


ISBR VOICE

" in quest for creation "

"ISBR" Champions at "E Week 09"



An Interview with the
Lokayukta Justice
N Santosh Hedge



Also in this issue...

Case Study-Reva Cars
What makes a Great Manager
Right Candidate in Bad times
Global Warning... and more



Kaleidoscope !!

From the Editor

C137
29/9/19



This issue heralds another curtain-raiser. The cord of events at the campus; guest-lectures, achievements, orientation week, industrial visit, E-week etc.

What is worth mentioning is the rendezvous with the Lokayukta Chief Justice N.Santosh Hegde. A tête-à-tête with him reveals the great personality of this man. The name that reverberate justice, the name that sends shudders down the spine of an unscrupulous man- who has amassed wealth through illegal means. The name that Here, we have captured him in a live conversation with our energetic team, who have blatantly said as "one of the best experience worth to be nurtured for a life-time"

Meet Justice Hegde!!!!!!!!!!!!!!!!!!!!!!

Lo & behold! Achievements.....ISBR had a landslide victory at the NEN event creating waves of euphoria for everyone to relish upon. We were declared winners amongst three hundred colleges in the city. It certainly reveals the enigma, energy & enthusiasm what our folks have.Great leadership & team synergy was displayed among the Isbrians that proved them the undisputed winners.

Apart from the rigmarole of activities being discussed in the forth coming pages of this issue, what is more important for us as a team to be cognizant of is the fact of the constant change.

Handle the challenge of change well, and you can prosper greatly. Handle it poorly and you put yourself and others at risk."

-John Kotter

"Our iceberg is melting" by John Kotter is a must read for everyone. It talks about changing & succeeding under any conditions. John has devised the eight step process of successful change through a simple fable of penguins. They are as follows:

- Create a sense of urgency
- Pull together the guiding team
- Develop the change vision & strategy
- Communicate for understanding and buy in
- Empower others to act
- Produce short term wins
- Don't let up.
- Create a new culture.

However what impressed me the most was “the role of thinking & feeling” which is apt at this juncture. In his own words: “Thinking differently can help change behavior and lead to better results.”

Collect data, analyze it.

Present the information logically to change people thinking.

Changed thinking, in turn can change behavior.

Feeling differently can change behavior. More and lead to even better results.

Create surprising, compelling, and, if possible visual experience.

The experiences change how people feel about a situation.

A change in feelings can lead to a significant change in behavior.

If you are an analytical person, a formal analysis in four columns-the eight steps what the birds (penguins) did, what you & your groups have been doing, what you might do-can be a powerful method of reflection.

So friends, everything in this world primarily depends on the three R's. Remember every action of yours has a

Reaction

Reflection &

Resound, no matter what you are and where you are.

Take care

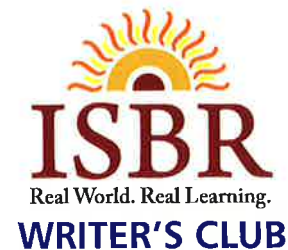
Preeja Sridhar..

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“Clinging to the past is the problem, embracing change is the answer”

-Gloria Steinem

Director's Message

Dear Stakeholders,

We are approaching the end of yet another academic year culminating with exams, beginning of internships, starting of new job assignments and progressing towards another new set of students in the next quarter. While it is appreciable that we move ahead with the times, it is equally important and advisable to reflect on the past, learn from our mistakes, benchmark against best practices and evolve into the future with higher confidence and little more knowledge than what we have set our targets on.

It is time to take stock of the realities of the global economy, agenda for development, challenges of internal security issues, maintainance of peace and communal harmony and tackling ill effects of climate change while keeping in mind that social equity and inclusive growth is going to be the cornerstone for sustainable achievement in all these domains.



Mr. Amit Gupta

While such a holistic and integrated agenda is easier said than done which we have been grappling for many years to overcome within the arena of management science, it is time we genuflect and go back to our roots of ancient indian spiritual thoughts and look up to the path shown by our great thinkers to extract the best from them and combine this with the essential management components of modern technology, financial markets liberalization, business thought leadership and globalization in general to arrive at an ideal concoction.

We realize that we cannot do this all alone but need leadership from current achievers in this field and develop a pipeline of leaders among educators to carry this flame ahead to ignite our young minds. In effect this has to be a well coordinated, orchestrated, regulated effort with groundswell of opinion leaders, implementers, executioners and policy makers chipping in with their contributions.

In order to help us and initiate us into this endeavour, we are today embarking on this journey with the light and path shown to us by none other than stalwarts like Padma Bhushan Prof N.S.Ramaswamy, National Professor of management and crusader par excellence Lokayukta Honourable Chief Justice N. Santosh Hegde who i am sure will help us carrying forward the torch in implementing our agenda and make sure that the trickle down theory effect works in favour of every individual, civil society and this great nation of ours which is destined to be in the forefront of global development in the near future.

I heartily congratulate all faculty and staff members, student cell members, corporate guests who have graced our campus in the last few months for seminars, panel discussions, placements and internships and thank them for supporting us in these difficult times. May we overcome and surmount all our challenges with the light of knowledge and positive attitude imbibed from our ancient indian thoughts and spiritual strength gathered from them.

Wish you the best of times in every endeavour you undertake and personal and professional happiness and excellence!!

Business Round up...

- Finance officials from G10 countries pledged to do "whatever is necessary" to fix the global economy, including supervision of freewheeling hedge funds and restoring bank lending by dealing with the shaky securities clogging their finances.
- The World Bank says that the global economy will shrink in 2009 for the first time since World War II and that the global financial crisis will make it tougher for poor and developing nations to access the much needed financing.
- Larsen & Toubro, B K Modi's Spice group and Tech Mahindra have registered for the right to bid for a majority stake in fraud-hit Satyam Computer Services.
- President Barack Obama's administration has cleared a \$2.1 billion sale to India of eight Boeing Co. P-8 maritime patrol aircraft, the largest U.S. arms transfer to India to date.
- Nokia plans to introduce restructuring measures affecting 1,700 of its employees due to slow demand for its products in India.
- General Motors CEO Rick Wagoner said the company remains confident it can restructure outside of bankruptcy court and warned of the downside to a bankruptcy filing.
- Ford to roll out small cars into the market by 2010.
- US companies are stepping up their fight against President Barack Obama's proposals not aimed squarely at reviving the economy. They say Obama is trying to do too much, taking the focus off fixing credit markets and proposing ideas that may hurt rather than help.
- Wipro Ltd. sees a revival in the demand for outsourcing services in the second half of this year as global firms look to cut costs.
- Tata group's total debt is set to exceed Rs 1,00,000 crore in the current fiscal, but it appears comfortable on the liquidity front say reports.

Fresh Bloom in MBA @ ISBR, Bangalore Feb 2009 Batch

It's always charming to see a planted tree taking its full bloom; and at ISBR envisaged a full bloom of enthusiastic students on the February 2009. Fervent, with expectations in heart and a dream to step on the threshold of the Corporate Globe, all had something to offer and loads to get from ISBR.

As integrity of the past student community at ISBR, this time also the new SMU Batch flaunted different culture with their own tradition yet a common goal, to be successful. As the day proceeded different aspects of these prospective managers revealed themselves. The new batch portrayed some extreme talents as Magicians and Dancers.

It was a privilege for the new students to have Mr. B. Sriram, the Chief Manager of Reliance Retail India as chief guest. It was rather a corporate exposure than mere words of motivation. The glorifying event was also enriched by the words of the dignitaries of ISBR including the director Mr. Gupta and Managing Trustee Mr. Kothari and our very own DJ.

A unique way to display their passion for the Gems who would be imparting them with the best of the knowledge and apt grooming, these new learners humbly showed their reverence with the simplicity of flowers.

With a wish to see them as an albatross in the sky with flying colours of "success and confidence" and not in the cage of "failure and tension", ISBR ensures that they reach an appropriate place which will be helpful in their journey as the extent of paying commitment and hard work for their motto in life



Prof. Sheela Krishna & Ms. Lisha Arora conducted a workshop for the in house staff and faculty.

The proof of the pudding Is in its eating...

The Winning Habit

SDMIMD-Mysore, IIM-Bangalore, IFIM, IBA, SFS, AMC, RVIM and the list continues.....When compared with any one of these colleges, ISBR is just a baby, which has just celebrated its first anniversary on 5th September 2008, but has already taken long strides. Winning Capstone and World Women karate championship at international level and National championship for NEN e- week, out of 400 colleges from all over the country, it was our turn to show our metal at the home front.

A team of 13 students participated in Naissance, management festival of SDMIMD-Mysore, where competing with colleges like Alliance, CHRIST, ICFAI, BIMS, Manipal institute of management, to name a few, our team won second prize in Regalio, the cultural event and reached to the finals of HUMANOID(HR game) and SAVOIRE FAIRE(Finance game).

UNMAAD at IIM-Bangalore was the next fest ISBRians participated in, giving all the participating teams a run for their money in folk dance and singing competitions. Kyrshanlang and Aruneesh who put up a stupendous performance at IIM-B but could not bring the trophy home, won first and third prize respectively in solo singing event, at IFIM. It did not end there. Rahul Kanadia and Nevin Joseph got first prize in Lakshaya(Quiz) at IBA- Bangalore, beating 20 odd teams and then came Razzmatazz at SFS where ISBRians hit a jack pot winning 10 prizes. Students didn't stop here only. At RV Institute of management bagged many awards starting from Business plan to Ramp Walk.

With the time came other fests of the management colleges like AMC, RV and others. Here too, the ISBRians proved their mettle and brought home numero uno titles in marketing, HR, Corporate Quizzes and more...

Vanquisher 2k9 of Advanced Management College saw the ISBR storm. Marketing, Hr, Corporate Quiz and the Best Manager competition winners were from ISBR and the very capable team also brought in the Best College award with the team performance displaying a great sense of individual righteousness and also of a team play.

Winning takes talent, to repeat takes character and to repeat it again and again takes talent, character and And the winning habit continues.....

Stress-Buster

The guest lecture of Dr. Ali Khwaja on stress management was a much needed stimulation that we all required. Managing so many activities all at once, including academics can really be stressful but balancing these things in the right way without overburdening ourselves, is a skill that needs to be cultivated. It was an interesting session as we came to know about leadership qualities, emotional intelligence and stability and how our perception influences the choices we make in life.

In a way this lecture was an eye opener. In today's world where every person thinks only of himself and finds joy in other people's troubles, keeping our ethics intact is a tough job. But learning how to do it without losing our peace of mind and emotional stability is what we have to learn and imbibe.

ISBR Investors

Starting a new committee is not an easy job. But the Finance Club did it with aplomb!!! Their advertising campaign was one of the best with banners all around and customized t-shirts for all the coordinators. They also took the initiative to invite Mr. Manish Mankad from Knowledge Management, for their inaugural function.

Mr. Mankad gave a very inspiring speech on how recession has affected the job scenario, investor confidence and spending patterns in India and what we can do to improve the overall situation. He also identified India's strengths and weaknesses in the current economic condition and gave some key solutions for India to grow at this time when all other economies are suffering from the blow of recession. Mr. Mankad also highlighted a very interesting part of virtualization, i.e. Business@secondlife.com.

It was good to know something new although some students were already aware of it. Finally the function was rounded off with a finance quiz where a lot of enthusiasm was shown by the audience and all the prizes were grabbed by some fortunate ones.



HR @ ISBR

Human Resource plays a vital role in any organization. It has its impact in every field of management, right from Marketing, Finance, IT, Research and Development, Production and so on. The main function of HR is Recruitment, T&D, Performance Appraisal, and so on. But in our club we are not only dealing with this function but more than this, as HR has its own impact in every field we make sure the impact

The Hr Club at ISBR was inaugurated at the hands of our faculty members Ms. Lisha Arora, Ms. Sanjyothi, Mr. Soumya and Ms. Sheela Krishna. The lighting of the lamp was followed by the keynote speech of Sheela ma'am wherein she mentioned self-improvement as the best ability. Mr. Soumya in his signature style imparted the HR wisdom. A small game was followed with the induction of members at the hands of Sheela ma'am who herself, including the other members of faculty present, graced the club by receiving membership in the name of the HR Club.

The club is formed for development of human skills like communication, negotiation, confidence building, positive attitude, and so on. ISBR HR club is a hub for students to learn and pick up skills based on Human Management and integrities of Manpower development.



Loin de la maison ...

(Far from home)

Mathilde: "It has been so long out of France, in India, a different place, new friends, a whole lot of new things around, what do you have to say and feel about this experience....?"

Romaim: It has been a pretty good experience so far...although the first few days and weeks were quite difficult, especially because of the environment. The main point is the crowd and we can never feel alone there!

Mathilde: hahahhah....yeah!

Romaim: Well I feel, the hardest thing to manage here is diversity, because when I thought that I understood the way to behave, after sometimes, even you saw, someone else doing the same thing in a different way....how confusing is that?

Mathilde: You are right I was so confused. The best way in fact is only to think twice before doing something and to think that we are in a different culture. According to that we have to adjust our behaviour, but we have to stop asking others about what to do. It is better to experience by ourselves and it's the best way for us to learn.

Romaim: That's right!

Few things were hard and difficult to consider as the food, the crowd, the traffic, and also sometimes the language. But Mathilde we wanted to come here to experience a different way of life, we didn't really know what to expect and finally we are really happy because we have seen things in a different way with this experience which is unique... very different things to discover, different places like Pondicherry, Hampee, and Mysore.

Mathilde: Yes...of course! But do you remember the night class of Pavan Soni...the Innovation Workshop...wasn't that a great experience?

Romaim: We never had something like this in France. Even professors who are busy in the day can teach us at night and it makes sense, right!

Mathilde: The e-week also was a really good experience; especially it was interesting to know about the problem India is facing today as one of the biggest developing country, and to see how the country tries to find solutions to solve the problem of the pollution and all. You know Romaim, I always wanted to have my Business school experience in a developing country so this was really an important facet to my understanding of economy and the constraints I came to know.

Romaim: Tell me something aren't you forgetting something very important to talk about.



Mathilde Lerperlier

Mathilde: Is it? Well I don't remember...go ahead, what you want to ask!

Romaim: The people...the culture here is so different from that in France?

Mathilde: Aah...Yes!!! The people are really friendly and nice with us. They are also really helpful (too much sometimes!), curious and talkative. The notion of the group is more important than in our western culture, where people are more individualist. People here attach a big importance to what the others will think about him: the pressure of the group and of all the entire society is more important.



Romaim Madoux

Romaim: Even the Education system is very different...???Don't you think the MBA system is very different here?

Mathilde: But the classes and the subjects are almost the same as the one we have in France...right???

Romaim: Yes! The way to teach can differ, but what is most interesting is the fact that the point of view is different from our one because we are in a developing country.

Mathilde: That's what....People see things from a different angle. It is a chance for us to try to understand the key point of the business in India because there are a lot of opportunities here and we will have an added value on our CV because we will have been there.

Romaim: Mathilde...you remember the Industrial visits..... They were also really interesting because we don't have this kind of visit in France. I wish we can have similar functions or rather we can try to have some, once we are back!!!

Mathilde: Given a chance, would you like to take up a job in India?

Romaim: Obviously, It depends on the job, the career opportunities, the package,...What we can expect if we work in a French corporate company for example, is to get a job with an international dimension and to be linked or to work with India, because we will have the chance to come there before and it will be an advantage for us compare to the others.

Mathilde: Hey it's almost time for class...

Romaim: Yeah, let's go!!!

While our French friends attend their classes, we try to keep up with them.. as bright as they are..

Wishing you a memorable stay, an experience of lifetime our friends.. à bientôt (see you...)

Facing the downtime

...and not just surviving it was the mantra for panel discussion held at ISBR. The formal topic being "Innovative Management Strategies to Face the Economic Downtime", the panel discussion yielded more than about 3 months of curriculum and 3 good books. To understand the nitty-gritty of the time when GENERAL management is of utmost importance, the ISBRians arranged for a panel discussion on this topic with speakers like Mr. Joshua Rozario (Founder & Consultant, TRANSEVOLVE), Mr. Girish Joshi (Technology Advisor, Microsoft), Mr. Gopal Bengeri (Founder-Director, TasteBuds), Mr. Sriram Narayanan (Director-Academic Access Program, Microsoft) and Mr. Pavan Soni (Innovation Evangelist, Wipro). Mr. Soni also moderated the discussion.

The whole discussion came out with several common sensical but unknow points to FACE the economic beatdown.

While the moral of the forum came out to be "Cut Waste", some of the points presented by the speakers were certainly a renewed look at the situation.

Mr. Rozario suggested this time to be "a great time for being an entrepreneur", when the stakes are low and initiatives are the need for the moment. 90% of the situation is panic rising from 10% of the imitation was the view of Mr. Bengeri while Mr. Joshi stressed upon optimization. The dignity of labour is not to be forgotten is the suggestion of Mr. Sriram who also re-bridged the idea of innovation as the act of thinking and doing "outside-in."

As a student, an idea that repeatedly popped up from the phases of the discussion was that are the same innovations (and initially profitable ones at those) of re-engineering the business models, the financial processes REALLY the cause AND the effect? Are we ACTUALLY facing Dr. Frankenstein or is it again our flabby-in-good-times nature that dug the pit for us on the roads ahead? This is something only a doer would know and the 5 dignitaries certainly did do more than enough to spark and sparkle our minds.



Industrial Visit to Coca Cola company.

On 19 February, 2009, the students of ISBR visited the Coca Cola Company for an industrial tour, accompanied by Prof. Abdul Wajid Khan.

On reaching the destination, we obtained the permission of the authorities to enter the company, wherein we were taken to the meeting room for a brief introduction about the company and its various products and the processes involved in production. We were treated hospitably during the presentation which was given by an employee of their Quality Assurance department. We came to know that, currently Coca Cola is manufacturing nine products and we also understood the process involved in manufacturing these products.

We were later escorted by the same employee to the production unit, where we got to know the whole process of manufacturing a product, right from the beginning of production, to the packaging of the product.

All in all it was a great experience which left a lasting impression on our minds and taught us something new which we can implement in our daily lives.



The Just Justice - Rendezvous with Lokayukta Chief Justice N. Santosh Hegde



105 successful traps in 100 days!!!!What are we talking about? A new record set by one of the legendary bowlers or someone is jumping to Jordan's basket? No no no.. None.

We are talking about the man who put a clamp on 105 corrupt officials in 100 days and has been doing the greatest of social services for years now; removing the corrupt and the corruption from the society we live in. Lokayukta Chief Justice N. Santosh Hegde would give the first impression of being a teacher, a professor. But this man is one of a kind. Soft spoken but firm, lawmaker AND follower, the one with guts to call a spade, a spade.

ISBR Writers' Club team had the awaited opportunity to interview this national leader for anti-corruption activities. Here are the excerpts of the interview conducted at Hon'ble Chief Justice Hegde's office.

While the interview with Mr. Hegde began in a light mood, he told us that his first aim was to be a doctor.

Mr. Hegde: I wanted to become a doctor but there were only 3 medical colleges in Mysore state; Bangalore, Mysore and Hubli. I didn't get a seat in medical college, so I did my B. Sc. By the time I was in my second year intermediate, the system had changed and a 1 year PUC course was introduced. B. Sc. became a 2 year B. Sc. course and after I had passed my PUC, I got admission to Bangalore Medical College's MBBS course. For that I had to go backwards and do my PPC (which was a requirement) for any professional course and I was 20 years old by then. I couldn't gel with the student community then who were majorly 17 years old. But I was very interested in sports. I was reasonably good in studies and in sports.

Mr. Hegde has held captain-ship in almost all educational institutions he went through and has also played for the state.

Mr. Hegde: Within 1 year, practically within 6 months I gave up my medicine and then my parents chose the law field for me because my father was the judge at the High Court. None in my family had taken up law, nobody had the interest and I accepted to take up law because in those days law was a part time course.

Mr. Hegde continued his interest in hockey during this period too. He captained the team and played in many small and major tournaments across country. The talk moved on to his career in the field of law from hereon.

Mr. Hegde: The knowledge of law was duratory or basic, beyond that it was nothing much. Instead of going to some big office for practice of law and not just doing the clerical work with the recommendations of my father, I chose an office of one of my constitutional law professor. He had only one junior in his office. He looked after me pretty well, he encouraged me while letting me pursue my interest in hockey. During my apprenticeship, I went to play a tournament in 1968 and returned with a bandaged face. This was when my professor said, you can't represent somebody like you've out of a street fight. Then I gave up on hockey at the age of 28 since I had not made it to the Indian hockey team like I wanted to and took to the profession seriously.

Here he mentioned the perks that judges for from the Government in those time, which were practically none. No cars, houses, etc. adding it all to a meager salary. Though his family had all of these, it was only out of the salary of his father.

Mr. Hegde: I had become a Member of the Bar in 1966 and continued till 1970 when my senior became a High Court judge and my father had gone ahead to be a judge at the Supreme Court. My senior had, then, only me as the junior in his office. So here, I got a middle order office position and fortunately the clients put their trust in me and continued with me representing them.

This is where Mr. Hegde mentioned his personal front, wherein he married the lovely lady who also happens to be student of law. He then moved on to the 1975 emergency, by when he had made quiet a name in the field of law and among his contemporaries.

He mentioned the case wherein a tug-of-war like condition appeared with Ms. Indira Gandhi fighting against the opposition's demand for resignation from the prime minister-ship and Ms. Gandhi declared an internal emergency on basis of a threat to democracy situation. This was the period when he got cases related to the national (internal) emergency.

Mr. Hegde: At the time of the declaration of emergency, 4 prominent national leaders –Atal Bihari Vajpayee, L K Advani, S L Mishra and Madhu Dandavate - were in Bangalore and were detained under Prevention of Detention Act. The Chief Justice of Karnataka offered the Habeas Corpus case to me as Amicus Curiea (friend of the Court) and I said yes. I got familiar with these detainees and with other political leaders like Ramakrishna Hegde (who went to become the Chief Minister of Karnataka) and we used to interact a lot.

He describes the nitty-gritty of the roles and restrictions of Senior Advocate with a small expression of displeasure for the worsening conditions and malpractices that are creeping in.

Mr. Hegde: I was designated as the Senior Advocate in 1984. When Ramakrishna Hegde resigned in 1988, on the principle, I need not have resigned. But I resigned because I wanted the next man to have a man of his choice. Under Mr. V P Singh's administration that followed, I was appointed as the Additional Solicitor General of India (the first man to reach this position from Karnataka). At the end of the reign that lasted 11 months, again I resigned and started my practice.

Until 1998, Mr. Hegde continued his practice and travelled to almost all High Courts across India except to the Supreme Court.

Mr. Hegde: The NDA government came into administration in 1998 and I was persuaded to take the post of Solicitor General of India (second highest position of law in India). During the 8 months that I put in at this post, the Co-legion of the Supreme Court requested me to accept a Judgeship directly from the Bar (only 4 such requisitions have taken place in the entire history of Supreme Court with Mr. Hegde being the 4th).

Mr. Hegde gets nostalgic about the old time beauty and beautiful life of Bangalore and time he had to live away from his family just for the sake of fulfilling the requests of the supreme law body.

Mr. Hegde: My Chief Justice insisted on me accepting an important assignment as the Chairman of Telecommunication Disputes Settlement and Resolution. Every case was worth more than a thousand crores. That was the time when, telecommunication was really undergoing a revolution in this country. There was a cut-throat competition between service providers and between the cable connection providers and all those disputes used to come to us. There were chances to go out (of the country) because there was a huge budget and telecommunication was changing all over the world and the Government of India wanted us to remain abraded with the Telecommunication laws. When I was in Canada, I got a call from Karnataka, asking me to take over the Lokayukta. This institution was there from 1986. In 2001, when my predecessor came, he came with a bang and he started going to government offices and catching people who were corrupt. He himself was doing it and he used to carry the media with him. He gave a public face to the institution.

Mr. Hegde is talking about his predecessor Hon'ble Justice N. Venkatachala. Ahead Mr. Hegde talks about Lokayukta.

Mr. Hegde: When I came into (power), I saw the act and I thought this is not correct for me to do. I am a middle institution, I will not go on trails and traps. I'll see that my staff does it for which very good infrastructure good staff was

there...50 police officers headed by Additional Regional General of Police. We have Supritendents of Police, DIGs and other officers. We also have another huge section because we are not an organization meant for prevention of corruption only. Lokayukta is an organization meant to oversee good governance. It is an holistic organization to oversee the shortcomings in the shortcomings in governance. I have no jurisdiction over the civil. We have caught people receiving 20 lakhs (in) bribe; which shows that now way, the institutional work on preventing corruption has been effective by my way of functioning. We have raided 95 officer's houses, including IPS, IAS officer's houses, for owning assets beyond the known source of income. Similarly, we have seen to it that IT administration work is going on.



While Mr. Hegde gave the background on Lokayukta's work, he explained Lokayukta as being the link between a legitimate complainant and the right person in the Government.

Mr. Hegde: What is missing today is an axis for a person who is grieved to somebody in the Government, to give him reprisal. The very first thing of reaching a person is not there. I say this with grief, because when we became independent, we had a choice of having various type of political governance.

The constituent assembly considered all the choices but chose a democratic republic form. But in reality today & I am talking of a man who has no political support, no monetary support;

can he stand up and boldly and satisfactorily say "yes, this is my government." The answer if you ask me is NO. There is no definition in the constitution for "government officer." But there is a term called "government servant."

Mr. Hegde lays emphasis that the Government has come into existence by public support and strongly expresses that we do not see it so.

Mr. Hegde: Today, government has become an instrumentality which is "meant for some, by some, for some." About one year back, a husband and a wife came to me with their 8 months old child and they appeared in a very distressed condition. They explained that the child was born with an incomplete elementary canal system (the child would eat and defecate through the mouth.) The Pediatric surgeon at Hubli Medical College asked for 50,000 rupees to help the child.

In the last pay commission his (the pediatric surgeon's) salary has been increased from 30,000 to 90,000 rupees. Such a person who is supposed to be a government servant, a person who is supposed to be a doctor, took an oath. The oath that was drafted by a person called Hypocrisy, has today become a hippocratic oath. Why is there nobody to listen to this problem? No officials, no people bounded by professional responsibility are there to listen to this problem, why? Because all of us forgotten our personal responsibility.

Mr. Hegde mentions another case that is not much old, where a doctor refused to see the patients just because they were from a poor background. This was when his contacts and the Lokayukta power came into action aiding the case and another case that had been discovered without having brought forward. Mr. Hegde does not just leave the cases after solving them but keeps a continuous follow-up on the progress of the case until a satisfactory solution is achieved.

Mr. Hegde: I go to colleges and schools because I know that my generation cannot fix this problem. My generation is only there for money. I tell them to develop and be a party to a value based society where money has least of the priority. Everybody likes to get comfort in life, I like to drive in a comfortable car. But, legitimately. You must have a target, you must work to get that target but don't make that target an obsession that you will steal to reach that target.

Mr. Hegde mentions BDA and ownership on its projects in Bangalore by anybody who is somebody while comparing his simple means of living. He says he has all he requires.

Mr. Hegde: If I apply for a BDA site today, I get it but the only requirement kept is don't catch us. This is the type of government we have chosen, this is the government against which you must stand up and ask questions – not only for yourself, you must ask for those who cannot ask questions. Instead of looking for platforms to ask questions, I say create one. Today our society has forgotten to differentiate between just money and unjust money.

He says, the attitude needed is a value based and just. Wealth cannot justify a degree of happiness since, degree of happiness has never changed. There is no degree in happiness; with everything you can be happy, with something you can be happy; with nothing you can be happy.

Now that is surely a sentence to live by and certainly a very novel idea. We are honoured to have such men guarding the gates of our society from every 2-headed dragons that keep coming and coming and this man is the one who will surely create an army that will far surpass his vision of creating the value based, just society "for the people, by the people, of the people."



What Makes a Great Manager

The first steps to becoming a really great manager are simply common sense; but common sense is not very common. This article suggests some common-sense ideas on the subject of great management. The major problem when you start to manage is that you do not actually think about management issues because you do not recognize them. Put simply, things normally go wrong not because you are stupid but only because you have never thought about it. Management is about pausing to ask yourself the right questions so that your common sense can provide the answers.

When you gain managerial responsibility, your first option is the easy option: do what is expected of you. You are new at the job, so people will understand. You can learn (slowly) by your mistakes and probably you will try to devote as much time as possible to the rest of your work (which is what you were good at anyway). Those extra little "management" problems are just common sense, so try to deal with them when they come up. Your second option is far more exciting: find an empty telephone box, put on a cape and bright-red underpants, and become a Super Manager. When you become a manager, you gain control over your own work; not all of it, but some of it. You can change things. You can do things differently. You actually have the authority to make a huge impact upon the way in which your staff work. You can shape your own work environment.

In a large company, your options may be limited by the existing corporate culture - and my advice to you is to act like a crab: face directly into the main thrust of corporate policy, and make changes sideways. You do not want to fight the system, but rather to work better within it. In a small company, your options are possibly much wider (since custom is often less rigid) and the impact that you and your team has upon the company's success is proportionately much greater. Thus once you start working well, this will be quickly recognized and nothing gains faster approval than success. But wherever you work, do not be put off by the surprise colleagues will show when you first get serious about managing well.

THREE FACES OF A MANAGER

Planner

A Manager has to take a long-term view; indeed, the higher you rise, the further you will have to look. While a team member will be working towards known and established goals, the manager must look further ahead so that these goals are selected wisely. By thinking about the eventual consequences of different plans, the manager selects the optimal plan for the team and implements it. By taking account of the needs not only of the next project but the project after that, the manager ensures that work is not repeated nor problems tackled too late, and that the necessary resources are allocated and arranged.

Provider

The Manager has access to information and materials which the team needs. Often he/she has the authority or influence to acquire things which no one else in the team could. This role for the manager is important simply because no one else can do the job; there is some authority which the manager holds uniquely within the team, and the manager must exercise this to help the team to work.

Protector

The team needs security from the vagaries of less enlightened managers. In any company, there are short-term excitements which can deflect the work-force from the important issues. The manager should be there to guard against these and to protect the team. If a new project emerges which is to be given to your team, you are responsible for costing it (especially in terms of time) so that your team is not given an impossible deadline. If someone in your team brings forward a good plan, you must ensure that it receives a fair hearing and that your team knows and understands the outcome. If someone in your team has a problem at work, you have to deal with it.



The Winning Attitude

Heart beats fastened, 5 out of 7 names already announced, two more to go, everyone sitting with their hearts in their mouths, only one wish in every heart and only one prayer on all lips and that was to become the NEN National Champions...sweat and toil of so many days and expectations of so many people, waiting for that moment to happen that they so much deserved.... Finally, the announcement happens and the frenzy, excitement and joyousness spreads over every ISBRian's face, sitting in the auditorium. In the very first year of its inception, Innocentive, the entrepreneurship cell at ISBR, brought home the Roll of Honour: a no mean achievement keeping in mind the scale of National Entrepreneurship Network's e-week event and the amount of participation it attracts. But becoming one of the seven champions amongst as large a contingent as 400 colleges, in the very second year is just a fantastic feeling...fantabulous!!!



Never tell people to how to do the work, just tell them what to do and they will surprise you with their ingenuity and this is what happened at the Go Green Week at ISBR held from 7th February to 14th February 2009. 360 activities conducted during the week, which involved the participation of ISBRians, School students and guests from the corporate like Infosys, Wipro, Redbus, Tastebuds and renowned personalities like Padhambhushan Prof. "CARTMAN" N. S. Ramaswamy, thus increasing the stature of the event.

A mission which was started by the Innocentive team, about a month ago, under the able guidance of Prof. Amit Gupta, Mr. Soumya Chakraborty and the mentorship of Yaspal Doshi - the founding member of e-cell at ISBR culminated on a winning note with ISBR becoming one of the seven national level champions. Be it publishing of literature for the week, marketing or inviting sponsorship, researching and planning the ideas for the week or finally executing the ideas during the week, the zest of each member of the team was exemplary. The response from all quarters was overwhelming. The dedicated team of Innocentive did not leave any stone unturned to make it a grand success. The detailed and diligent planning of all the events before hand helped in the smooth conduction of all the activities. A lot of brainstorming was done to finally arrive at the list of exclusive 360 activities.



The theme chosen by NEN for this year was Go Green which was renamed as Green Wash at ISBR to add a touch of exclusiveness. With global warming, global dimming, carbon trading, carbon foot printing becoming the topics of the discussions at all the national and international events of repute, it was a very well thought and apt theme for an all important event like NEN e-week. This was a platform where not only the dangers and the subsequent consequences were discussed but the young minds came up with some viable and practical solutions for these life threatening phenomena. To save human kind it is imperative to save the flora and fauna. Plundering the mother nature for its selfish motives has already brought human race to the doors of destruction and now is the time to wake up and to do something constructive. And this wake up call at ISBR worked wonders. While performing the activities like creating a Greenkut Web 3.0, green peace rally, eco-friendly product marketing and selling, go green packaging, green architecture, ozone patching, green sports, leadership drama, best solution to my problem, eco- friendly parking plans, space marketing... and so many more, the participants came up with such ingenious ideas, which if developed further can be of real help in making the world greener.

Out of the total of 360 activities, 100 were theme based and rest were entrepreneurial and fun activities. Green wash anthem by a fellow ISBRian, environment friendly parking plans and warehouse, environment friendly vehicle designing, remodelling the anti environment product features as environment friendly ones, green peace rally, CNG auto rally and Reva car rally, mobile movie making etc; got selected as national level events by NEN. On an average 55 to 60 activities were conducted every day, not an easy task by any standards but accomplished without any hiccups day after day.

The event was inaugurated with a panel discussion on Energy & Environment related challenges for the World, where the biggies like Mr. Gopal Bengeri (Founder-Director, Tastebuds), Mr. Karthik K.S. (CEO, 24*7 Learning), Mr. Raghavendra S., (Assistant Manager, Infosys), Mr. Anand Rao (Founder, Chaitanya) and last but never the least Mr. Manish Kothari (Managing Director and Chairman ISBR and IBMR) participated. Prof. Amit Gupta was the moderator. The discussion proved to be very productive with students chipping in with intelligent inputs and queries.

One of the highlights of the week long event was the participation of the school students. The students of Silicon Valley School visited the campus on the third day of the week. The Innocentive team spent that day with these students, where the Innocentive

Team spent that day with these students, where on one hand the visiting students were made aware about the importance of going green and saving our environment, through various fun activities, on the other hand the student coordinators got to learn an all important lesson in patience and relentless efforts. The right mix of fun and learning made the day for both the parties a life long experience and what an experience!!!

Bar camp by Prof. Pawan Soni, Innovation Evangelist at Wipro was another interesting and memorable activity. Around 100 students participated in it. It started with a brainstorming session, where each participant was suppose to suggest atleast one idea which is either a solution to some environment related problem or pro environment innovation which can help making the world greener and cleaner. What made this discussion novel, was its approach towards each participant's idea, everyone had

the right to present his/her views on the problem and give solutions without the fear and apprehension of being debated against or rejected. All the ideas and view points expressed during this open forum were heard. After an hour long discussion, each person there had a lot to chew and think about. Then came the time to develop those ideas. So the whole group was divided in the sub- groups of 5 to 6 and it was mandatory for each member in a group to develop atleast two ideas so as to make a complete business plan out of it. After another half an hour of brainstorming, one member from each group came forth and discussed all the solutions and business ideas given by their respective groups. Though each idea presented there was unique but a few of them stood above others because of their business value and feasibility and got an invitation from Prof. Soni for a presentation at Wipro.

Green peace rally was an experience in itself. It was taken through the electronic city with the students chanting the slogans like Bangalore Go Green, Clean Bangalore Green Bangalore, and distributing paper bags, advising the shopkeepers and vendors against the use of polybags. A few of them gave free hugs to the passer-bys, really adding to the charm. A street play on the Go Green theme was presented in front of the Infosys, attracting people from all walks of life thus achieving the target of spreading the awareness among the maximum.

Reva car and CNG auto rally was the other awareness campaign done during the week. Reva is an electronic car which produces zero pollution and takes very less space due to its small size. It was driven through the electronic city along with CNG driven autos, with the volunteers from ISBR distributing pamphlets on the way, mentioning the benefits of switching over to the cars like Reva and CNG as fuel alternative for the vehicles. This rally was flagged off by Ms. Sumitra Iyenger (Ex Joint Secretary, Awake) and presently shouldering a project of Mini metro for Bangalore, which is another revolutionary idea like Reva cars, to decrease air pollution and solve the problem of traffic jams and congestion on the city roads.



Mobile movie making was another event that caught everyone's attention, including the judge, Ms. Sumitra Iyenger. Five teams of five each were given exactly an hour to conceptualize, shoot, edit and present a short film of five minutes each, shot with nothing else but their mobiles. They were asked to show how our environment is being deteriorated by our simple day to day, and how we can save mother nature just by being bit more responsible. Keeping in mind the time limitations and other resource limitations, the five participating teams did a marvellous job. Ms. Saumitra applauded their efforts and praised their ingenuity profusely. Projects on environment friendly, parking plans; vehicles and warehouse, judged by Mr. Sameerkanth and Mr. Vinod from NEN, Flower arrangement, judged by Ms. Mathangi Sampath (Director, TILIA), Launch and market a new product judged by Phaninder Sama (CEO, Redbus), skit on Green Wash judged

by Prof. Pawan Soni from Wipro, were some other noteworthy events. The judges had a tough time choosing the winners in each category.

ISBRians got the rare opportunity of listening to Padam Bhusan Prof. N.S.Ramaswamy- National Professor of Management, famously known as CARTMAN. And the icing on the cake was a visit to CARTMAN's Indian Heritage Academy. A group of forty odd students visited IHA, where they got to see not only the rare medicinal and other plant species but also the green manure plant where they dump the dry leaves and other waste of the garden to make green manure and use the same in the beds to grow the plants without using chemical fertilizer. Students were also shown a documentary on Global Dimming, a phenomenon not really known to many but of at most importance, when seen catastrophic impact it has on the environment.

Ms. Jamuna Ravi, VP and Delivery Head, Banking and Capital Markets- Infosys, Mr. Somesh Gupta Delivery Manager, Head B-School Recruitments-Infosys, Mr. Praveen, Green Initiative Group- Infosys were the other all important guests we had during the e-week. Where Ms. Ravi and Mr. Gupta enlightened the students upon, Possible Career Options for the Financial Domain in the IT sector, Mr. Praveen elucidated, What is Green Architecture and its relevance in the present scenario. He illustrated, everything he spoke, with live examples from his own company Infosys, which helped the students understand it better. All the three honourable guests went out of their way to clear all the doubts of everyone sitting in the audience, be it faculty or students. It was a real fruitful session.

No doubt the week was primarily about spreading the awareness among one and all, about the dangers our planet is facing due to our callous and irresponsible behaviour and finding viable solutions to them. But the Innocentive team at ISBR assured that all involved have fun also with some serious learning. And the activities like Marathon, fancy dress, Jam session, Simon says, Santa Banta Chato re, Control your emotions and many more helped the students and faculty let their hair down and have some masti along with some serious stuff!

Winning the championship trophy was not all we got from e-week but preparing for it and then conducting it made all of us more responsible and aware citizens and added all important attributes to our characters, like team spirit, remaining patient in the adversity, being humble, managing within the scarce resources and respecting the deadlines. And this is the importance of winning, it is not what we get from it but what we become because of it..... and each one of us associated with it became somebody after it.

ISBR has been on a winning spree.

Our success in the e-week as the NEN National Champions compliments the chain of success ISBR is having, most notably the Dalal street Best B-School Ranking and Business Baron Ranking accorded us a place of pride among Indian management institutions. This success will also complement our continuing global imprint with new foreign partners and a campus in France of ISBR.

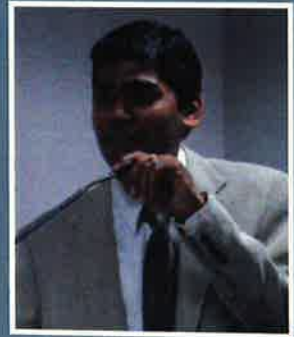
I congratulate all the winners of this unique initiative and I am sure tomorrow as managers you will be environmental conscious. This achievement is also an achievement for the organizing committee who put in every effort to make this program a crowning success. In the years to come companies around the world are all set to get clean and green. Indeed it is every ones responsibility to reduce ones carbon footprint.

I am sure in the years to come the students and faculty of this college will achieve tremendous success.

I once again congratulate all of you and appreciate the efforts put by all the team members towards becoming the "NEN CHAMPIONS" among as large as 400 institutions across the country.

May many more such moments of pride follow.

- Manish Kothari, Managing Director, ISBR Group of Colleges



Every bit counts...

"We may not be able to perfect the world in our lifetimes, but every effort we put forth counts..."

And every effort ELCIA and its' Trust is making for the inclusive growth of the entire community in and around the Electronic City is making a substantial difference to the community. The CSR team of ISBR, were invited to be a part of one such initiative, and it took it without batting an eye! Because no classroom teaching can surpass the invaluable education one has by connecting and building a relationship with the community, through Community Service. It would be rather more appropriate to use the term Community Opportunity in the present case, as it provided an equal chance of some real time learning for all the participants, whether the beneficiaries(school students), or the providers of the service(ISBR, CSR team).

The team of about 15 odd members from CSR club took upon their shoulders the responsibility of imparting some soft skills, basics of singing, dancing, art and craft and introducing some famous and common games and sports to the students of Govt. High and Primary School, Doddathogur. The group divided itself into sub-groups so as to discharge their duties without ambiguities and with more accountability. Mark Twain once said," There is nothing that training can't do". So working on the same maxim, these members trained about 400 plus students of the school, in the above mentioned skills.

The team teaching the soft skills took up good habits, awareness of general hygiene, basic etiquettes, public speaking and confidence building. The other teams, apart from teaching them basics of their chosen field, helped them prepare some special items in singing, dancing, art and craft, and kho-kho and cricket in games and sports. Just to check the impact of this ten day training, a small competition was conducted in each category. And the performance of the kids in each one of it, pleasantly surprised the visitors from Infosys and ELCIA. Their greatest achievement was not in just teaching them those skills, but helping them feel good and at par with the more privileged group of children, living just a few kilometers away from their doorsteps. Teaching is to learn twice and each ISBRian associated with this ELCIA initiative, had an immense learning.



Global Warming

Surviving on this blue planet is an adventure in itself, startling view of waterfalls, streams, forest and sand dunes rhyming to feed a miracle to our tempting eyes. Off late, this scenario which was existing a feasible state got from Mother Nature in the form of global warming.

In terms of science, an increase of 1- 5 degree Celsius temperature of globe is termed as "global warming". Over the course of a single century, an increase of even 0.4 degrees Celsius would be significant.

Global warming is the final result of "green house effect", the term was used by inhabitants of Polar Regions while the adverse climate of the region. They used a glass shade of few millimeters to trap the solar radiation to the warm the inner space for the growth and survival of plants. This way, they a strategy to rear plants in cold regions around the globe.

As soon as the solar radiation falls on the surface of our planet, 70% the radiation is absorbed by the ocean the landmass and rest of it is emitted back into space by clouds, snow fields and other reflective surfaces. The radiation is trapped in the stratification of the atmosphere above ionosphere carbon dioxide, methane gas and water vapours. The heat that doesn't make it out through Earth's atmosphere keeps the planet warmer than it is in outer space, because more energy is coming in through the atmosphere than is going out.

In short it directly explains the need for "green house effect" as it serves the optimum temperature for survival, of every living being on this planet.

The greenhouse effect happens generally due to some naturally occurring substance in the atmosphere. The excess of these substances like carbon- dioxide, nitrous oxide, methane gas, etc. results in destruction, for instance ozone depletion, inundation of low-lying islands due to rising sea levels, increased frequency of severe storms and the retreat of glaciers and icecaps.

Methane is a combustible gas, and also the main component of natural gas. Methane occurs naturally through the decomposition of organic material and is often encountered in the form of "swamp gas".

However, carbon dioxide (CO₂) is a colorless gas that is a by-product of the combustion of organic matter. It makes up less than 0.04 percent of Earth's atmosphere, most of which was put there by volcanic activity very early in the planet's life. Since, industrial revolution, the combined effect of both methane and carbon dioxide resulted into a stress in earth's atmosphere leading to "global warming".

In the near future, it has been predicted so far, that, with this advent of pollution and ever-growing saturation of fin ppm, the polar icecaps will immerse and continents submerged, giving this blue planet a new name, "sauna ball", until steps up to change the mindset from destruction to construction of again restoring the ambience of our lost "blue planet"

Right candidate in Bad times

In today's crisis hit economy,

flavoured by recession and layoffs, getting placed in an accomplished and accredited company is no longer a cake walk even for the best minds from the premier institutions. With a couple of banks going bankrupt in the world's largest economy, the United States, followed by massive layoffs and stringent cost cutting measures by companies, the future of the so called 'recession proof' Indian economy is at stake. Even the companies with strong financial base and plentiful cash inflow are following measures of cost cutting and this is casting a dark and mysterious shadow on the recruiting sector.

At bad times like this, where employers are very keen in choosing their intake, they prefer certain qualities in fresh graduates as well as in the experienced ones. Few schools exist in this sector as some industries prefer fresh graduates who can be paid very less remuneration while some other industries prefer experienced professionals with multiple skill

sets who could be switched between various domains when need arises and can be put to the production site with minimal training.

Either be the case, today's recruitment scenario is highly demanding and the competition is to the core. Most of the companies has raised the number of rounds of interviews and has introduced an iron hand in preparing qualifying exam questions. High academic scores is a mandatory criterion for any given job position. The willingness to work for long hours (more than standard work hours), quick learning aptitude, multi tasking capacity, building skill set in multiple domains, adaptability to new and fast changing environment, self motivated and dynamic team playing ability portrays an ideal candidate for any industry in today's market. MNCs no longer opt for 'Human Machines' who just perform the assigned work but prefer candidates with innovation tendency and 'thinking out of the box' boldness for company's benefit.

Recruiters expect their intake to be proactive and resourceful with the right combination of 'smart work' and 'hard work' capabilities. In addition to being Business Operators (doing the assigned day-to-day tasks), companies expect them to be people developers (From helping co-workers sharpening and polishing their expertise to keeping up their morale high) and Value Creators (Creating value for the company and clients). Even during learning curve of the tenure, the hired employee is expected to maintain high levels of quality and productivity.

A true fact is that entering corporate world is just the start of real life where time is money and smartness overrules hard work. To enter that world, being qualified for the final rounds of interviews requires exceptional subject knowledge, positive attitude, smartness and the courage to overcome any challenges. We cannot deny the fact that world is going through bad economic times, neither can we deny that we need to possess the competitive edge to reign in these times. Let us prepare ourselves to be the best in times ahead.

Case Study - REVA

In May 2001, Reva, an electric car, was launched in Bangalore (Karnataka) by the city-based Reva Electric Car Company (RECC). Reva was claimed to be India's first zero-polluting, battery-driven car with a running cost of just Rs 0.40 per km. One of the first electric cars in the world to go in for mass production, Reva was slated to become the cheapest car in India. It was priced at about Rs 0.2 million and the first ten cars were delivered to customers in July 2001.

Reva generated a lot of excitement in the Indian automobile industry, since it offered many significant advantages over conventional cars. Its low running cost, gearless driving, dent proof body material and other state-of-the-art technologies made it an alternative package. Reva was soon being compared with India's largest selling car Maruti 800.

Though available at almost the same price as Reva, Maruti's running cost was almost four times higher than that of Reva. The car was also being seen as the answer to reducing the increasing pollution levels due to automobiles. Media reports claimed that Reva was all set to bring about a revolution in the Indian passenger car industry.

Some analysts claimed that the electric car would create an entire new market and attract small families in hordes. Hormazd Sorabjee, auto analyst and editor, Autocar India, said, "If Reva's claim of keeping the running costs at Rs 0.40 per km is achieved, the car will be attractive to cost-conscious consumers who are ready to compromise on the limitations of an electric car."



Some methods with which Reva can be made better and more attractive in terms of making it user oriented and profitable to the company are as under-

City performance is its strength - Improve the brakes. If you check the alloy wheels there is around 25mm clearance all around between the drum and the rim flare for the tyre. Why can't the drum size and depth be increased, its sure that brakes will improve with the corresponding brake pad area increase. The disc brakes in the new model. Talking of 80kmph etc, one has no idea how dangerous that is in a REVA at that speed, confronted suddenly by a cow/buffalo/stationary item etc?

The little half window slide which really serves small purpose is a little troublesome. Why can't that be eliminated and made into one big sliding window. If the pillar cannot be removed, make the glass slide outside it (checked and it is possible). Better still, give roll up/down windows. Some thoughts can be given to ergonomics, the hand brake should come to hand easily (another feature which will improve city driving), just change the design of the rod and angle. Reaching for the seat belt is a contortionist's delight, give a bracket so that it comes to hand easily.

The windshield wiper is a little strange. Looks like it has been lifted straight from a Premier/Standard Herald with the bracket from a Tempo (the 3 wheeled one). REVA has introduced moulded windshields with shaped edge joints, but the same eyesore of a wiper has been kept. The problem is that it can't clean anything more than a drizzle.

Why waste 60-70mm in putting the spare tyre in the bonnet. Contour the back and fit a thinner wheel and mount it externally like an SUV. Give it a real funky look. What about using LEDS instead of bulbs. Surely it will save power.....

Present Scenario in Downtime

Recession has rung and banged the globe from the west to the east and we Indians also had to undergo the brunt of it. Pink Slips, change in job profiles and pay cuts have smeared the career prospects of millions. There is greatest speculation of a sentry post in outsourcing or being 'Bangalored' where jobs to India will be the first to get affected. The thriving BPO business, a bread butter of many qualified and college graduates will at an ante.

We need to thrive in a way so that if we try for 100 we tend to get at least 10. People, who are still in their jobs, live their lives on their edge with the anxiety of getting sacked. But on the contrary it's just that the idea of normal recruitment is frozen but definitely on a temporary basis. Firing and hiring are going hand in hand. Organizations fire more than they hire. But nevertheless they need to show their potentiality with a tinge of the X factor. This is basically for the graduates who are expecting for a good offer and they expect that it should hit their doors. But the scenario is quite different to what is expected. We need to enhance our knowledge and capabilities to the optimum since knowledge fetches triumph. We need to keep an eye on present happenings and try to sop up the positivity out of it. This is the best time to portray us in ways such that we stand out really outstanding and outsmart compared to others since academic qualification is not the only parameter to the first career step. With technical skills, soft skills should also be developed since we cannot afford to ignore it in this present scenario. Organizations are looking for people with better soft skills since that enhance our abilities to perform easily in other streams as well. It's the right time to innovate our thoughts and extending our best to sell ourselves in this market stipulation. It is necessary to put their socks up and try for a job which might not stand up to their expectations, however, it will satisfy the basic needs since jobs are not for everyone.

Opportunities in Down time

If we think about opportunities, we have so many. As budding graduates we need to make an analysis of what is our USP [Unique Selling Proposition] and need to work on that. Since it will be really helpful in fetching a good job which may not be the desired job. Still that can be converted to the desired job and our skills need to get enhanced such that we can be perfect in whatever stream we are going.

We should have a vivid knowledge on all the streams despite whatever specialization we take. Since now-a-days specialization has nothing to do with the work we get.

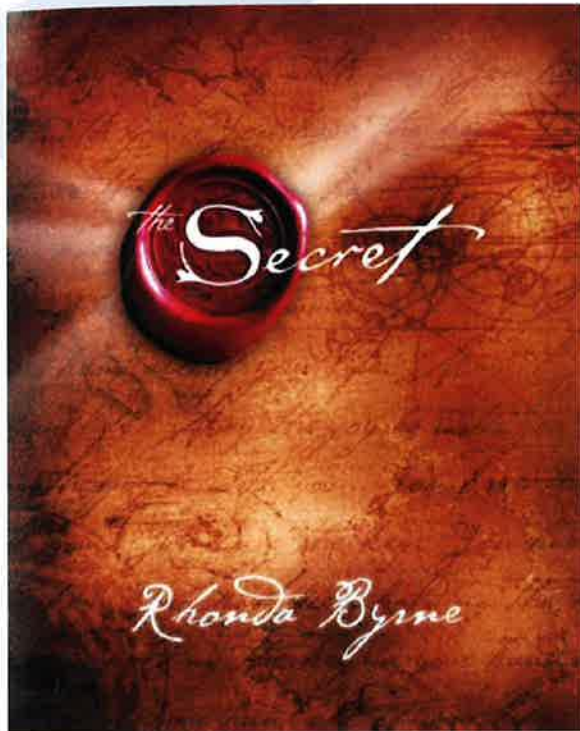
Downtime is the best opportunity to showcase our hidden abilities. If we are able to portray in the best way, we can easily vend ourselves in the market. If you are the best you can create your own prospects even if there are no opportunities hitting the market.

This is the best time for the recruiters, since they can fire the people who are unproductive in the organization and can hire productive people whom they think they will be acting as the assets of the organization. So we can develop ourselves according to what they exactly expect, in simple words matching ourselves with the market needs.

Many people have the perception that getting into the corporate world will fetch them the fruit of success. It may just fetch them the good salary [not exactly now] but not the enrichment of personal development. The opportunities for working in these big companies are very less, since its falling because of recession and everyone cannot get into it; but the breaks in small companies are getting high, it has the opportunity to develop themselves and if we join the hands with them, by bringing in some good strategies we can very well develop ourselves in our desired position and also the preferred status for the company so that we can become the acting asset in the organization.

RECESSION

Book Review



What would you do if the burning question of the decade got answered? How to have success and happiness, together, at the same time. If you knew, that you had the power to change your life, to experience all the good things in life and flush out all the bad, time and time again. Well, the secret is finally out. Rhonda Byrne has brought the knowledge of a happy and successful life to us, through her inspiring book 'The Secret'.

The author does not reveal anything new in her book. She just makes us aware of our own power to shape our lives. It is something that we've known all along but were simply not aware of how to use it. The fact that our thoughts shape our actions is an age old, time tested knowledge. If we think good of ourselves, of others, good things happen to us and vice versa. The revelation was only that this is a law of the universe which holds true for everyone, without any exception.

The language of the book is simple and easy to understand.

No ambiguous words have been used and it seems that the author really wants to share the knowledge with the entire world regardless of where her readers may be coming from. Very general examples of life have been given, to which you can relate. The author has tried to explain every aspect of our lives, where we can utilize our power to change it for the better.

Sometimes though, the book shifts from reality and tries to create an illusion, by asking us to live in a world of make-believe like the children do. The author tells us to Ask from the Universe and then to Believe that we have already received what we asked for, blindly and with complete faith and not to doubt the law. This might sound easy, but for the human mind, which is suspicious to begin with, it is very difficult to do. But then she states examples of people who have believed in the law blindly and have received in abundance simply because the law works that way. It perceives your thoughts and the universe rearranges itself to give you what you asked for.

The book explains why miracles happen to some and why only some are hit with misfortune. It's like what we ask from the universe we receive. Valuable inputs from personalities like Jack Canfield, John Gray, Bob Proctor and many others laid the foundation for the book. Their own life experiences or the stories of other people's lives which has been influenced by the knowledge of the secret shows you the way of applying the power in your own life.

This book makes you feel special and extra ordinary. As you read this book you will come to know the extent of your abilities in shaping your own life. Even if this book is unable to convey its message to you in the same spirit, that it is meant, at least it does one good thing- it makes you feel good about yourself.

NEW YEAR Party

Woodstock & MMR

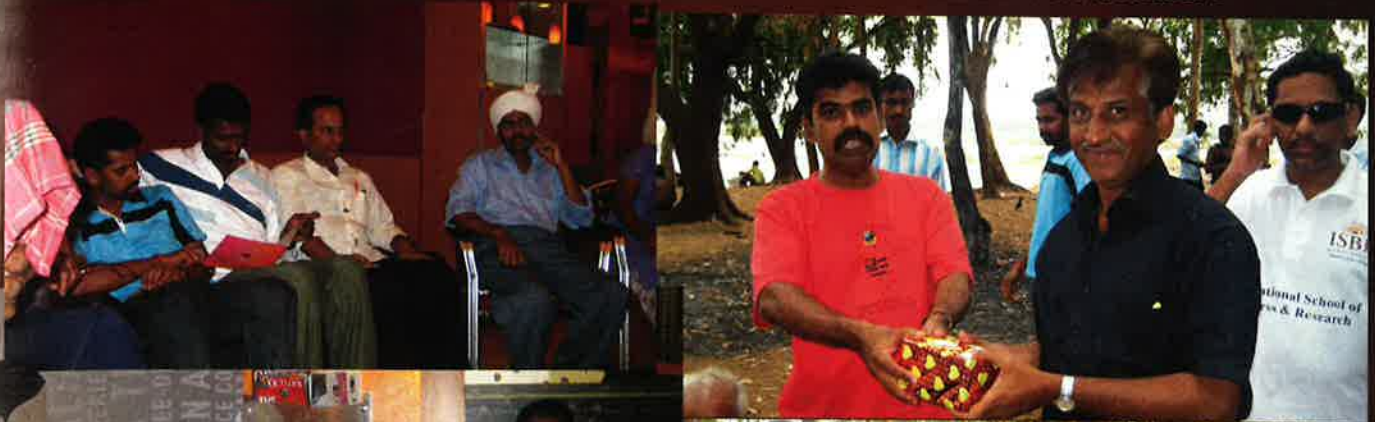


The New Year was welcomed by the WOODSTOCK members in the most extraordinary and stupendous way with GOSH and JOSH!!! with a rocking party and DJ night. The program started at 10.00PM on 31ST December 2008 and ended on 1st January 2009 much later than midnight. A professional DJ pumped up the volume for all to shake a leg for all the 300 occupants of WOODSTOCK AMBIENCE which comprised of both ISBR, IBMR and other corporate employees. Guys and girls were rocking the night but all enjoyed with high degree of decorum. We savored this New Year with friends which made it more colourful and joyful.

An optimist stays up until midnight to see the new year in. A pessimist stays up to make sure the old year leaves....On December 31st, 2008, midnight, hostelites at MMR, were a group of those optimists who had not only assembled to celebrate the new year and welcome it with cheerful hearts and bright smiles, but also to say good-bye and thanks to the passing year, for all that it gave to us. All of them assembled at the terrace, which was bedecked with festoons, frills and bright lights. After a lavish dinner, the stage was all set for tango. And everyone including the one's with two left feet shook their legs to the music of all kinds. 60's and 70's era was the theme for the night and one could see the clones of Mumtaz, Hema Malini, Praveen Bobby sashaying around. The frenzy and the delirium was at its' zenith when 2008 and 2009 exchanged the baton of time. This new runner was welcomed with loud cheers and cake cutting ceremony. Mrs. Nyer, the warden, cut the cake and blessed everyone present there. The party went well into the wee hours with dancomanics not halting even for a sec. and going ga-ga, everytime their favorite numbers were played. When the party was finally over, everyone was physically burned out but spirits of all were high with the excitement and millions of hopes, they had from 2009. Really it was a night to remember!!

All work and no play... makes Jack a Dull Boy

The Guru's at leisure



The Faculty and staff had an interesting outing to Talakadd recently. Its was a one day trip organized by ISBR team. The objective was to achieve the 3 R's - Refresh ... Rejuvenate... Rebound with lot more Energy and Enthusiasm which becomes very important for every one of us.

The above pictures capture the wonderful and colourful moments of the Gurus..



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