India, Mr. Nandan Nilekani, Co-Founder of Infosys, Mr. Rajdeep Sardesai, The seasoned journalist, Shri Mani Shankar Aiyer and Prof. P.C. Narayan, Finance and Control Faculty. Students also got the taste of various competitions, case studies and marketing events to promote business ideas and all.



Heartiest congratulations to Mr. Yagnesh Pandya (PGDM 2015 -2016, ISBR Business School) who won the online event "FAST FORWARD" at IIM Vista held on 21 September- 24 September. He set an inspirational example for his peers. The event Fast Forward, sponsored by Trakinvest, gave the participants a chance of trading with real market prices with virtual money. Based on the portfolio value at the end of 4 days, the overall winner of Fast Forward was announced

### Inter Collegiate Fest Participation

# Sthiratha – Madurai Thiyagarajar School of Management



Proud moment for ISBR as Ms.Anitha K B secured 1st place and won a cash prize of Rs.10,000/- in Sthiratha –CSR event at Yukti'16 – A national level management & cultural fest organized by

Thiyagarajar School of Management, Madurai on 26&27 Feb 2016.

Heartiest Congratulations to Anitha!!





## Panel Discussions

Exposure to Multiple sectors of economy is essential to excel in the competing world. ISBR students had the opportunity to gain from the knowledge of experts from different domains through panel discussions. Here is snapshot.

# Panel Discussions on entrepreneurship development

Panel Discussion on “ Entrepreneurship Development” held on 7 Nov 2015 was focused on the entrepreneur journey of 6 eminent panellist included Mr. Seshan (Cofounder - Thrive smarter), Mr. Ajay P(Co-Founder - Crazy Yatra), Ms. Krupalatha (Founder-Sukrupa), Mr. Gurujit ( MD- Gill Instruments), Mr. Mahesh and Ms. Subha N (ELCIA, Head-Sustainability department).



## Panel Discussions

# Panel Discussions on building world class institutions

Panel Discussion on “Building World Class Institutions” and “The Educational Entrepreneurial Journey” was conducted by TIE in association with Indo American Chamber of Commerce on 19 September 2015. The workshop was

attended by Mr.Manish Kothari- Founder & MD, ISBR Business School along with many eminent professors and industry experts like Dr. Madhukar Angur, Chancellor, Alliance University and Prof. Pankaj Chandra, Former Director of IIM Bangalore.



## Panel Discussions

# Panel Discussions on HR



## Panel Discussions

# Panel Discussions on Marketing



Panel Discussion on GST Bill



Panel Discussions

# Panel Discussion – Marketing specialization was organized 'on 25th August 2016.

Global Marketing has become vibrant in present modern economy. The need of reliable, timely and high-quality marketing information is very much pertinent and need of an hour which enables markers to make valid decision –making in business operations.

ISBR organized 3-day Panel Discussion relating specialization wise –Marketing, RSCM, Finance, HR, and International Business & Tourism. Panelists for marketing were **Dr. SridharHari Haran Founder Asha Wellness**, Zainab Tinwala presently working in **Vodafone** & session was moderated by **Mr. Partho Ganguly**. Panelist explained the new trends -on-line marketing. The sessions was very informative & educative in bring comparative approach between traditional & modern marketing methods.



Panel Discussions

# Panel Discussion On Retail & Supply Chain 11th May, 2016

The panel members comprised of the academic and industry stalwarts like Dr. Rajesh Panda, Prof. Ram Powru, Sritharan.P and moderated by Prof. Reema Bhagwat

The Panel discussed on various career options available for MBA students. The opportunities ranging from retail front end to back end including operations, logistics, supply chain, warehousing to technology. They gave insights on the modern technology that is being used in the industry and how this industry is evolving. They also talked about the core competency required & preferred to grow in this industry for management students specialized in RSCM.

Students got the opportunity to unleash all their queries and were quite contended with the practical insights.





Panel Discussions

# Panel Discussion on operations



It was such a big day for the operations students. Students' eyes were filled with lots of expectations. The panel members brought the students to the real world. The panel began on discussing about the importance of operations and its significant impact on

manufacturing on supply chain. Mr.Sridharan spoke about the challenges in choosing operations as a specialization and the panel clarified all the doubts raised by the students. Students found the session to be very innovative

Panel Discussions

# Panel Discussion on Retail & Supply Chain Management



Panel Discussions

# Panel Discussion on Travel & Tourism

The auditorium was filled with lots of enthusiasm for the panel discussion on Travel & Tourism. The following are the resource person for the session

1. Ajay PV co-founded CrazyYatra
2. **Mehak Kalra**, Founder of 'Athena Training Academy.
3. **Shiju Thomas** Founder of 'Athena Training Academy.

In last decade, Travel and Tourism Industry has undergone transformation to emerge as one of the largest

and fastest growing industries in the world with a global orientation. The panel explained the importance of Travel and Tourism Management courses. Mr. Ajay PV explained how his journey began in CrazyYatra like treasure hunt based trips, Scuba diving, River rafting and trekking to various peaks. Till date, CrazyYatra has done around 60 yatras spreading craziness to around 2000 yatris. Mehal Kalra explain how Athena traing Academy endeavors to nurture professional and managerial excellence, social and cultural sensitivity, others to enable its participants to keep pace with the changing scenario of the economy and its environs. Shiju Thomas explained the different courses and job prospects in Travel tourism Industry.

Event

# Inauguration Program

BET Silver Jubilee Memorial was addressed by Dr M Veerappa Moily (MP) followed by the release of ISBR VOICE, annual magazine of ISBR Business School on 10 October 2015.

The other eminent personalities who grace the occasion were Mr. Tallam Dwarakanath President FKCCI as The Guest of Honour, Smt. NS Rama CEO ELCIA, Sri Ramachandran, President ELICIA, Smt Aruna Newton Former President, ELCIA.





Event

# BLS Workshop

**A**OL (Art of Living ) in association with Dr.T.S.Srianth Kuamr, President of Society for Emergency Medicine India & HOD of Emergency Medicine of Narayana Hrudayalaya, Bangalore conducted Basic Life Support (BLS) and essential at ISBR Business School campus on 19th september 2015. Few of the workshops held during the event were :

1. Cardio Pulmonary Emergencies workshop resuscitation (Basic Life Support)
2. First aid management of Burns
3. First aid management of Stroke (Lakhwa / Paralysis)
4. First aid m anagement of Chestpain/Heart attack  
First aid management of Asthma



Event

# Decathalon

**A**ll work and no play, makes jack a dull boy". Milap 2016, a two day sports event, where ISBR students geared up and participated in various sports activities like cricket, volley ball, kho kho etc



Event

# Pre-christmas

**A**s the month of December rolls in, the entire world gets in a festive mood - because it's Christmas time! 28th November, 2015 was marked as the Christmas in ISBR. The carol singers, Santa, the glowing Christmas tree created the perfect

Christmas ambience. The exciting games, dances, exchanging of secret Santa gifts and the traditional Christmas play brought out the festive mood in ISBRians.z



Event

# Amegha 2016 : A experiential learning

**H**ow enthusiastic the day was!! The students of ISBR put the actual classroom learning into practical work. Students set up their won stalls to sell the products they had procured. People from outside ISBR had come and applauded the students for their tireless effort and congratulated the management for such an innovative idea.





## Annual Alumni Meet

Here is one great moment the alumni eagerly look forward to each year, to come together, to relive and enjoy the connect with life of the times of learning, to dedicate themselves to strengthen the bond of friendship, sharing the moments of life and experience and forming new partnerships. Enriching the ISBR Community and empowering themselves to engage with the Alma Mater towards long-lasting and rewarding bonds.

### Event

# Annual Day 2016 Awards

Alumni Reunion 2016, retro looks, clicks, selfies, giggles & chat with friends and faculties, reminiscing old memories with Prof Preeja Sridhar, making new friends, lots of games & prizes with Deepak Justin, Dance,

Awesome food & cake..!!

Over all great experience and we all look forward for the next alumni



### Event

# Start-up Spirits

Startup Spirits 2016 under Mentorship Program, witnessed the huge participation where 42 teams presented their ideas on -

1. Innovative Startups
2. Startups that failed
3. The next big idea

Also the launch of #Tiago delighted everyone





## Abhi-Nandana

WOMEN are personification of power and strength. They create a world for all to live. They nurture the society. Their talents and strengths are unmatched. Yet, they face the challenge for survival. Many break the barriers and prove to the world that women CAN & WILL. Abhinandana is a program to identify and recognise the achievers among women to reassure the world that deserve their due. Awards are conferred on many achievers only to convey that there are many whose achievements go unnoticed are seen through these achievers. Motivation for all...

# Abhinandana



Abhinandana' 2016 was organised on Sunday, 1st May'2016 at 10:30 am at ISBR, Bangalore in collaboration with ELCIA, Book Paradise Chambers Academy & Public Relations Council of India.

The Chief Guests for the day were Smt. Umashri, Honorable Minister of Women & Children Welfare, Govt. of Karnataka, Sri Dominic McAllister, Deputy High Commissioner, British Deputy High Commission, Bengaluru. The role of honors for the best women employees was released by Mr. Dominic McAllister. They were presented with certificates and mementoes. There were 6 categories of awards namely, Mahila Sabaleekarana Prashasti, Saarthaka Saadhana for Lifetime Achievement, Women Of Distinction Award,

Shrama Saadhana-The Shining Stars, Shramaramba-The Rising Stars, Araluva Pratibhe-Catch Them Young Awards.

The audience was awestruck with soulful performances of the 3 champions from Sa Re Ga Ma Pa Li'l Champs-Niharika, Supriya & Ankita. The Star Invitees for the day were KPMG, Happiest Minds and Deloitte. Event sponsors were Tata Motors, XBoom, Nissan, Heybob, Celebrity life, Mil10.

Paper presentations made by students, were judged by the alumni awardees. Ms. Sharon Angel won the same followed by Mr. Digvijay Singta & Ms. Rajshree Senapati. The event came to an end with the National Anthem & Vote of Thanks by Mr. Abbas Ali, Head Corporate Relations & Placements.

## Event

# Students Exchange program -ICM Manipur



Students of ICM Manipur, visited ISBR Business School, Bangalore. They were introduced to ISBR



values and customs along with the industrial visits to Wipro and Decathlon.

## Event

# Farewell



ISBR campus was glittering with all the debonair boys and gorgeous girls on 7 May 2016 for DASVIDANIA-The Farewell. The theme for the day was Indo-Western. Red carpet was laid out to welcome all the seniors at 5 pm at ISBR Business School Auditorium. Juniors prepared well for entertaining all the seniors. The junior batch showcased dance performances, skit, a spectacular guitar performance and a very emotional video of the moments

spent in campus by the senior batch. Testimonials were shared by seniors on their experiences that took place in the last 2 years of their journey. Farewell was bid by giving them saplings as a token of remembrance by Prof Shailesh & Prof Reema. Prof Shailesh also spoke about how he felt as the batch so close to his heart was leaving. Dinner and dessert was served in the cafeteria after the event.





Event

# Panel Discussions on Building World Class Institutions



Panel Discussion on “Building World Class Institutions” and “The Educational Entrepreneurial Journey” was conducted by TIE in association with Indo American Chamber of Commerce on 19 September 2015. The workshop was

attended by Mr. Manish Kothari- Founder & MD, ISBR Business School along with many eminent professors and industry experts like Dr. Madhukar Angur, Chancellor, Alliance University and Prof. Pankaj Chandra, Former Director of IIM Bangalore.

Event

# NHRD

ISBR was part of the NHRD HR Showcase event at White Feather Convention Centre Bangalore on September 11 at Bangalore. ISBR students created a ripple among the visiting delegates by interacting and learning by participating in the event.



## International Study Tour

Global Learning systems create global citizens, so the managers efficiently operate in global environment. Practical exposure through international study tours give students an opportunity to understand and appreciate the business environment in the contrasting world, make them better and stronger to face the challenge of the future. ISBR Students learn a lot in these international study tours in Singapore, Dubai, Malaysia and other countries.

## International Study trips



# MBA Inauguration



ISBR Business School welcomed its MBA 2016 batch students and their parents on 16 July 2016 at Electronic City, Bangalore campus. Sri Kishore Alva, Vice President, Bangalore Chamber of Industry & Commerce and Joint President, ADANI Group graced the occasion as chief guest. Guests of Honour were Sri. Naveen Raju, Hon. Consul for Cote D'Ivoire, West Africa and Sri Prashanth Sreenivasan, Global Competency Head, Tech Mahindra. The other guests included Sri. Bhawesh, Joint Secretary, ELCIA, Smt. Suja Warriar, a social leader, Infosys and ISBR's alumni Mr. Kanhaialal Sharma, HR, Genpact.

Chief Guest, Sri Kishore Alva inaugurated the MBA Batch 2016-18 and declared the new session open. Guest of Honor, Sri. Naveen Raju released the Academic Diary

for the batch 2016-18.

Corporate Guests and academicians inspired and encouraged students to learn and participate in all activities to know their strength.

Alumni Mr. Kanhaialal Sharma handed over the flag of camaraderie to the students of New Batch MBA 2016 - 18. The flag symbolizes mutual trust, commitment and above all team work.

Dr. Chandra Niranjana, Dean - Academics, felicitated the professors and introduced them.

Mr. Abbas Ali, Head, Corporate Relations proposed the Vote of Thanks.

# PGDM Inauguration



ISBR Business School welcomed its PGDM 2016 batch students and their parents on 30th July, 2016 at Electronic City, Bangalore Campus.

The function was presided over by renowned personalities from the corporate and industrial sectors along with dignitaries from the management and staff. Mr. Ravi Raghavan, Chairman Confederation of Indian Industry (CII) was the Chief Guest for the day. The stage was graced with the presence of delegates Mr. Keyur J. Shah, Director, Price Waterhouse Coopers (PWC), Mr. Nealesh Dalal, Managing Trustee, J D Institute of Fashion Technology, Dr. Sudarsanam Padam, former Dean Administrative Staff College of India, Mr. Raghunandan, Vice President, ELCIA, Mr. Vijay Kumar, Vice President WIPRO and alumnus, Mr. Nitin Jain, Goel Group of Industries.

The function started by invoking the blessings of Lord Almighty. The dignitaries enlightened the minds of all by lighting the lamp and spreading the rays of hope.

In his welcome address, Dr. Anandaram gave a brief introduction about the PGDM program and the concept of wholesome development of students.

The chief guest Mr. Ravi Raghavan, inaugurated the batch and declared the new session open. He described the four Ps of success being, Passion, Purpose, Perseverance and Patience.

Mr. Keyur J. Shah, Guest of honor, released the academic planner and addressed the gathering stating his personal



experiences and stories of sports personalities to make students realize that there is no substitute for hard work.

The academic diary was released by Dr. Sudarsanam Padam who inspired the students to look beyond the syllabus and become the best citizens of the country.

The flag of camaraderie was handed over to the representatives of the batch by the alumnus Mr. Nitin Jain.

The guest of honor, Mr. Raghunandan encouraged the students to never stop learning. Also Mr. Nealesh Dalal asked students to be honest by stating, "if you want to be successful, do not lie to yourself".

The star invitees of the function Mr. Rajesh Reddy, Kirloskar Electrical and Mr. Nithin John, Spice Jet were felicitated by Mr. Manish Kothari, who in his presidential address gave assurance to the parents that the students of ISBR will never be detached from the string of culture, family and friends. He also explained the concept and power of right mentorship through a beautiful video.

The faculty members were introduced to the gathering by Dr. Chandra Niranjana, Dean Academics who concluded with an inspiring quote, "Fight your own battles and fry your own fish".

Towards the end, the vote of thanks, on behalf of the Institution, was proposed by Mr. Abbas Ali, Head Placement.

# UG Inauguration



ISBR College recently welcomed the first batch of UG Course students for the academic year 2016-2019 on July 27th, 2016. Inaugural Ceremony was initiated with lighting of Ceremonial Lamp followed by Saraswati Vandana. Mr. Manish Kothari, Founder & Managing Director ISBR, Dr. Anandaram, Sr. Director, Dr. Chandra Niranjana, Dean Academics and Mr. Ajith Kaykeni, Founder of Buoyance Training & Consulting firm graced the occasion. The new batch of the students was accompanied by their parents who were excited and happy to see their children entering a new phase of life.

A warm welcome address was delivered by **Dr. Anandaram, Sr. Director** a visionary with rich experience in the field of academics and industry, to the august gathering. He shared the unique features of the Academic program and spoke about life-long learning

and development as well as developing leadership skills. **Dr. Chandra Niranjana, Dean-Academics**, shared few insights of our BBA course work. She made audience aware about the significance theoretical knowledge blended with industrial exposure.

In his presidential speech, **Mr. Manish Kothari Founder & Managing Director ISBR**, wished all the success to the new team and urged all the students to actively take part in co-curricular and extracurricular activities. He guided the aspirants saying, 'Human creativity has increasingly become a group process.'

The ceremony ended up on a very happy note with all the good wishes of the Chairman, faculty, and others. The students were very eager to participate in the upcoming events and are looking forward for the next session!

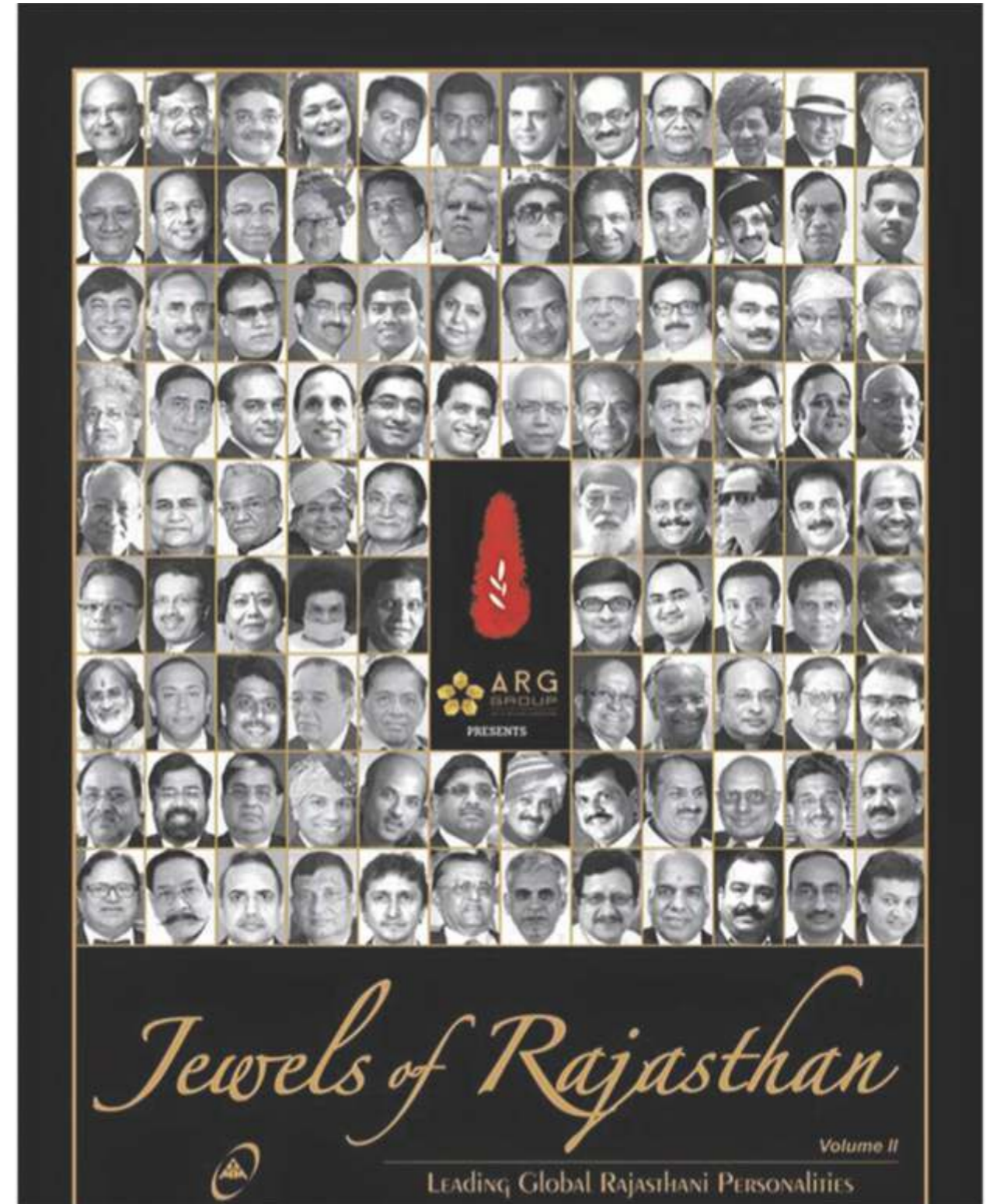
# PhD Inauguration



# Jewels of Rajasthan

The state capital of Rajasthan is all set to witness an enthralling evening unleashing the personalities who made significant contribution to the economic development of the World. ISBR is

proud of their Managing Director, Manish Kothari, who is featured for this achievement in "Jewels of Rajasthan". We are proud of you... Congratulations on behalf of the team ISBR...





ISBR Achievements

# ISBR DEAN convenor of International Trade & Delegations Committee in ASSOCHAM meeting



ISBR Achievements

# ISBR DEAN in Post Budget Analysis



ISBR Achievements

# International Delegates from Dona Business School, Slovenia visited ISBR Business School, Bangalore on 20 Jan 2016.



ISBR Achievements

# KEDGE Business school, France delegates visits ISBR

French Delegates Chloe Pigeon ( Director) and Damien Auffret from KEDGE Business School, France visited ISBR Business School on 1st October, 2015. Mr. Manish Kothari ( Founder& MD ISBR), Dr. C. Manohar ( Dean ISBR), Major Bhargav R

D(Director) and Mr. Abbas Ali ( Placement Officer) had the discussion with delegates to explore the opportunity of potential collaboration, academics deliveries, student and faculty exchange programmes.



# MOU with Regenesys Business School, Johannesburg, South Africa



MOU with Regenesys Business School, Johannesburg, South Africa



It was a proud moment for ISBR when it signed a MOU with Regenesys Business School, south Africa. The delegates were given a warm welcome by the management team of ISBR. Mr. Manish Kothari, MD, ISBR institutions welcomed the delegates. The delegates and the management team had a discussion at length to explore the potential opportunities and benefits which may be derived out of the MOU. Dr. Marko Sarvanja, Chairperson Regenesys Business School, south Africa addressed the students and faculty members after the board meet



# Prof Christine Ennew, University of Nottingham visits ISBR



# CII Bangalore CEO Forum & the Dean ISBR with Sri Sri Ravi Shankarji at the Art of living Ashram...





# ISBR Proudly Launches its "ENTREPRENEURSHIP SCHOOL"



This School aims to drive entrepreneurship to the next level.

Wish all the students a great success...

## Report

# ISBR Placement Report - 2016

**ISBR Business School** (Approved by AICTE, Ministry of HRD, Govt. of INDIA)  
 #107, Electronics City - Phase I, Bangalore - 560100. Email: corporaterelations@isbr.in.  
 Contact Person: Mr. Abbas on +91 9379711119  
 Graded Programme: MBA / PGDM  
 Recognition: 1) Awarded Exemplary Placement Award by Discover Education  
 2) Awarded Business Campus Excellence Award  
 3) Ranked 10<sup>th</sup> Best in Industry Interaction by Silicon INDIA  
 4) Ranked among Top 1% B-School Brands of INDIA by Business Barons

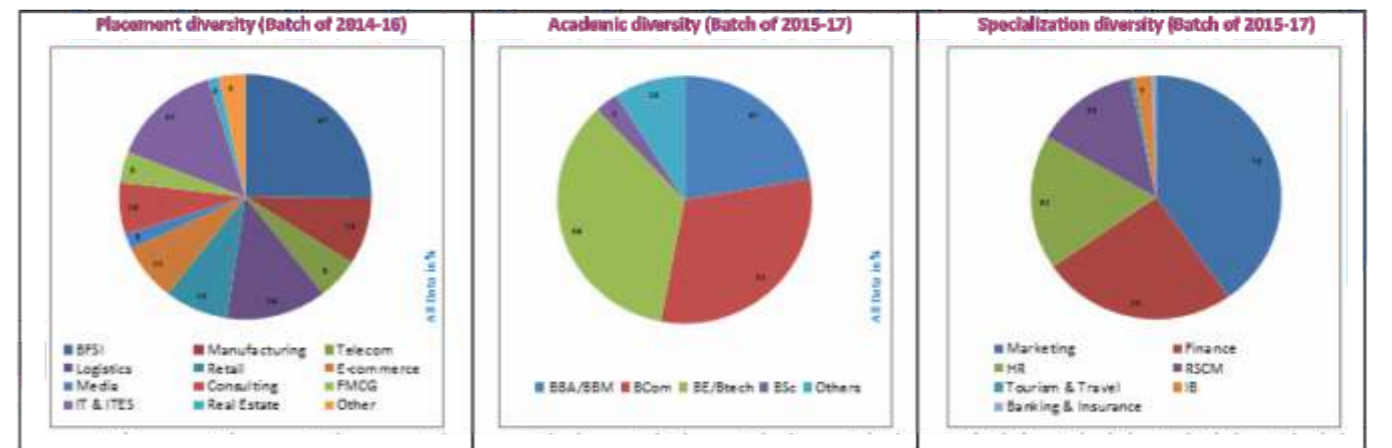
The Institute was established under the aegis of Bangalore Education Trust (Est'd: 1990) under Government of Karnataka. It offers PhD, MBA, PGDM, Global PGDM program (3 Country Exposure), 1 year PGDM and other certificate and value added programs. ISBR has been approved by the AICTE, Ministry of HRD, Govt. of INDIA. ISBR has been approved as a Research Centre under University of Mysore (NAAC A+ Graded) for India centric research projects. It also has tie-ups with University of Dubai, France Business School & Hof University Germany for student and faculty exchange programs

### Best Practices Followed

- Consistent focus on Quality Improvement: Committed towards international quality and accreditation standards
- Operate with transparent placement process through Standard Placement Reporting Mechanism
- Emphasis on corporate social responsibility (CSR) activities with support from industrial bodies

Areas of Excellence	Areas of Strong Performance	Areas of Good Performance	Areas of Improvement
<ul style="list-style-type: none"> <li>• Robust management and governance</li> <li>• Strong ties with industry for Sector wise Panel Discussions, Internships, Placements, Guest Lecture Series, Organisation Study, Live Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>• International linkages: Notable academic, research and student exchange tie-ups</li> </ul>	<ul style="list-style-type: none"> <li>• Academic and non-academic outcomes of students</li> <li>• Continued emphasis on research with stable output</li> <li>• Robust curriculum development process with feedback from industry</li> </ul>	<ul style="list-style-type: none"> <li>• Need to further intensify alumni engagements</li> </ul>
Graded Program Details	Students - Key Statistics (Batch of 2014-16)	Specialization Breakup (Batch of 2014-16)	Student Outcome (Batch of 2014-16)
Program : MBA (2 years) PGDM (2 years) Global PGDM (2 years)	Student strength : 206 Average age : 23 years Percentage of female students : 41% Entrance Exam : GMAT, CAT, MAT, XAT, CMAT	Marketing : 75 Retail & Supply Chain Management : 13 Finance : 43 Human Resource : 44 International Business : 11 Information Technology : 10 Banking & Insurance : 10	Placements : 100% Average CTC : Rs.5.5 lakh Highest CTC : Rs.20 lakh No. of student clubs : 12 Predominant placement region : Pan India

**Prominent recruiters :** Morgan Stanley, Prestige Group, TUV Rheinland, Deloitte, Ernst and Young, KPMG, HSBC, Hilton hotels, Tech Mahindra, ANZ Bank, Fortis Hospital, Flipkart, Wipro Technologies, Asian Paints, Oracle, Café Coffee Day, Tally Solutions, TCS, Robert Bosch, Yodlee Infotech, Oberoi Hotel, Accenture, JP Morgan, Audi, Zoomcar.



### Curriculum

The curriculum is updated annually using inputs from the industry experts. The institute contacts alumni as well as other corporate professionals across domain seeking their views on the course structure.

Global exchange agreements are in place with over 10 foreign institutes like France Business School, University of Dubai, Hof University - Germany, Spott Shaw College - Canada, ESC Troyes - France, Edinburgh University - Scotland, Bradley University-USA, Nottingham & Stratford University - USA, New Castle University - Australia and others

### Industry Interaction

Corporate Networking Cell, driven by ISBR students undertakes various industry academia engagements with consultancy projects on Talent Management, Advertising and Promotion Planning. ISBR alumni association is registered with various chapters across India and with an overall alumni base of 1200+ members.

### Infrastructure

ISBR is self-sufficient AICTE Approved campus with academic blocks, faculty offices, a library, computer centres, amphitheatre, seminar room and auditorium; in addition to 10 dedicated classrooms.

ISBR has accommodation facilities for its students with excellent sports and recreational facilities.

The library has over 9,005 books, 3745 national journals, 258 international journals and subscription to databases like Proquest, JGate and more. All classrooms have audio/video conference facilities, overhead projectors, computers and wireless hotspots.

*Disclaimer: Data based on inputs from reliable sources*

# Placement Report of 2014-16 Batch

(multiple offers also included)

Student Name	Company	Sector
Aastha Sharma	Intellipat	IT
Aathira Gopinath	Standard Chartered Bank	BFSI
Abdul Rehman	Ninjacart	Logistics
Abhinav Bhuyan	ICE Institute of Media & Animation	Manufacturing
Aditya Phuke	Fraunhofer	Media
Akshay Kumar Jaiswal	Decathlon	Logistics
Alisha Verma	Birla Sunlife	BFSI
Amrita Deb	Flipkart	E-Commerce
Ankit Paul	ICICI SECURITIES	BFSI
Ankit Paul	ICICI SECURITIES	BFSI
Ananya Arya	CMS Infoservices	IT
Andeep Singh Chahal	Portea Medical	Healthcare
Andria Mendes	Peepal Consulting	Consulting
Anitha Bhoopathy	Raheja Hypercity	Retail
Ankit Joshi	Ninjacart	Logistics
Ankit Singh	Experifun	Logistics
Anusha Royal	Live up solution	E-Commerce
A. Archana	Airtel	Telecom
Apoorv Singh	Capricoast	Logistics
Archana Kumari	Telekoam Solution	Telecom
Archana Singh	Ninjacart	Logistics
A. Archana	Airtel	Telecom
Arindam Saha	Birla Sunlife	BFSI
Arka Ghosh	Amadeus	Manufacturing
Arka Ghosh	Kotak Life Insurance	BFSI
Arunava Mukherjee	Ocwen	BFSI
R Aswin	Ninjacart	Logistics
Avideep Kundu	Winmax Advisory	BFSI
Avinash	Kotak Life Insurance	BFSI
Ayushi Mauraya	Winmax Advisory	BFSI
Bhagyashree .Kulkarni	ICICI SECURITIES	BFSI
G Bhavya Madhuri	Unibic	FMCG
Bhavin Shah	Ethnus	Education
Bhuvanesh	Capricoast	Logistics
Bijan Ray	Relon	Retail
C.Dinesh	Winmax Advisory	BFSI
Chinchinada Sankar	Borderless Access	Consulting
Christopher Joe Raja	American Express	BFSI

# Placement Report of 2014-16 Batch

(multiple offers also included)

Student Name	Company	Sector
Debangshu Ganguly	TradeInda	Retail
Debjani Bhattacharya	Daedalus	Consulting
Deepangana Debbarma	Live up solution	E-Commerce
Dharty Diwan	HSBC	BFSI
Dheeraj YSS	Winmax Advisory	BFSI
Dilip Jain	Live up solution	E-Commerce
C.Dinesh	Winmax Advisory	BFSI
Gregory Fernandez	Morgan Stanley	BFSI
Heena T	CGI	IT
J Veena	Schneider Electric	Real Estate
Jayul Modi	HSBC	BFSI
Jenil Vora	TSS	Manufacturing
Jerlin	Crackverbal	Education
Jishnu M	Winmax Advisory	BFSI
Juhi Agarwal	Tavant Technologies	IT
Jyothi Garg	Live up solution	E-Commerce
K Pawan Kumar	Live up solution	E-Commerce
K Yugandhar	Capricoast	Logistics
Kavitha D.R	Assure Consulting Services	Consulting
Keerthana Devi	Live up solution	E-Commerce
Keshab Deb	Floyd	Retail
Ketan Joshi	Firstsource	Consulting
Khushpreet Kaur	Sony	Manufacturing
Kumar Keshaw	Anmol Sharing	Consulting
Kumar Vishal	Schneider Electric	Manufacturing
Kush Kumar	ABB	Manufacturing
Kushboo Parween	Tavant Technologies	IT
K Leela Mahesh	Live up solution	E-Commerce
Madhuri Biswas	Morgan Stanley	BFSI
Mallika	Pace Power Systems	Manufacturing
Manikandan	Ninjacart	Logistics
Manikanta Reddy	Tavant Technologies	IT
Manoj C.H	Intellipat	IT
Maria Fernandes	CGI	IT
Mohammed Zuber	TVS Motors	Manufacturing
Monica Sarda	Radhika Granites	Manufacturing
Name of the Student	Company	Sector
Nanduri Siva Kumar	Live up solution	E-Commerce



# Placement Report of 2014-16 Batch

(multiple offers also included)

Student Name	Company	Sector
Neil Macwan	Berger Paints	FMCG
Nidhin Raj	SAP America	BFSI
Nihanth Kotha	Konnection	Retail
Nikhila	Pace Power Systems	Manufacturing
Nimesh	Ninjacart	Logistics
Niral Purohit	Winmax Advisory	BFSI
Nivea	Mphasis	IT
K Pawan Kumar	Live up solution	E-Commerce
Pankaj Makwana	ICICI SECURITIES	BFSI
Patha Santosh	Berger Paints	FMCG
Pooja Dixit	HSBC	BFSI
Pooja Mohan	Daedalus	Consulting
Pradeep Kumar	HSBC	BFSI
Pragnya Vojjala	Intellipat	IT
Pranaya Sameni	Decathlon	Logistics
Priyanka Pandey	Peepal Consulting	IT
Priyanka Singh	Square Bridge	Real Estate
Rabindranath Santra	Konnection	Retail
Rahul Mukherjee	ICICI SECURITIES	BFSI
Rahul Raj	Konnection	Retail
Raja Gopal	Kotak Life Insurance	BFSI
Rajat	Finovwin	Media
Ram Kumar	Pace Power Systems	Manufacturing
Ramakant Jaiswal	H&R Block India	BFSI
Rashmi J prakash	Capricoast	Logistics
Relangi Pavani Sree	Decathlon	Logistics
Remya R Pillai	Walkwater	Consulting
Rishi lal Bharadwaj	Mermaid Digital	Media
Rohit Bhatt	Kotak Life Insurance	BFSI
Rohit Santosh Ram	Winmax Advisory	BFSI
Rohit Singh Katal	Naukri	Consulting
Ruchi Sharma	Vodafone	Telecom
Sahiba Budhiraj	Qness Software	BFSI
Sahil Isani	Intellipat	IT
Sahil Jain	ABS India	IT
Sahil Kotagiri	TradeXL	Retail
Saloni gupta	Hiree	Consulting
Sandra Chonapally	Capricoast	Logistics

# Placement Report of 2014-16 Batch

(multiple offers also included)

Student Name	Company	Sector
Saurabh Sharma	Paketts	Logistics
Sayani Basu	Vodafone	Telecom
Shaik Mansoor	EDS Technologies	Manufacturing
Shayana Khan	Magnasoft	IT
Sheena Mathew	Live up solution	E-Commerce
Sherly Chakraborty	Ocwen	BFSI
Shirsha Sur	SendMyGift	Retail
Shivani Singh	Intellipat	IT
Shreyas J	Kurl On	FMCG
Solomon Vergehese	Ninjacart	Logistics
Somya Srivastava	Schneider Electric	Manufacturing
Sreekumar M P	KPMG	BFSI
Sreepad Joshi	Intellipat	IT
Sriram G	Thrillophilia	Travel & Tourism
Sukanya K	Pace Power Systems	Manufacturing
Suman Kumari	Konnection	Retail
Sunith Singh	Flourish Foods	FMCG
Sunny Sen Gupta	Ocwen	BFSI
Supriya Bisht	HSBC	BFSI
Susmitha Vandanapu	Yodlee Infotech	BFSI
Sweta Ghosh	Konnection	Retail
Tushar Nair	Airtel	Telecom
Tushar Tripathi	Asian Paints	FMCG
Vardaraj	Intellipat	IT
Varun Shah Kapadia	Simplify 3X	Education
Vedik	Decathlon	Logistics
Velagala Prasad Reddy	Live up solution	E-Commerce
Viji Nair	Happiest Minds	IT
Vikram Singh	Airtel	Telecom
Vineela	Intellipat	IT
Vishaka Ranadive	Morgan Stanley	BFSI
Vishal Jain	Airtel	Telecom
Vishnu Teja	ABS India	IT
Vishwajeet	ABS India	IT
Vivek Kumar Dasandi	American Express	BFSI
Yash Shinde	Decathlon	Logistics
Yeruvu Sneha	Vodafone	Telecom







The story of ISBR presented through the pages and annals of the year that has gone by is recorded and represented for review, recognition and reminder .

# Annual Report For 2015-16

Dear Stake Holders,

Knowledge is the key driving force in the 21st century. If India is emerging as a globally competitive player today, that is because of the knowledge resources that are growing in the country and the visionary leadership that is steering the nation. Institutions like ISBR play a significant role in the knowledge spectrum towards this end. It is our vision to be a best in class institution serving the society through creation of knowledge resource and enlightened leadership in the youth to take the country forward in a visible future. What have we done year on year is what gives us a sense of direction towards achieving these goals.

ISBR Leadership team is pleased to present the annual report for the year 2015-16, the saga of fulfillment and a journey of accomplishment. We are consciously aware that an annual report is an instrument to communicate to the stakeholders the purpose and objectives of the institution and how we have moved towards this in the given year.

I present to you in a nutshell the vision, the dream and how we are moving towards achieving them.

### Academics

For the success of an education institution, it is the quality and relevance of its academic programs that lay the foundation. The process of delivery is equally important as the design and content of program while the quality resource of faculty provides the backbone. We have ensured this at ISBR.

ISBR offers a 2 Year PGDM program approved by the AICTE, an MBA program of the University of

Mysore and a One-Year PGDM program of Bangalore University, all under the umbrella of BET. Conventionally, these programs are offered in multiple streams, both popular ones such as HR, Finance, Marketing & IB, and the niche ones like Entrepreneurship and Business Analytics.



At ISBR, continuous updating and enrichment of curriculum with inputs from experts from both industry and academia, differentiate the value of academic programs. So is the delivery. We have deeper engagement of corporate executives, industry managers and entrepreneurs in bringing real world experience to make today's classroom relevant. We have close to 200 experts who have come and connected themselves to our students through Special Lectures, Panel Discussions, Seminars & Symposia, Workshops & Simulations and Mentoring & Guidance, both at individual and group levels.

Our Students have learnt a great deal from visiting industries and learning at site, with a range of industries and public bodies, including 3M, Schneider Electric, Happiest Minds and others. They had opportunities for undertaking sponsored projects apart from Internships and project work.

### Research & Consulting

We are proud to report that ISBR Research Centre established only last year, has made a significant progress in just one year. We have nine research scholars who have passed through the rigorous validation process of University of Mysore and started their research work



with great intensity, on various topics of social relevance while 30 more research scholars are going through the course work this year, beginning from August. Our borders have expanded - we have 6 international Research scholars from Asia and Africa enrolled for PhD, working on cross border initiatives and topics of relevance to global economies. Our faculty members have published and presented several research papers this year.

The Center undertakes research and consulting assignments for corporate and industry bodies. We have significant interest that has come from industry bodies, chambers of commerce and international agencies.

ISBR has had the privilege of collaborating with University of Mysore in hosting an international conference just a week ago on Collaborative Research in Humanities & Management, where over 300 research papers were presented by scholars from India and abroad. Our own faculty and leadership team played significant role while our researchers presented some of the best research papers in the conference.

ISBR joined hands with the Federation of Commerce Teachers Councils in hosting a national conference on commerce education in Davanagere this year. ISBR joined hands with NHRD in the HR Showcase event.

ISBR is consulting for industry and international bodies. Our Dean is advisor for diplomatic missions and SAARC bodies in India and South Asia. He has mentored some successful Start-Ups. Our faculty is training industry managers in HR, leadership, operations, business research and marketing tools.

### Institution & Organization Development

ISBR has taken several initiatives to enhance capacity and competency of its team and to increase the quality of academic delivery.

A series of Faculty Development Programs by experts from India and Abroad were organized in niche area such as accelerated learning and teaching, cyber-security and internet of things (IOT), research tools and techniques, case study developments and such other topics.

Our faculty strength has doubled adding multiple capabilities in a variety of areas. A number of PhDs with rich experience in Industry and academic have joined the team ISBR. This has contributed to the overall capacity development of the institution. Faculty Development Programs are a continuous activity. We had experts from our own IIMB, ISB Hyderabad, and overseas Universities to conduct sessions on Innovation, Strategy and new waves in modern management, for our faculty.

At ISBR, our ambitions are larger, goals are bigger and resources are stronger. ISBR is placed among the top ranked B-Schools in the country. We have intensified efforts towards technology interventions in our systems, processes and live lecture recording systems.

In pursuit of our quality improvement initiative, ISBR has made earnest efforts and progress towards obtaining NBA (National Board of Accreditation) accreditation & AACSB (Association to Advance Collegiate Schools of Business) certification.

### International Exposure

Almost all our students undertook international study tours to get an insight into Global Business Environment



and enhance individual horizon of knowledge. A few of them had the opportunity of studying in ESC Troyes & France Business School as well as Hof University - Germany, as part of International Student Exchange program and gained exposure to global learning and business environment.



Likewise Students of these universities had the opportunity to study at our campus in Bangalore and experience the Indian Business Environment and Culture.

ISBR was invited to mentor institutions in the North Easter Provinces and student contingents from Manipur visited Bangalore for summer programs under our Help-Thy-Neighbor initiative.

### Student Development beyond Class Rooms

Our Students have demonstrated higher skills and capabilities in intercollegiate competitions such as



VISTA @ IIMB, Sthiratha at Madurai Thiyagarajar School of Management, Archish Indus Business Academy and bagged several Prizes.

Students took an active part in learning beyond class rooms, organized and participated in many events. Clubs and Cells are becoming super active. While they engaged actively in Brains & Business, Decathlon, Amegha, Buddy project, Connexions at 1on1, they celebrated Independence Day, Teachers Day, Freshers Day, Holi, Women's Day, Navarathri, Divali, Christmas, Culinary Art Fest, etc.

### Mentoring

Yet another unique programme launched by ISBR is introducing MENTORING program this year. This helped the students in many ways. It provided opportunities to strengthen teacher-student interaction and enabled students to realize their potential to bring out the best. Knowledge sharing, team work, self awareness, collaborative learning, handholding, idea generation, start up enterprises, honing managerial skills



and organizing abilities, integrating with the society, and many more. It has encouraged students to engage in constant dialogue on many topical issues. It is becoming very effective in building young leaders for today and tomorrow.

### Industry Connect

We are proud to say that members of our team have occupied pivotal positions in industry and professional bodies. This has strengthened industry connect. STAR INVITEES has been a unique concept of ISBR to deepen the relationship with industry and getting the entrepreneurs and industry managers to showcase

success stories and interact with our audiences. We have had as many as 60 star invitees in this context.



ISBR has partnered with ELCIA, CII Young India. ISBR has signed an MOUs with FKCCI for skill development under NSDC schemes, with Adecco on Capacity Building and Jain International Trade Organisation (JITO). ISBR have added membership of ASSOCHAM, AMDISA (Association of Management Development Institutions of South Asia), CII Yi etc. Over the last few months more than 50 Entrepreneur and Industry representative participated in ISBR events as STAR INVITEES and shared their success stories which served as live case studies of business enterprises.

### Recognition

ISBR was conferred with the prestigious national level CHANAKYA Award for Best Educational Practices in Management by Public Relations Council of India at a function held in Kolkata.

Our Managing Trustee & MD Mr Manish Kothari was conferred the most prestigious JEWELS OF RAJASTHAN Award and Young Entrepreneur Award at a function held in Jaipur. Mr Manish Kothari was elected to industry bodies such as JITO - Jain International Trade Organization, Wind Power Producers Association of India and others. Mr Manish Kothari visited Hong Kong University on invitation. Our CEO Bharat Jain was featured in Rajasthan Patrika.

ISBR Dean Dr Manohar Chikkanna was invited to speak at the BRICS international Conference in Moscow on

strengthening BRICS initiatives in business education. He is invited to speak and advise at the SAARC initiatives in Sri Lanka this month. He is serving on the Boards of Management of Industry Bodies such as Bangalore Chamber of Industry & Commerce. He was nominated to head the ASSOCHAM International Relations Committee and continues to serve as Chairperson of AIMS - Association of Indian Management Schools for Karnataka & Kerala, and IMCI Mumbai - Institute of Management Consultants of India Karnataka Chapter, national Governing Council of Indo French Chamber of Commerce and Regional Board of Indo Italian Chamber of Commerce. He was often invited for expert analysis of Budget and economic policies on TV.



Our Senior Director Dr KS Anandaram and Dean-Academics Dr Chandra Nirajan are serving on the Boards of professional and civic bodies. Our Head of Placement Mr Abbas Ali is serving on Committees of BCIC, CII and other organizations.

### Admission

The steady increase in number of applicants year after year has ensured better quality intake. This has enhanced our confidence and strengthened our belief in quality



education. Besides, the girls' student enrollment has improved significantly from 30% to 55% in the last three years. We hope to improve it further. Current year, ISBR received over 2600 applications against the intake of 240 seats.

It is interesting to observe the Research intent and interest in the country is growing significantly. ISBR Research Centre received over 1300 enquiries and 600 applications for enrolment for PhD from across the country. It was a tough task for us to chose the best among them, as they have chosen the best that fits their ambition!

### Placements

Student performance in the Placement is the index of quality and competency gained through the learning process on the campus. We are glad that 86% of our students are placed well in companies of repute while the remaining have either chosen to join their family business or start their own enterprises. Key industry sectors such as Manufacturing, Services, Banking, Infrastructure, IT, Ecommerce, FMCG, Healthcare, Consulting, Retail and others have recruited our students. ISBR constantly strives to prepare the student for moving from campus to corporate vigorously by providing opportunity of training and mentoring.

Supporting our efforts on industry relevant learning, ISBR organized a series of workshops and panel discussions on Entrepreneurship Development, Building World class Institutions, Retail & Supply Chain Management, HR, Marketing, Finance, Operations Management, International Business and Tourism.

### Partnerships & Path Breaking Initiatives

We have expanded our network of partners with universities, industry bodies and research organization in India and Abroad. To our present network of universities like University of Dubai, France Business School, Hof University Germany, Spratt Shaw Community College, Canada, Bradley University, USA, Nottingham University, and Stratford University, USA, Hongkong University SPACE, New Castle University, Australia, International Coaching Academy, UK.

We have added this year with Moscow University of Law & Finance, Russia, Rostov State University of Economics, Sullivan University of USA, Regenesys Business School of South Africa, Doba University of



Slovenia and others. Accomplished professors, academic leaders and businessmen delivered lectures from these and other Universities and organisations.

Besides, ISBR partnered with India's Best institutions including IIMB's Forum of Industry Interaction as a Campus Ambassador, NEN, ADECO and others.

ISBR believes in 360 degree development of the students, learning beyond classrooms and studying beyond curriculum bring lots of value in individual growth of the students. ISBR CSR activities created such opportunity for active engagement of not only the student but all other stake holders. Healthy mind and body are as important as academic achievements. ISBR partnered with the Art of Living.

Recognizing the unique role played by women in creating the Healthy and Sustainable society, be its business or economics, be it culture or sports, be it corporate or public service - everywhere women have progressed and led the society. ISBR recognized women achievers in different walks of life as part of ABHINANDANA program conducted every year. This event gathered great momentum year after year. This year best women employees nominated by over 60 companies were honored. Abhinandana 2016 was published in international news in London thanks to the endorsement of British Deputy High Commission.

### CSR

ISBR team is engaged in making Stand-Up India a reality through our own modest ways. Our students did tremendous work in villages and even in Bangalore in Tilaknagar. You have witnessed today the distribution of uniforms to school children launched by Rajasthan Cosmo Club in association with ISBR, with the support of ELCIA.



### Alumni Engagement

ISBR alumni are up and active. They have not only participated in ISBR's regular activities but also engaged themselves with current batches of our students by sharing their experiences. While majority of alumni take an active part in the Annual Alumni Day, quite a few are reconnected with their Alma matter for teaching, special



lecture, research, consulting, mentoring and training. Past alumni are recruiting present alumni! Right this evening, they are reuniting to celebrate their successes and share their stories, their touching and moving moments only relive again and again.

### Expansion

To sustain and growth, institutions have to keep expanding. It is a shining feather in the BET Cap that we have added a new institution within the Group this year in establishing a new campus in the Electronics City offering degree courses such as B.Com, BBM and BCA, and post graduate courses such as M.Com, MFA& MTTM of Bangalore University. This development fulfils the desire of people in the neighborhood of Electronics City to seek opportunity for quality education to the young aspirants

### Taking the Vision & Dream forward

ISBR is the outcome of the dream of our founders and has become a reality from a moderate institution to a modal institution. Our vision is to become a most preferred institution in India for higher learning in Management, Business Studies and Entrepreneurship in the coming decade. Towards this end we are constantly striving to equip ourselves with the best of resources, human capital, infrastructure and scaling up to embrace the new opportunities emerging in the society.

It's the culmination of over 26 year of Bangalore Education Trust, in service of the society, empowering the generations from all sections of the society. As our ISBR logo symbolizes, our mission is to empower the younger generation through the cycle of SUN - Stimulation, Understanding & Nurturing and give the experience of self-enlightenment in the REAL WORLD through REAL LEARNING, the tag line of our institution.



Approved by AICTE, Ministry of HRD Government of India

# Annual Day 2016 Awards

Award Name	Student's Name	Batch
MBA 1st Semester Topper - 1st Place	Prerna Singh	2015-17
MBA 1st Semester Topper - 2nd Place	Shruti Rajan	2015-17
Subject Topper In Management Concepts & Theories	Attawar Sadhana Dayanand Shobhana	2015-17
Subject Topper In Organization Behaviour	Neetika Pal	2015-17
Subject Topper In Business Environment	Sudesh Siwan	2015-17
Subject Topper In Managerial Accounting	Prerna Singh	2015-17
Subject Topper In Managerial Economics	Monika Tiwari	2015-17
Subject Topper In Statistics for Management	Abhishek Banerjee	2015-17
Subject Topper In Managerial Communication	Attawar Sadhana Dayanand Shobhana	2015-17
PGDM 1st Semester Topper - 1st Place	Manisha Singh	2015-17
PGDM 1st Semester Topper - 2nd Place	Sharan R	2015-17
Subject Topper In Management Concepts & Theories PGDM	Manisha Singh	2015-17
Subject Topper In Organization Behaviour-PGDM	A Madhuri	2015-17
Subject Topper In Business Environment -PGDM	Pratik Nandi	2015-17
Subject Topper In Managerial Accounting-PGDM	Manoj Kanth E L	2015-17
Subject Topper In Managerial Economics-PGDM	Bhagavatam Kishor Kumar Sharma, Pratik Nandi	2015-17
Subject Topper In Statistics for Management-PGDM	Swati Modgil	2015-17
Subject Topper In Managerial Communication-PGDM	Joonuthula Umanjali, Nagarjuna Kalluru	2015-17
Subject Topper In Information Technology-PGDM	Karan A Gidwan	2015-17
Best Student	Sharon Angel, Sharan R	2015-17
Leadership Award	"pradeep Reddy C, Arnab Roy, Sumit Saraswat, Digvijay Singta, Gupte Pallavi Pradeep Kavita	2015-17
Highest Attendance	Soham Banerjee, Sattwik Sahoo	2015-17
Ms. ISBR	Avipsa Biswal	2015-17
Mr..ISBR	Digvijay Singta	2015-17
Best Manager Finalists	Shrija Baneerjee, Harsh Rudrurkar	2015-17

# Annual Day 2016 Awards



Award Name	Student's Name	Batch
Startup Spirit Winners	Innovative Startups - Team Dreamcatchers For For Id Fresh Failed Startups -team Crew In Action For Dazo	2015-17
	Next Big Idea: Team Mentos For Bake My Wish	
Technical Excellence Award	Sattwik Sahoo	2015-17
Best Corporate Networking Team	Sharon Ange, Raman Kumar, yash Ashish	2015-17
Best Media Relations	Vishnu C S	2015-17
Highest Class Participation	Shruti Rajan, Sreedhar N P	2015-17
Highest Participation In Intercollegiate Events	"pradeep Reddy C, Aiyappa K S, Sanju H A, Arnab Roy, Nishant Kumar Tiwari, Yamalapalli Aravind, Pola Rajasekhar Reddy, Nagarjuna Kalluru,aprameya Joshi, Pakanati Manish, Bhagavatam Kishor Kumar Sharma, Joshi Akshay Sanjay"	2015-17
Best Debater	Harsh Rudrurkar	2015-17
Winners Of Best Advertising Campaign	Dan Eapen Mathew, Vishnu, Pradeep Reddy C , Sanju H A	2015-17
Winners Of Business Quiz	Swati Modgil	2015-17
Best Singer	Arijit Singha	2015 -17
Best Award	Rijushree Narzari, Anchal Agarwal	2015 -17
Most Creative Student	Arnab Roy, Ashni Anto	2015 -17
Best Organizers	Perminder Kaur Gill, Arnab Roy, Gupte Pallavi Pradeep Kavita	2015 -17
Cricket	Mba Concorde Captained By Pradeep Reddy C	2015 -17
Girls Cricket	Mba Captained By Monika Tiwari	2015 -17

# Annual Day 2016 Awards

Award Name	Student's Name	Batch
Athletics	Aiyappa K S, Aakash Tripathi, Suthar Heet Pravin	2015 -17
Kho Kho	Pgdm Girls Captained By Gulla Srujana Keerthy	2015 -17
Volley Ball Girls	Mba 1st Year Captained By Nidhi Jain	2015 -17
Carom	Imran Hussain	2015 -17

# Convocation Invite 2016



Cordially invite you to grace the occasion of

### "Abhi-Nandana-2016"

An initiative of ISBR, ELCIA, PRCI & Book Paradise-Chambers Academy  
Presentation of **SHIRAMA** Awards to Women Achievers by Men of Distinction on  
Sunday, 1<sup>st</sup> May 2016 at 10:30am  
Venue: ISBR Campus Kadisuru, Electronic City Phase One, Bangalore-540100

**INAUGURATION**  
Smt S.P. Hemalatha  
Worshipful Deputy Mayor of Bengaluru Mahanagara Palike  
Release of Roll of Honours of Best Women Employees by  
Smt Shalini Rajarish, CEO, ELCIA

**MAHILA SABALEEKARANA PRASHASTI**  
Government ITI for Women  
Karnataka Women Technical Training Institute  
**WOMAN OF DISTINCTION**  
Smt Hema Ravichandra, HR Mentor & Entrepreneur

**SAARTHAKA SAADHANA Awards for LIFE TIME ACHIEVEMENT**  
Dr. Nimula Gupta, Empowerment through selfless Service to Society

**SHIRAMA SAADHANA Rising Stars Awards for achieving success through professional excellence**

Smt Lavanya, Corporate Leadership in Finance	Smt Santhya Mendonca, Media & Communication
Smt Sheila Anish, Advocate	Dr. Sarika Menon, Psychiatrist
Smt Bharati Singh, Advocate & Training	Smt Manjula Mehta, Promotion of Art & Culture
Smt Gita Krishnamurthy, International Relations	Smt Deepali Gotadke, Entrepreneur
Smt Santhya, International Education	Smt Anitha, Industry Association
Smt Chaya Srinivas, HR & Education	Smt Vidya, Development Practitioner
Smt Sheila Anish, Advocate	Smt Vijayalakshmi, Electronic Media/Suvarna TV
Smt Vasuhati, Mountaineer	Smt Khajalata, Community Service

**SHIRAMARAMBA Awards for being Rising Stars and achieving success self-reliance**

Smt Sushila Reddy, Fine Art	Kum Sujatha, Zee TV Suburban Contestants
Smt Ira Ghani Lal, Management Practice	Kum Anitha Karthik, Zee TV Suburban Contestants
	Kum Niharika, Zee TV Suburban Contestants

**ARALIYA PRATIBHE: Catch Them Young**  
Kum R. Senthil Raju      Kum. S. Mohalakshmi Siddhar

**MEN OF DISTINCTION** presenting the awards:

Sri Parthasarathi, Secretary General, FICCI	Sri Raja Vatsavargal, Secretary General, BCC
Sri Kishore Anil, Entrepreneur Founder, ISB Highline	Prof. Radhakrishna, Educationist
Sri S Babu, Vice Chairman, ASSOCHAM	Dr. Regional Director, CI
Sri Anand Ali, Past President, BCC	Sri M. R. Jayaram, Founder & Chief Mentor, IRO
Sri Ravi Chandrar, Hon. Consul of Republic of Slovenia	Sri E. C. Jayarathnan, Organizer & Facilitator
	Sri MS Venkatesh, Chairman, Karnataka Chamber of Industry
	Sri Anshul Maral, MS-Ed., CEO, Rewards Investment Centre

**ARIMANDANA ALUMNI Presenting Awards**

Smt Sarojamma Banappa (2014)
Smt Shyama Chandrasekhar (2013)
Dr Anuradha Prathap (2012)
Dr Anita Ramachandrar (2011)
Smt Chaya Umeshchandra (2011)
Smt Gayatri Nair (2011)
Kum Ayoti Nataraj (2011)

Smt Manish Kothari, Founder, ISBR Group of Institutions  
President

**STARLINEERS**  
★ ISB ★ Synthesis Winding Tech ★ EntirelyGo ★

HOST ORGANISATION: TEAM ISBR led by Dr. S. Anandaram, Senior Director, ISBR  
Dr. Chandru Narayan, Dean Academics, ISBR  
COORDINATION: Sri Anish Ali, Head Corporate Affairs, ISBR  
CHIRANAM, NOMINATION COMMITTEE: Dr. C. Manohar, Dean & Director-Strategy, ISBR

**PROGRAM SCHEDULE**

- Registration :
  - For Graduating Students: 8:00 am to 9:00 am
  - For Guests : 9:00 am to 10:00 am
- Graduation Procession enters  
(Audience rise & remain standing until guests are seated)
- Innovation & Lighting of the lamp
- Welcome Address
- Presentation of Annual Report
- Declaring the Convocation Ceremony open
- Administering the Oath
- Award of Gold Medals
- Convocation Address
- ISBR Outstanding Achievement Award Ceremony
- Address by Guests of Honour
- Release of ISBR GEMS
- Conferring the Certificates
- Vote of thanks
- National Anthem
- Graduation procession leaves
- Lunch

## INVITATION

# CONVOCATION 2016

Sunday, 3rd July 2016

No person was ever honoured for what he received, honour has been the reward for what he gave.

www.isbr.in

RANKED AMONG TOP UNIVERSITIES OF INDIA

For any guidance, contact: 98417 33331, 93797 11119  
E-mail: convocation@isbr.in



In the News  
**ISBR in the Media**

**Mumbai Dabbawalas share their success story with ISBR Students**



In the News  
**ISBR in the Media**

**Mohandas Pai Interviewed by ISBR Students media team**



अहमदाबाद विज्ञान संस्थान का प्रमुख महोदय मोहम्मद मुहम्मद पाई का हाली 2013 में ISBR के छात्रों के साथ एक कार्यक्रम में शामिल होना एक विशेष अवसर था। इस अवसर पर ISBR के छात्रों ने मोहम्मद पाई का एक विशेष साक्षात्कार किया।



**International Delegates visit ISBR**



International Delegates of ISBR visited ISBR on August 6, 2013. The delegates were accompanied by ISBR students and faculty members. The visit was a successful one and the delegates were impressed by the quality of education at ISBR.



**ISBR students visits Mysore for a RURAL Project**



ISBR students visited Mysore for a rural project. The students were accompanied by ISBR faculty members. The project was a successful one and the students were able to help the local community in many ways.



## COURSES OFFERED

# GLOBAL PGDM

Special feature: 3 Country Exposure

Approved by AICTE,  
Ministry of HRD,  
Government of India

**Specializations offered:** Human Resource Management, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing, Supply Chain Management, Banking & Insurance.

**Duration:** 2 year

**Eligibility:** Any graduate with a minimum of 50% in the qualifying examination.

**Entrance test for qualification:** MAT / CAT / CMAT / XAT / PG CET / ATMA / ICET & any other state entrance test.

Course Offered at: Bangalore Campus

# PGDM

Special feature: 1 semester abroad

Approved by AICTE,  
Ministry of HRD,  
Government of India

**Specializations offered:** HR, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing & Supply Chain Management and Banking & Insurance.

**Duration:** 2 year

**Eligibility:** Any graduate with a minimum of 50% in the qualifying examination.

**Entrance test for qualification:** MAT / CAT / XAT / PG CET / ATMA / CMAT & any other state entrance test.

Course Offered at: Bangalore Campus

# PhD

University of Mysore

**Specializations offered :** Management, Commerce, Entrepreneurship, International business, Accounting, Human resources, Business law, Finance, Taxation, Production and operations management, Finance and control, Corporate strategy, Marketing, Information systems and quantitative methods, Social sciences and economics, Organizational behaviour

**Duration:** 3 Year

**Eligibility:** Masters degree or equivalent with minimum 55% marks or equivalent. (50% in case of SC / ST / CAT - I / 5 years teaching experience)

Course Offered at: Bangalore Campus

# PGDM

Approved by AICTE,  
Ministry of HRD,  
Government of India

**Specializations offered:** HR, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing & Supply Chain Management and Banking & Insurance.

**Duration:** 2 year

**Eligibility:** Any graduate with a minimum of 50% in the qualifying examination.

**Entrance test for qualification:** MAT / CAT / XAT / PG CET / ATMA / CMAT & any other state entrance test.

Course Offered at: Bangalore Campus

# MBA

Mysore University Program

**Specializations offered:** HR, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing & Supply Chain Management and Banking & Insurance

**Duration:** 2 year

**Eligibility:** Any graduate with a minimum of 50% in the qualifying examination

**Entrance test for qualification:** MAT / CAT / XAT / PG CET / ATMA / CMAT & any other state entrance test

Course Offered at: Bangalore Campus and Chennai Campus

# One Year PG Program

Bangalore University

**Duration:** 1 year

**Eligibility:** Candidates with 40% marks in aggregate in Bachelor's / Master's Degree of a recognized University are eligible for admission.

Preference will be given to candidates sponsored by a business or industrial concern.

Course Offered at: Bangalore Campus

For more details visit [www.isbr.in](http://www.isbr.in)

International School of Business & Research 79





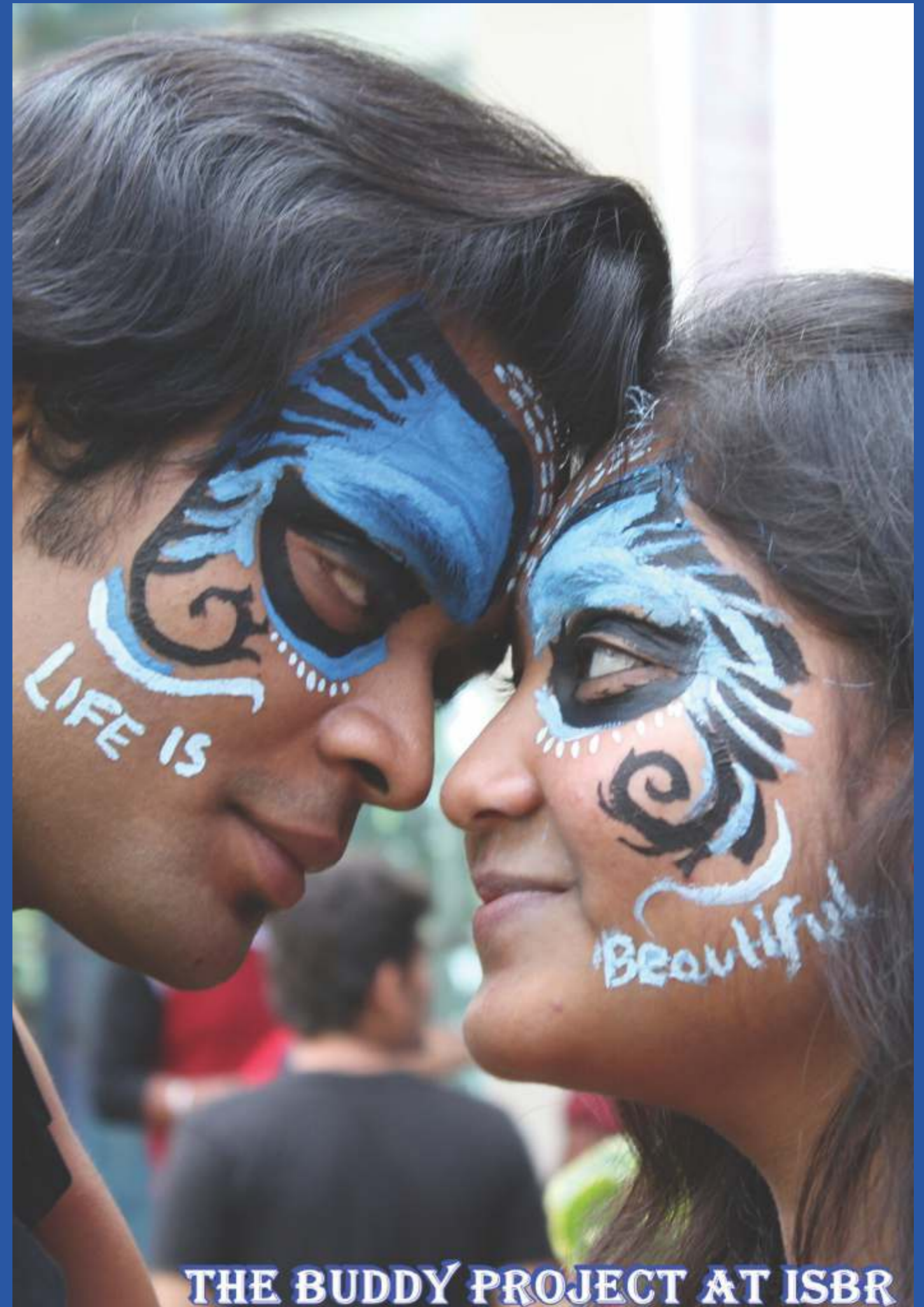
# One Global Economy. One Global Leader.



**Two Year GLOBAL PGDM**  
( A 3 country exposure program )



Approved by AICTE. Ministry of HRD  
Government of India



**THE BUDDY PROJECT AT ISBR**

Conceptualised by ISBR Student