

# ISBR VOICE

IN PURSUIT OF CREATION

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**SPECIAL  
ISSUE**



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



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# E-Week @ ISBR





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Group Director  
Manish Kothari

Proofing  
Sayantan Dey  
Manisha Nandy Muzumdar

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Dr. T. Rangarajan  
Mr. Ashok Sharma

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Editor-in-Chief  
Prof. Preeja Sridhar

Design & Print  
SCPL Design, Bangalore

### Article and other Contributions

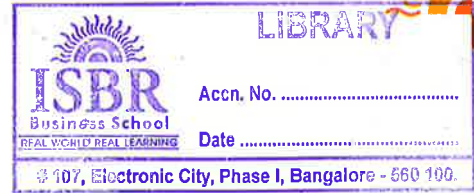
Student Co-ordinator  
Amandeep Bath  
Prashant Guha

Photo Contributions  
Syed Shadab  
Atanu Rakshit

Abhishek G.  
Amandeep Bath  
Ambalika Sarkar  
Juhi Singh  
Manit Singh Bhatia  
Narendra Kumar  
Nikhil Nadiminti  
Nikita Anand  
Nivedita Tagra

Nupur Chandra  
Prashant Guha  
Rahul Kanadia  
Saurabh Singh  
Sheeba  
Sneha Karthikeyan  
Vineet Thakkar  
Yasmeen

# Special note from MD



**Manish Kothari**  
Managing Director, ISBR Group

**My Dear Readers,**

**A**t the outset I would like to congratulate all the students who are present today to receive the certificate of the Post Graduate Program in Management at the hands of the Dignitaries. Today is truly a red letter day for all of us as this is the First Convocation Day of ISBR Business School.

I would also like to thank personally Padmashri Anil K Gupta, Shri Raghunathan V and Shri Madan Padaki for accepting our request to be present on the Convocation Day.

Also it is my great pleasure to place on record the presence of Shri V K Murthy, Dada Phalke award winner, Shri Prakash Belawadi and Ms. Lakshmi Priya, who have graced the annual day celebrations.

As you are already aware through the various media and website, we have achieved significant land marks by being adjudged as one of the top Management Schools in India, by Dalal Street, Silicon India Survey 2009, and Business Barons 2009! It is a matter of great pride for us and I am sure that in the years to come, we would surpass the expectations of all our stakeholders.

This year we have launched a bold and new initiative to attract bright, young and meritorious students to join our campuses at Chennai and Bangalore, through the concept of "Vidyajyothi" & "Vidyaprakash". It offers scholarships to the students to enable them to pursue their higher studies in Management.

This year we would also see a change of guard at the helm of affairs in the Bangalore Campus. Prof. Amit Gupta would be leaving us for better prospects and a new Director would be taking over shortly. I would like to place on record our deep appreciation for the excellent work put in by Prof. Amit Gupta over the past three years.

Our new campus in Electronic City, fully owned by us, is being unveiled on the convocation day and will be functional from the next academic year.

Today we also release "ISBR Gems", a book which introduces the Best ISBR Students who could think at the speed of light, be very positive, who gave shapes to their ideas and set the whole campus with their POSITIVE VIBES. This is one of our dream initiatives and thank all the team members who supported this idea.

"Everything is material for the seed of happiness, if you look into it with inquisitiveness and curiosity. The future is completely open, and we are writing it moment to moment."

With best wishes to all our students and thanks to all our well wishers!

“ Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and glory of the climb. ”

-Sir Winston Churchill

# Editor Speaks



**Prof. Preeja Sridhar**  
Editor-in-Chief

Here we have come back with a bang!!! Bringing new thoughts about various issue at the campus, be it the orientations or the guest lectures which are the redundant factor. The most interesting item that can encapsulate the reader would certainly be the rendezvous with Madam Jija Madhavan Hari Singh. The leadership traits are displayed vivid and the awesome personality reveals the struggle of the woman to reach the pinnacle especially in the male oriented citadels. The interview with her was indeed one of the best experiences for our student community. A lot of food for thought!!!

Great men have always been the catalyst no matter what the task is all about. Straight from the heart we have our Director's interview, I would say the most thought-provoking one. It gives a bird's eye view of the entire gamut of ISBR's journey, it opens the floodgates of memories for each one of us, Because we have been working as a team from the day zero. Here is the revelation of simple yet strong man who nurtured and nourished ISBRians...

Another interesting write up is from our own Innovation Evangelist Mr. Pavan Soni which is yet another eye-opener for the technocrats. Then we have the compilation of various other articles, be it the celebrations at the campus or the industrial visits. The list seems to be endless.

However, the journey has begun and before every one of us reach the destination there are tasks to be done. The onerous task of working on the clusters of competencies, multi tasking abilities, updating one's own knowledge to survive in this cut throat competitive world etc... which is challenging.

All said and done, another milestone achieved and a small endeavour put forth by the WRITER'S CLUB!!!

I welcome the new members who have promised to take the baton, wishing them good luck.

Warm wishes

“ However the journey has begun and before every one of us reach the destination there are tasks to be done. ”





# The Mind For Sale

Orientation program of August '09 Batch

Coming to the college on 4th of August, 2009, we had no idea what to expect from our orientation classes. What we got was a whirlwind of fun, frolic and lessons! The very first statement we got from our guru, Mr. Raghottama B.C. was "don't call me sir, call me Raghu." Now, all of us, being part of a society which prides itself on propriety, found it a little strange that a teacher should be referred to by his/her name... and trust me, the surprises did not stop there!

Our orientation program was called "The Mind For Sale". The first lesson we learnt was that most of the time, we react to what is happening around us or to what is being said to us. The lesson here was that if only we train our brains to RESPOND instead of REACT.

We learnt that we focus more on the things that we do not want rather than focusing on things that we do want. From our childhood days we were taught to be positive, our elders tell us, think positive. We tend to forget this small but extremely valuable piece of advice as we grow up life starts getting complicated. Another lesson that we learnt was "listen" don't just "hear". We hear instructions, but we do not listen and thus end up making mistakes.

When Raghu did in those four days was to break the conditioning that we went through over the years beginning from birth till the day we attended the orientation.

We were taken to Nandi Hills, a very famous place in Bangalore. Before leaving, we were divided into groups and asked to prepare an act. We were to choose any product and make advertisements for it and enact it in front of our whole class. We were also given individual topics on which to speak for a minute.

The idea was to get all of us to know each other and break the ice as well as gauge our public speaking skills. We all had a lot of fun doing the acts, it was hard work but at the end of the day, it was a very rewarding experience. Also that was the day we ceased to be a class of students and thus became a bunch of good friends.

The next day, there was a test given to the class which showed the different working pattern of the human mind, be it visual, audio or kinesthetic (touch, smell, etc.) stimuli to perceive any situation.

What happened after this was the biggest eye-opener of all... the Secret. A documentary which breaks a lot of preconceived notions. Something that revealed the fact that thoughts manifest into action. If we believe we can and we will.

On the last day, we watched a film "the little rascals". The message that we received from the film was, all that is needed is hard work, sincerity and most of all, faith and believe that we are each unique and capable of greatness to capable of great things. We staged a valediction for Raghu gave us the assurance that we are in the right place and in good hands and we will achieve our aims in life.

When a child takes his first steps, he is secure that someone is there who would catch him if he fall, and so he takes courage and keeps trying. That is what Raghu gave us, security in the knowledge that we are in good hands and that our dreams will be nurtured.

**All you need is Hope, Faith and a Guru...**

*This is a tribute to a man who made us realize that*

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

# IPGP Orientation Program



**I**SBR... This was a term which many students had to still get acclimatized with. The 10th of August commenced with the inauguration of the IPGP (International Post Graduate Programme) batch in the Ground floor auditorium. Mr. Manish Kothari (Managing Director, ISBR), Prof. Amit Gupta (Director, ISBR Bangalore) and other dignitaries attended this function.

The batch of IPGP was of 19 students, yet they seemed to be an exceptional batch and their eagerness was satiated by a very inspirational training program conducted by Mr. Deepak Justin who liked to be called DJ by one and all.

DJ took the students through the first day by teaching everyone about ATTITUDE. He cited examples of how everyone should be like eagles who try to scale the highest skies no matter what it takes. The next topic in DJ's agenda was to get rid of the fear of PUBLIC SPEAKING. So he took them through various instances and also quoted famous people on their views about public speaking. The first assignment was given to all students to prepare an ICE BREAKER to introduce themselves. Everyone had to speak for a period of five minutes about their experiences and

achievements in life. The following day, everyone was taken through a session on LEADERSHIP. Students were made to split into teams so that they could enact skits based on movies. While a couple of teams enacted scenes from LAGAAN and CHAK DE INDIA, other teams enacted scenes from PARTNER and also LAKSHYA. The next day, there were sessions held on MOTIVATION, ADVERTISING and CREATIVITY. The students were once again split into groups to create advertisements to brand ISBR.

On the 14th, all the students were given an assignment to host a function on the Independence Day with the theme of FREEDOM MANAGERS. This valedictory function included the showcasing of various talents, ice-breakers, skits, advertisements and other events. What was appreciated the most was that the seniors too came onto the stage to share their time at ISBR. The event manager and the show host introduced all the students of the IPGP batch to the audience and the show ended with the NATIONAL ANTHEM which set the theme of that day.





# Droplets

Orientation program of PGPM Batch 2009-11

“ The new season had brought a new beginning,  
Buds were ready to bloom into flowers... ”

The new batch of PGPM named themselves "DROPLETS". The orientation program was held from the 17th of August to the 21st of August. Our guest who hosted the five day orientation ceremony was Mr. Deepak Justin (DJ), Corporate Trainer by profession. In the orientation classes students from different backgrounds came together



to understand the meaning of management.

"Management" being a very broad term, requires diverse areas to be understood. The batch started learning the basics of communication, under which they were made to understand "how to portray oneself when working in an organization". The communication part learning consists of what does every gesture express, how to greet the other person.

At the beginning of the orientation class every student was asked to speak about oneself. The next day, students were told to give a presentation on themselves which was called the "ICE BREAKER". The ice breaker helped every student of the class to overcome their stage fear and instilled confidence.

#### Following were the other activities by the day:

1. Students were segregated into groups everyday so that the meaning of team work would be clear. On everyday

basis they were allotted different tasks which were to be completed with the effort and help from each and every member of the team.

2. Then everybody in a group of five had to prepare an advertisement on the theme of "Branding of ISBR" for which every team came up with excellent ideas and the day was a super success.
3. Students were taught soft skills and a part of the day was devoted on the personality development skills.
4. Every team was given name of a particular commodity or a product of daily use. This was supposed to be enacted without speaking a single word.
5. In the orientation classes, students were given a chance to paint their attitudes, where "ATTITUDE" is of three kinds:
  - a) Attitude of Gratitude
  - b) Attitude of Latitude
  - c) Unshakeable Attitude



The orientation classes were winded off with a valedictory function which was organized by "DROPLETS" themselves and turned out to be a roaring success. By the end of the event the students together made everyone believe that , they will surely take the name of the institution high and will make everybody proud.

## Student Article

# The Art of Teaching

Man is nothing but potential of everything. This potential is realized to its fullest extent by two main personalities that each one of us counter in day to day life. Parents and teachers are the designers of our personality, motivators of interest, encouragers of the spirit of determination, inculcators of perseverance.

The entire learning that happens in one's life begins with the touch of mother who lays the basic string that would one day be plaited into a beautiful necklace. The beads that make up this wonderful necklace are added by teachers. Lets us now understand how these beads are being added to our lives by our mentors at ISBR.

"JAI HO" was the loud sound made by Mr. Vijay, as he entered the class one late afternoon. The entire class sprung up in response and there was a louder noise now of "JAI HO". Having drawn the attention of the tired class he went about his topic for discussion citing many such examples that complement the subject. This learning on an otherwise hectic day seemed everlasting as the element of fun ensured that the concept was inscribed in our brains.

A beautiful lady walked into our class one fine morning session and started dividing the class into teams. Our anxieties as to what work would be assigned now ended as we were given a Monopoly game. Now we had become virtual businessmen and the play took off beautifully enlightening us to the fact that Accounting is a child's play. Thanks to Ms.Poonam who had implemented the right method of learning.

It was a Thursday afternoon when a serious kind of looking person entered our class and "bang" sounded the door. Every sleeping eye was now open and every gloomy head had been alerted. Numerous thoughts ran across our minds as to how we would embark upon the journey of Marketing. As our mentor Mr. Radha Krishnan started his lecture all those gloomy thoughts vanished and every mind was engrossed with the minute details he addressed. Well wonder how every mind was captured? Sir had started his lecture from the elements that involve our day to day life and he connected these dots to a well known industry. The

impact of the lecture was so great that there were no absentees in the subsequent classes.

We always noticed a young dynamic lady busily moving across all the floors with huge volume of books in her hand. As usual the class was lost in their own thoughts when she entered the classroom with a bunch of papers and started distributing those papers. "CASE STUDY" was the title put up on the board and she explained the concept of Organization Behavior and later asked how that theory can be applied simultaneously. This learning will never vanish from our heads thanks to Ms. Darshika.

“  
Law is very peculiar and you need to interpret it  
”

"Law is very peculiar and you need to interpret it" said Mr.Ramaswamy. But he had interpreted that for us and had given the initial momentum that instilled in us to realize Law was just not that difficult. The class was always one step ahead of competitors as the subject crossed syllabus boundaries and touched angles that were hitherto unknown to us

The factor of "EMPLOYABILITY" is the talk of the town. Adding this segment in a curriculum is not an easy task, but for Ms.Preeja it was a cakewalk. She made us understand just how complex and difficult the corporate world is. Thanks to you mam we now know what is expected out of us and will do our best to live up to your expectations and blend ourselves into professionals that are the hot cake of current market.

This is just a snap shot of what happens at ISBR. We here are equipped with the right mentors and our learning pace has touched horizons. The methods and art of teaching is the greatest treasure at ISBR. If you are an aspirant of management put your foot forward for this is the right place of learning.



International School of  
Business & Research



Rendezvous

# She's the Man

an interview with Jija Madhavan Harisingh  
IPS, Director General of Home Guards, Karnataka

“ Woods are lovely dark and deep,  
But I have promises to keep,  
Miles to go before I sleep. ”

These are the lines by the famous poet Williams Wordsworth that have kept on motivating people for decades. Duty comes first is the motto for all the people in the uniform serving the country. ISBR Voice got a wonderful opportunity to interact with one such person who with her hard work, vision and courage has been working to improve the outlook of our society.

Mrs Jija Madhavan Hari Singh, IPS is the Director General of Home Guards, Karnataka. In spite of her busy schedule, she gave us her precious time to know more about her life.

When asked about her journey so far she told us that when she was a child, she was highly fascinated by trains and airplanes. She wanted to be a pilot or an engine driver. Just like every ordinary child she was thrilled by speed but as she grew up she felt a need to serve the society. She enjoyed reading a lot of biographies by some known writers like Albert Schweitzer, Father Diemen etc and got further motivated. She was fascinated by Hellen Keller who in spite of being handicapped achieved a lot.

When asked about career, she told us that she wanted to be a doctor but her father saw her inclination towards fine arts, dancing, writing poetry, English literature etc and felt she was delicate. Her father thought she was delicate for a profession like doctor but Mrs. Jija Madhavan wanted to do something unusual and this led her to join IPS as it's unusual.

After clearing her UPSC exam she was called for the interview for the Central Services. She again felt Police Department is unusual for a woman. However, she convinced the interviewer by saying that, she was keen to know how cruel it can be for a woman and would like to contribute something for the society..

When asked about her achievements she fondly remembered the time when she was Deputy Commissioner Police Traffic in Bangalore, she introduced the computerized traffic



lights in the city which had the facility of being programmed to work on its own.

During her tenure at the Airport Authority of India as the Incharge of Ethics Management, the value she added was remarkable.

As per her, ethics plays a very important role in governance. If the rules are not followed then it becomes difficult to maintain law and order, be it at the government level or be it in business or other aspects. In lieu with the same she conducted more than 150 programs across the country in places like Kargil, Tutticorin, Bhopal, Bangalore etc. She believes that when a person pockets a 100 rupee note, he/she should know whether it's a clean note or not...



According to her corruption starts at home, when needs are not fulfilled by the man of the house. His wife may pressure him to give her money, jewelry etc which might lead him towards unfair means to gather money. She had sessions with General Managers of various companies to abolish the unethical means of making money.

Counting on her achievements she encountered a situation where there were two cloth manufacturing companies. One had workers and no technology and the other had technology but no workers. Mrs. Jija Madhavan played an important role in collaboration of these two companies and got them back into business.

When asked about her personal life as her husband is also an IAS officer - she laughs and says that the professional lives of the two are limited to the offices only. They don't bring issues home. On weekends they love to play golf and spend time together.

Apart from work she has tried her hand on writing too. She has been a poet and also has authored a book on Bal Ramayan in Hindi.

Finally, as we came to an end of the discussion we requested her for a message for the management students and she quoted in her own words:

“ Management is all about innovation and creativity.  
All those who can keep up with their innovativeness and creativity  
and continue to work hard with good ethics... ”

Honour

## A day of appreciation

10th December 2009 was the prestigious day in the history of ISBR as Vice President of Paralympics Committee, Mr. Amar Singh visited its premises to share his experience with ISBR student's volunteers as well as honor them with the certificates of IWAS WORLD GAMES.

Mr. Amar Singh reached the premises at 3:00pm. Firstly MC gave a brief introduction about IWAS (International Wheelchair amputee Sports) WORLD GAMES 2009. He welcomed the audience and handed over the stage to Mr. Amar Singh to share his views on our WHITE TIGERS (white tigers is the name given to the sports club of ISBR for their extraordinary contributions & rigorous work). He shared his experience about WHITE TIGERS and their efficient and effective work.

Mr. Amar Singh narrated the whole incident in a very simple and interesting way. He advocated that students need to participate in these types of events as it gives better understanding of management. He also shared that it was a very difficult platform, but because of the efforts of white tigers, the whole process looked

simple. He also interacted with the non-participants and motivated them to participate in extra-curricular activities.

Then ISBR Director, Prof. Amit Gupta thanked all the student volunteers for making IWAS a grand success and adding feathers to ISBR cap. (List of Student's volunteers: Abhishek Mittal, Mrityunjay, Alpana Singh, Nishish Shukla, Anupam Nayak, Neelam Yadav, Anamika Verma, Piyush Sinha, Dharmendra Kumavat, Senthil Kumar N.G., Girish Goswani, Sheeba J., B.Praveen, Shahnawaj Ali, Deena Josephine, Shilpa S., Deepak Yadav, Vaishnavi, Gourav Girdher, N. Varchaswin, Gourav Jaiswal, Vineet Thakkar, Karthikey)

Lastly, Mr. Amar Singh distributed the certificates to respective students. He also gave a memento to Prof. Amit Gupta and left us asking for more.

Again it was a learning experience for the budding managers of ISBR. There is so much to learn, from all the ends. Thanks ISBR for making us feel our presence worth.



Guest Lecture

# Habits

for an extra-ordinary career  
Dr. C Balaji, CEO, AVP, Symphony services

MBA students are always looking for anything and every-thing which will make them employable. On 13th Feb 2010, at 10:00, Prof. C Balaji blessed us with his wisdom. He started his talk with "what companies expect from fresh grads. Toward developing habit for work"

Few important aspects which he dealt with are as follows:

## The Opportunity

- Focus on results.
- Contribute to others, always.
- We should not wait for things to happen.
- Whenever we are asked to do things, we give excuses and it damage the results.
- Work toward having mastery over the subject.

## What Is Valuable To You?

- Fundamentals abilities:-
  1. Analysis
  2. Problem solving
  3. Execution
  4. Communication
  5. Presentation
  6. Critical thinking
  7. Numerical
  8. Logical thinking
- Strength fundamental abilities.

## Do Unto Others

- Be reliable...keep your word.
- Weigh before you promise, keep your promise at any cost.

## Chalta Hai Bahai Attitude is Harmful

- Attend to details.
- Be connected in and to life.
- It's very necessary to be connected to life.
- "When there is a larger purpose you will befriend the foe." Don't be petty. All these comes when you are at the large purpose.
- Be at the final purpose, don't get stopped by irritant.

## Grazing Cattle Syndrome

- Be deep. Develop this habit in whatever you do. He warned that, statements like, "I'm done, its enough" limits whatever we do. It's the sign of helplessness.
- Learn...and be yourself.
- Be in action.
- Be energetic, show excitement.

## Super Specialization

- Develop mastery in other subject also.

## Slow and Steady Loses the Race

- Be quick, alert.

## Deaf and Dumb

- Listen, don't just hear.

## Fear of failure fulfills your desire to fail.

- Develop trust.

The talk was very useful. May be there were few general points but the conviction with which speaker presented the above points, was extraordinary & impressive. We will try to inculcate the above points in our habits, so that we become "employable" and successful. We want to thank ISBR management for arranging such informative guest lecture.



Live case study

# मुंबई Dabbawala's

India's top brand 6 Sigma & ISO 2000 100% customer satisfaction Icon of hard work

“ They make sure, you eat on time... ”

**H**ello ISBR... came the energetic greeting from behind the doors and a man in white kurta-pyjama and a Gandhi cap strutted in his kolhapuris chappals with an aluminum tiffin in his hand. Enter the DABBAWALA...

International School of Business & Research, Bangalore in association with eXample Consulting Group, Ma Foi and Blue Dart brought the success story of Mumbai

Dabbawalas in form of a 2 hour session on December 6th, 2009 a day hard to forget.

The early morning preparations in expectation of a guest from an organization of international repute were a bit too much for Mr. Manish Tripathi (Director, Dabbawala Foundation). A simple man in simple clothes with his extraordinary energy, unique way of presentation and a smooth talker walked in dot on time at 9:30. “The Dabbawalas are never late” he says.

Mumbai Dabbawalas originally registered as Nutan Tiffin Service is an example of perfection with Six-Sigma and ISO certifications for quality and time management. 400,000 transactions a day without a single error, rain, shine or hail is what makes them unique. The organization has been in existence for 118 years and currently has 5000 employees (including 4 women); rather “stakeholders” in Mr. Tripathi's



words. He says this stakeholder status ensures self-discipline and total commitment from the team in which 85% are educated upto grade 4 and other 15% are grade 8 pass/fail. Mr. Tripathi himself is a Bachelor of Arts a rarity in his line of work.

Mr. Tripathi reminded us the principles of management with concepts of building a business around an existing infrastructure, using the

resources existing instead of investing in new, lessons to reduce the attrition rate to practically zero and explained the importance of simplicity and clarity; the principles that Dabbawalas follow to ensure timely and accurate lunch tiffin deliveries.

He argued that the lack of education among the team is what worked in their favour. There are no questions, no suggestions. Things happen as they have been happening for over a century and quality has only seen one way - UP. The self-discipline, the commitment and descending from the same forefathers are some of the “traits of DNA” he quoted for the Dabbawala secret. Above all lies the sense of belongingness and self discipline which is why at zero technological input, 100% efficiency rates and after 118 years in one of the largest and busiest cities in the world, they still make us say:

“ We lived in the times of Mumbai Dabbawalas ”





## Leadership Development Program

# Three Wise Men

**H**ow many times in your life have you had the chance of listening to a Chief Justice, a Padmabhushan and an accomplished speaker on the same day...? ISBR had this privilege on the day of May 4th 2009.

ISBR organized and hosted the Leadership Development Program under the theme of "Relevance of India's Ancient Thoughts and Wisdom, Art and Spirituality in Management." The speakers included Lokayukta Chief Justice N. Santosh Hegde, Padmabhushan Prof. N. S. Ramaswamy and Mr. Gururaj, a counselor & a Trainer. The session aimed at introducing the wisdom of forefathers into the current scenario through the primary medium of academicians who teach us the nitty-gritties of management.

### **Karnataka Lokayukta N. Santosh Hegde**



Here is a man who had led good governance and administration by setting examples. A former Judge at the Supreme Court of India, Mr. Hegde today dedicates his life to bringing Transparency and Accountability to the State Government System. Lokayuktas were appointed in every state to address citizen grievances by investigating into administrative actions taken by or on behalf of State Government or certain public authorities. These institutions were intended to serve as institutions independent of the Government concerned and as institutions to supplement the judicial institutions headed by Chief Justices or Judges of Supreme Court of India or High Court of the State. And who better than Mr. Hedge to hold the office.

Mr. Hegde started his key-note by setting the context of India choosing to form the Democratic Republic System composed of Legislature, Executive and Judiciary components. But along the way what plagued us Legislature took over the formation and running of government and Executive became subservient to those. The Cabinet form of government resulted in poorer and highly corrupt institution with loose cheques and balances. Bureaucrats (Executives) and Politicians (Legislators) leveraged one another's vested interests at the cost of the citizens who apparently were their masters. Unfortunately, bureaucracy has today become money-crazy. He opines that unless we and our generation acts fact, corruption shall undermine the very fabric of our Indian culture and strength.

His department is out there to contain some of the problems that we pose today. Starting with public declaration of one's assets and liabilities, to having a very strong vigilance system, to laying strict actions, the Office of Lakayukta is surely bringing the change. But as obvious as it seems that a sizable change would only be possible if we choose to not involve ourselves in corruption and hone Good Governance and Behavior ourselves. To start with, No Bribe to the Traffic Police. A very powerful, well received and encouraging speech from the Times Karnataka Person of the Year 2009..

### **Padmabhushan Prof. N. S. "Cartman" Ramaswamy**



The smiling old man with a flowing beard and utterly simple ways is the Founder Director of IIM Bangalore and the

Founder Director of Indian Heritage Academy among other titles. Prof. Ramaswamy is one of the most respected academicians in India today. Apart from heading many national level committees, the government recognized him as the National Research Professor in Management, for his contribution to the field of management study in India and social work. And he is the only living Indian to hold this title-1 man in 1.2 billion and growing.

In his view, Management is in all of us. It is the conscience of making decision. It is in a doctor, as much in a mother, as much in a policeman or a politician. And being a teacher of Management Education is a noble charter. It is only in the Indian civilization that a teacher is regarded greater than even God...

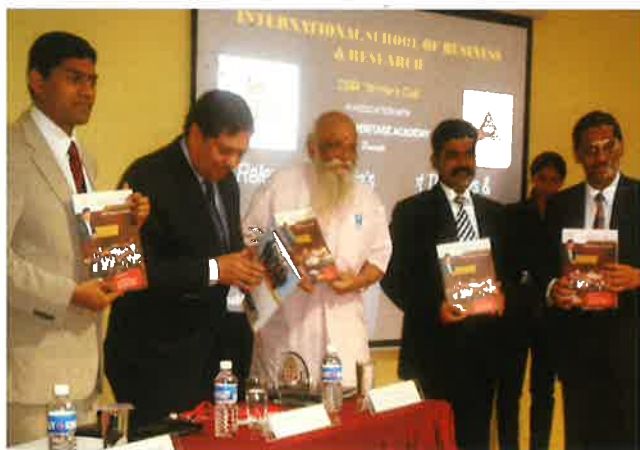
He went talking on Applied Spirituality and impressed upon the concept of Duality and Relativity in life. Not on the scientific dimension but more on the human angle that while everything is inside our mind, we still need to appreciate the ACT. As for this act that we achieve the real purpose of life - Creating Happiness for oneself and for others around.

His principles include: Give More - Take Less; Be a multi faceted person such that you keep yourself engaged all the time; Learn from others as much; and always remember - every-

thing is relative in life. He elaborated on the journey from a Adhyapaka to Guru, through the stages of Upadhaya-Vidwan/ Pandit- Acharya in his very own seriously comic and unparalleled style. In his view Guru is one who removes ignorance and inspires to achieve big and when his students becomes better than himself.

### Mr. Gururaj, A counselor & a Trainer

The man does not hold any big titles or accolades unlike his peers for the day. But he undoubtedly held the audience with his gift of words. Not often do we hear someone delivering the perfect message so effortlessly and easily that you hit yourself for not having realized it in all these years. His talk on personality and ways towards development provided a fitting semi-final to the day. The issues of behavioral habits and methods of improvement alongside the best practices were discovered in the talk.



The grand-finale was the Nrutyotsav. Here, the students of ISBR did bring in the music and melody but the true rhythm was delivered by the very accomplished Prof. Preeja Sridhar - the mentor of the LDP and the Faculty Head of ISBR Writers' Club. The Bharathanatyam performance delivered by her to the tune of Prof. Roshany Unnikrishnan voice, an accomplished singer herself, provided the fitting and memorable surprise to end the day. Undoubtedly, the day provided a learning worth a century while having us revisit our roots. What better way to learn re-visit the principles of management. To sum it up... "A mesmerizing experience..."





## Campus Buzz

# Lock, Stock & Trade '09

Innocentive, the e-cell at International School of Business and Research, Bangalore, in association with National Entrepreneurial Network, hosted the Regional Round of Lock, Stock & Trade 2009 on 3rd October 2009. LST is an annual entrepreneurship event which aims to inspire the younger generation towards entrepreneurship.

What made this year's LST at ISBR more interesting was the integration of engineering, management, biotechnology and graduate colleges like IIT-B, Mount Carmel, Welinkar's, ISB&M, etc. on the same platform. Ten teams, each comprising four students and one mentor from the corporate world participated in this mock IPO. Mr. Phanindra Sani (CEO, RedBus.in), Ms. Sumitra Iyenger (Director, Geodesic Techniques), Mr. Gopal Bengeri (Founder, Taste Buds), Mr. Pavan Soni (Innovation Evangelist, Wipro Ltd.), Col. Srinivasan (Head-Training, Reliance Retail) and a few other reputed names from the corporate mentored the participating teams.

Mr. Karthik, a successful entrepreneur and CEO of 24x7 was the keynote speaker for the event. Mr. Kumud Rajendran (CEO, PPC Worldwide), Mr. Gururaj H. M. (Administration Manager, Concorde Group), Mr. Sathyanarayan (Founder Director, Collabrant), Mr. Miki Kapoor (IBAB) and Ms. Padma Srinivasan (IBS-ICFAI) judged the business plans. This unique event engaged around 400 students, from various colleges of Bangalore, as investors.

A team from WE School with their company Unicorn India Food Private Ltd.; became the investors' choice and SSM RVIM team with their company Virudhaka Pvt. Ltd. got judges' verdict on their side.

Innocentive team worked hard creating this mock IPO at the campus and its resounding success at the end was worth all the sweat and toil.





An experience with life  
**Life is what you  
make of it...**



**Y**asmeen Begum, a senior of the ISBR PGPM 2008-10 batch had the wonderful opportunity and experience to interact with the students of her alma mater Abbas Khan College for Women in addition to another college Mitralaya Women's College.

The students here face daily struggles due to financial conditions of their families. Though they study hard there's a lack of motivation and positive attitude towards life. These were the prime reasons for Yasmeen to visit these colleges and deliver a personality development session for two hours; a session that made them aware of the different aspects of life, how to build positive attitude towards life, how to face difficulties, different ideas for good living, how to take every



## International Guest Lecture **Plan and Act**



**A** guest lecture was organized by ISBR, Bangalore on 29 October 2009 at 9.30 am where two eminent personalities from Singapore, Mr. Prabu Naidu and Mrs. Janice Lua came to share their valuable experiences of their corporate lives and discussed about "THE WORLD CAFÉ".

The World Café was made by a couple, Juanita Brown and David Isaacs in the year 1995 during a two-day dialogue among global group known as the Intellectual Capital Pioneers. It was based on the fact that people become friendly and have an open mind conversation in a Café due to the friendly environment. The main principles of World Café are:

- Set the context
- Create hospitable space
- Explore questions that matter
- Encourage everyone's contributions
- Connect diverse perspectives
- Listen together for insights
- Share collective discoveries

They involved students in three activities one by one which were focused on the above principles. They made various groups and reshuffled the groups after every activity. The students shared their opinions and aspirations about their career.

difficulty as a challenge in life and most important to have them acknowledge the wonderful opportunities available to them.

While students undoubtedly enjoyed the session, the most gallant were the teachers to see a child they taught repay the loan of learning with these small bits and pieces... We greet the doers and the receivers with an unquestioned, whole-hearted cheers.



# Rendezvous The First ISBRian

An interview with Prof. Amit Gupta



## Amit Gupta

Pursuing Masters in Business Law (NLSIU), M.B.A (IRMA), BE(VJTI)

Professor Amit Gupta being a business entrepreneurial consultant in international trade possesses 18 years of corporate experience in various esteemed organizations as Amul, ITW Signode, ITC Ltd, West Coast Paper, B2B E-commerce Portal as Superintendent (Projects), Regional Manager & General Manager. His areas of expertise are Marketing, Sales & Distribution, MIS & E-Business. He has been associated as visiting and full-time faculty for last 7 years in various institutions and also has been publishing papers in various management areas, disciplines of entrepreneurship, finance and strategy. He has held the position of Director at ISBR Bangalore for 3 years since christening of the institute.

A man known for his simplicity and unassuming nature yet very strong. A true strategist who built ISBR from scratch and known for his oratory skills and effective administration. He co-created the values and ensured they are followed; known for his intellectual prowess and his risk-taking appetite. Here we capture the thoughts of Prof. Amit Gupta right from the inception and the challenges he had seen throughout his tenure....

### **Can you tell us your experience as the first Director of a brand new B-school?**

The experience has been not only challenging but also a wonderful learning and evolving experience with a great team. As you are aware, we have tried to differentiate from day one within the limitations and constraints of an University system and I am sure we can look back with a fair amount of satisfaction of having built an institution with strong foundation for the future. It has been both an individual as well as group evolution trying to do things differently and trying to remain contemporary and relevant in spite of being a new brand.

### **You virtually created an identity for ISBR in the academic arena. What were the challenges you faced in your journey?**

I think starting with a clean slate was both an advantage as well as a huge challenge. Given that we were quickly able to build up a good team we surmounted the challenges by building up the critical building to grow into a good institution both academically as well as in skill and attitude development and set up the roadmap for the future. Since academic rigor takes time to build up over a life cycle of an institute which is difficult to expedite, industry relevance is

something that we worked upon through experiential learning, skill development activities and various other initiatives to expedite the learning curve.

### **As an academician, how do you perceive the concept of "holistic education" in India?**

I think this is the need of the hour but unfortunately very few institutions understand importance of the same. However the global meltdown is a rude wake up call and made everyone realize that economic, social and environmental sustainability is what will get good business results and hence it is important that education is looked upon holistically and not on piece meal basis.

### **What is your take on Industry Ready Individual and how as an institute can we promote it?**

As I have indicated above, "being relevant and contemporary" is the only way towards good management education and this can only be achieved through greater industry-academic interface on a continuous basis, whether through employability training or leadership and entrepreneurship education and skill development.

The sorry figures of just 20% employable graduates in India bear testimony to this fact that we really need to focus on this area with all our energies for self and national development.

### **"Perfection is attained by slow-degrees; it requires the hand of time." What in your opinion, can be the value-add for the system as a whole.**

Academic rigor can only come through time tested methods, systems, processes and in current context enabled by

technology for consistent delivery. What is equally important is the people behind these processes and systems without which no institution can build and add value over a period of time.

**According to you what is team work and how have you motivated your team to perform?**

Teamwork is critical in a "people intensive" industry like education where the only differentiator and asset we have is peoples commitment and dedication besides their knowledge, skills and attitude. Giving an equitable, empowered environment is very important for building teamwork so that the team understands the larger goals and objectives of the organization and is equally passionate about the vision of the institute as the top management is. However for this to work, the culture has to be built over a period of time and most importantly both rewards and punishment have to be equally strong so that good performers are appreciated and not so good ones are motivated to do better.

**What is your message to the student community?**

My message to the student community is very simple - stay focused on your self development irrespective of the constraints and make the best of what you have. Remain positive and grab opportunities along the way. Nobody can stop you if you take the right path and have the determination, perseverance and well articulated goals for yourself in the short term and long term.

**The ISBR team reveres you and your students call you "the walking-talking Encyclopedia." Any comments.**

I think that is a gross overstatement- however i am humbled with all the respect, gratitude and affection i have received from my entire team without which it would be impossible to build this institution so far and wish each one you all the very best in personal and professional life.

## From the desk of Corporate Relations

Geetha Prakash, Corporate Relationship Officer

**I**nternational School of Business and Research has been a firm believer in pushing the ambitions of people to help them realize their dreams.

The true standing of any institution lies in the acceptance of its students by the industry. In this regard, the Corporate Relations Division has been working towards helping young management graduates find their dream careers. This opens up opportunities for students across various industries which require the best talent pool.

**Key features of Corporate Relations Team -**

- Dedicated corporate networking cell and placement cell members who are there to ensure the students are well placed in the industry.
- Campus placements and job fairs.
- Career counseling, defining career path.
- Networking with potential hiring firms.
- Attestation of the corporate recruiters to the quality of our students and the strong relationship maintained with organizations.

**Few companies who have hired our students -**

- Accenture • Airtel • Ernst & Young • Crisil • Cryobanks • Dell • Polaries • Fidelity India Ltd
- Genpact • HDFC Bank • Hewlett Packard • IBM India • ICICI Lombard • Infosys BPO
- Jaypee • Careernet consulting • Ceasefire Oracle Corporation • Reliance Communications
- Standard Chartered Bank • Tata AIG • Taj Residency • TTK • TVS Group • UTI Bank
- Wipro Technologies





## International Workshop Capstone

It was a yet another very eventful day at ISBR, when the faculty members and the students welcomed various corporate figures and other B-school faculty members for a seminar on capstone. The talk was addressed by Craig Waters from Australia and Ms. Sumi who were here to emphasize on the relevance of the usage of capstone in doing better business. People attending the meet were divided into different teams where in they had to go through 4 rounds which was followed by a feedback from Mr. Craig on the next day. A dinner was scheduled at the end of the

day at Radha Regent, a hotel located nearby the institute where people got to relax and know others. The students who had volunteered for this two days event were enriched and privileged to be around dignitaries like Mr. Dharampal - an ex investment banker from Singapore. A talk on self actualization turned out to be a bonus as the students were also asked and encouraged to participate and give their point of view.



### Industry Visit

## Bangalore Dairy

It is challenging for any industry to survive for decades where a similar new industry comes up every day. Bangalore dairy the second largest dairy in India started in year 1965 with production of 50,000 lt/day now crossing a mark of 9,00,000 lt/day with just 900 employees.

Adopting the latest technology, marketing strategy of door to door delivery, strong supply chain has Made it possible to create a niche in the operation flood industry.





## Article

# Information Technology & Innovation



### Pavan Soni

Innovation Evangelist, Wipro Ltd., [www.pavansoni.net](http://www.pavansoni.net)

He works towards Innovation Consulting and enablement both for Wipro's internal teams as well the clients. He has over 20 papers and articles published on the subject in various national and international journals - latest being at IEEE Journal on Innovation and Technology Management; ; and is known for introducing innovative concepts such as WiCamp, Innovation Bazaar and Let Sparks Fly in India. He is also a visiting Faculty at ISBR B-School

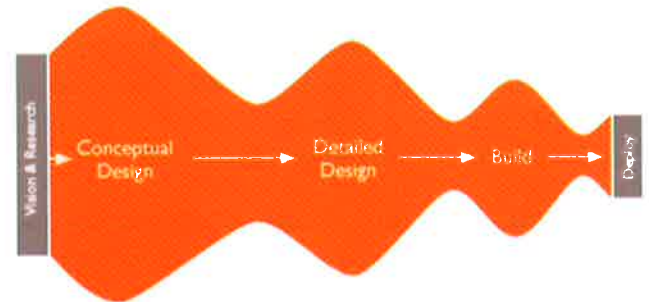
**I**nnovation is the act of bringing a new idea into the market place. This could be in the form of a new product (goods or services), new process or a new business model. For this idea to reach the market or in other words get commercialized, it has to traverse an arduous journey. This route has the key milestones, viz: Discovery, Prototype, Pilot, Build and Diffuse.

Discovery delves into generation of an insight; Prototype gives a shape to this concept in a rather quick and improvised form; a Pilot helps ratify the concept in a real market like situation; Build phase give the concept the final shape; and Diffuse is when the concept is now in market.

While traditionally the journey of this concept to reality used to be through a closed model, the approach is changing fast. In other words the proverbial Innovation Funnel used to be a closed one, which allowed only one firm to generate the concept, prototype, build it using own resources and finally commercialize it through the existing channel. Increasingly this funnel is getting perforated which allows the firm to open up its innovation process to its ecosystem and maximize the returns towards collective benefits.

At this Information Technology (IT) and the Internet plays a very significant role. To start with it helps reach out to several people in a rather economical way, makes the innovation process transparent and easy to control, and allows customer to participate in the creation process.

The rest of the article here looks into the role this ubiquitous IT and the internet plays in enhancing the innovation process.



### The Perfect Marketplace

Drawing a leaf from the writing of Thomas L. Friedman, the internet and the IT revolution has endowed us with the democratization of Information, Technology and Finance. Here I am using the two technologies - internet and IT interchangeably, as frankly today there isn't much of a different experienced between the two. Also I won't mind adding, to this call, two major democratizations that the internet revolution has brought along - those of Ideas and Talent. Increasingly the world is becoming a large and vibrant market-place of Ideas, Talent and Capital. Little doubt today that people can collaborate from

Across borders, across disciplines and across Economic strata to evolve a better solution

The world that we are dwelling on today is posed with complex problems. Such problems surely need complex thinking to come up with simple solutions. Such complex thinking calls for people from across disciplines and assets to collaborate and the internet is the best mediator available. Certainly there is a huge population, almost a billion people across the world who aren't participating in this democratiza-



“The greatest beneficiaries have been those in the emerging economies, where now there is an unprecedented opportunity to reset the bar...”

tion and playing in the market place, but the scene would have been even worse without the big connector.

Talking about India - the pre-liberalization era in India was marked with restricted overseas trade, closed economic regime and limited opportunities to entrepreneurs and young talent. As a result graduates from here used to flee to the West in search of lucrative jobs and research opportunities - termed as Brain Drain. Even for the first generation entrepreneurs, the cost of starting a venture was steep and fund availability was a challenge. This led to a stagnant economy and limited innovation in the country.

Today after almost two decades of liberalization, the economy looks much more resilient and supportive to innovation. There has been a surge in job creation back home, the IT and IT Enabled Services being one of the major new industries. More and more people are looking to start their own venture as availability of funds is not as difficult and there are more options available, such as Angel Investors, Private Equity and Venture Capitalists. Courtesy the internet, the work now comes from any part of the world gets done here overnight and gets shipped back. Millions of Indians are getting employed this way, resulting in a better standard of living and overall economic well being.

#### **Innovation and the Internet**

One of the greatest outcomes of this connected economy is the efficiency and the effectiveness of the innovation process. Till about recently for most of the innovative products and process, the concept use to get generated in the West and the development user to happen in East. Software development and testing in India and manufacturing in China. But the wheels are turning today as increasing amount of research work in done at labs in the East. This is only possible with the rich ecosystem that both India and China has to offer which comes from the power of network. Taking a specific view towards innovation, the internet enables the following roles:

**Acute Customer Insight:** The traditional approaches of knowing the customer is fast fading as the market is moving from that of many to that of one. Further the approaches such as filling up of questionnaires, focus group discussions and personal interviews are often costly and unreliable. The internet allows firms to connect to the customer in a more meaningful way, without intruding their lives and generate rich insight. Organizations are increasingly participating and encouraging such social media, both within and outside, to get ideas for their next breakthroughs. One such site is BeingGirl.com by P&G where thousands of females join-in sharing their concerns and practices, inspiring P&G to conceptualize great new products.

**Customer as Co-Creator:** If the end result of an innovation is to delight the customer, then why not involve the customer in the creation process itself. At times it's far easy and fruitful to let customer design the solution than asking for an idea and deigning oneself. Here customers become engineers. One such bright example comes from Nokia. Through the Nokia Concept Lounge, this mobile handset major is capturing the imagination of its customers to help design the next range of mobile phones. Right from functions, to aesthetics and even price points, the customer can design it all.

**Open Innovation with the Ecosystem:** Firms are fast realizing a limit to their conventional innovation Process. There are limits in terms of tangible ideas, resources, talent, channels and even acceptance in the market at times. A better approach is to play with the ecosystem and harnessing the power of network here as well. Here the players, which include manufacturers, suppliers, channel partners, academic institutions, research labs and others take up various roles across the innovation funnel and the firm's role is elevated to that of a orchestrator. The firm in question defines the objectives as a broad level, leaving the nuances to the creative abilities of various players. Case in point here being-Boeing 787. Here Boeing is going the Open



Innovation way, identifying the key partners to work with and giving them enough liberty to come up with their brightest creation, provided that it all works together as a plane.

**Crowd sourcing:** Taking the concept of Open Innovation even further, a firm can open up its innovation process to hundreds of outsiders. These could be problems solvers or idea submitters. These could be experts or amateurs. The model could be to source such ideas and answers through a self manager site or partner with someone who runs such an exchange. An instance for the former approach is Dell Idea Storm. Here anybody could submit an idea, view submitted ideas and even rank ideas to be promoted. All Dell has to do is to incorporate such ideas into its next creation and reward the idea author. The latter model is also very popular. Here idea exchanges such as Innocentive, Nine Sigma and others maintain a pool of problem solvers and solution seekers. With these models in place, organization needn't depend upon its existing talent pool and hence time-to-market and cost-to-market of a new concept comes down significantly.

**Ease of Funding:** There are an increasing set of options available for entrepreneurs as well firms to raise funds.

Ranging from Micro Finance to vibrant Bond Markets and Equity Markets, the sources of investment are multifold. The current breed of VCs and Corporate VCs don't limit their value add to funding, but also delve into mentorship. Two of such Corporate VCs include: Intel Ventures and Nokia Ventures. These firms systematically provide seed-funding to technology startups, not necessarily related to their immediate interest area and offer vital nurturing.

**Commercializing of a Concept:** Till the time a concept is commercialized, it remains a wishful thinking - not an innovation. As against limiting the commercial act through the standard channel, or even to commercialize on own, firms are increasingly exploring the licensing models. With omnipresent internet and IT, finding new channel partners, new models of distribution and even licensing models, the possibilities are very high. A good example here is that of eBay which started as an auction site but today is serving as an eTailing channel for several thousand startups which would have otherwise spent a mighty lot reaching to the market.

In the entirety, internet is aiding the innovative process for both the small and the large enterprise. There are still a few areas of concern in maximizing the returns. These include: Managing the Intellectual Property, Proper Risk-Reward Mechanism for the participating entity, Work Allocation and Monitoring, and Managing the Product through its Lifecycle. These areas of the focus of practitioners in this space and there are lighthouse examples available for others to learn from.

The internet is a big leveler. This is both good as well bad. Good in the sense that now a larger number of people have access to information, technology, finance, talent, ideas and other resources of economic well being, but also has its dark side. It is the same internet that is leaving institutions and individual vulnerable to security threats, risk towards IP Rights protections, and loss of privacy in certain cases.

As with every significant technology, internet and IT too needs a balanced exposure. In past it has done more good than bad. In bringing people, ideas and capital onto an equitable platform it has revitalized the innovation process.

## Campus Buzz

# Win At Business School Affaire 2010

On November 5, 2010 NASSCOM organized Business School Affaire and Dewang Mehta Business School Awards. Nearly 50 Top management institutes had sent students to contest for the award of Best Student in Management for the year 2009-10. The jury at the event comprised some of the eminent people from the top companies including ESSAR, ICICI Prudential, Reliance, HDFC Bank, Bharat Matrimony, HP, AEGIS, YES Bank, Hexaware, Global INNOV, Red Hat and many more. After the review of the resume of the students by the jury, each student was given a time span of 10-15 min to talk about himself/herself and another few min as to why he/she should be selected as the Best Student in Management. The jury then interacted with the participants cross questioning them on various issues.

When the final results were announced, ISBR struck a spot with Prashant Guha winning the award for the Best Management Student. Here's an excerpt from the rendezvous with Prashant.

### What all preparations went in preparing for an event like this?

To be frank, the preparations had started the day I decided to do something in my life. Till now I had never thought that I would get a chance to compete to be the best in my field in my country some day. As per the last moment preparations, I was all geared up to answer just anything. Starting from academics to achievements to current affairs.

### Who all helped you in getting ready for it?

The credit list stands long but firstly I would like to thank our Director, Prof. Amit Gupta for confining in me and selected me to represent ISBR. From the staff, Parvathi ma'am played an important role in setting all things right for me from beginning to the last moment. All my gurus from past and present, my employers, my parents, friends and each and every one from ISBR who confined and believed that I could do it.



### What was the experience like, not just participating but winning in an event like this?

In real sense this was an experience of a life time where I got a chance to compete with some of the best management students from the best Management Institutes of India. Though it was tough to compete, I was able to deliver my best. I got a chance to see how well other B schools are doing and what kind of management students are they producing.

### Was there anything that you feel you missed or ignored while preparing?

Well yes... I felt I missed out on preparations of the introductory speech. I could have introduced myself better.

### What are you're learning from this win and any suggesting for all of us back home?

After being a part of this grand event, I realized that it doesn't matter from which institute you come from, if you are confident and give it your best shot, you can surely make a place for yourself.

I would like to suggest this one thing to students at ISBR that don't take learning lightly. Ignorance can lead you to doom but if you truly believe in yourself and apply you're learning in day to day life you will surely be at the top.

### What are those qualities of yours that you think got you so far and any weakness of yours that you identified during the whole event?

Well, I feel it's been my continuous effort to prove myself in any field that I have been in so far. One quality of mine is of never giving up no matter what. Before the results were declared I was worried as to how am I going to face my professors, my friends and all those who believed in me. I was scared to the extent that I could not hold my tears when my name was declared. It feels proud to carry the tag of "Best Student in Management" for the year.





## Social Responsibility

# Shreshtha - Daan

Life is beautiful. Living it to the fullest is what all of us crave for. While living our own lives the way we all want to, even if we do one small act of giving a ray of hope to another person it becomes worth it.

One such event was organized on the 25th of September 2009, at ISBR, Bangalore. Blood Donation. Noble as it sounds, this act of sincere willingness to help a person with the most vital necessity while fighting for his or her life in case of a mishap was observed in full vigor, courage and enthusiasm throughout the length and breadth of the college.



It started with the introduction of Mrs lata Amashi, an amazing social worker and a part of the Rotary Club of Karnataka who stepped on the boundaries of our college and encouraged us for an act like this. She gave minute detail of blood donation, clarified each and every doubt and myth about donating blood, gave her valuable time and energy so that all of us together could make an effort to help someone. The Blood donation was aimed for helping Thalassemia patients who are mostly children, she gave us all information about the disease and if it wasn't for her we would have never understood so many things about donating blood and taken forward a step for helping humanity in such a manner.

On the D-day, the college arena was completely cleaned - to

ensure safety and cleanliness of donors. Student volunteers, CSR club members and staff made efforts to look into the smallest of details. Medical professionals walked in from Manipal hospital, Bangalore, which was in collaboration with the Rotary Club for the blood donation camp. Nurses, doctors, helpers, apparatus and instruments, everything was set up in the auditorium for the event with the help of the volunteers.

The best part came when the donors started coming in with all their feelings extended towards the cause and the response was overwhelming. Almost each and every student of ISBR volunteered to donate blood. There was a medical checkup in order to test the fitness of the individual, though some of them had to be rejected on grounds of low haemoglobin counts or past surgeries etc. Not only students, but also executives from companies like Infosys and Wipro came in and participated in the event. It was such a big gesture on their part, it really encouraged us, the students of ISBR towards our responsibility and contribution to the society we live in!

The college had also taken care of refreshments for donors once they were done with their blood donation. There were biscuits, juices, fruits, sweets and much more given to the donors which added a bit of fun element to the event and it was enjoyed in a full swing. Student volunteers did excellent job as far as hospitality was concerned. Donors were also given blood donation badges and were regarded for noble deed.

All in all, it was a wonderful experience and also a satisfying one because everyone involved in the camp had contributed to the "deed of goodness" and giving back to the society to his credit!



# Internship Report Presentation

**M**BA is not only learning and acquiring skills within the campus. It just goes beyond that. As we are the budding professionals, we must know on where we can enhance ourselves in a better way. But is that possible only by attending the class room sessions? The answer is no. Then how will the student be able to hone his/her skills in this professional world. Just to solve this crisis ISBR came out with a two months internship program for all the students.

They were allowed to work in each and every sector of their choice. Few industries which were taken were Retail, Hospitality, Health Care, Consultancies, Airlines, FMCG and so on. Students were given two months to do their internship project and they made optimum utilization of that in that stipulated tenure.

The main objective of this internship tenure was the students must get the knowledge of both Action and Comprehension. Here, action refers how to undertake the work in the organization and comprehension refers how the students need to work in this present scenario. This will also help them to put as an experience on their resume.

After they returned from internship with a bang they were asked to present on the project or the task which they handled. Few areas were highly concentrated by the faculty panel which were the KEY RESULT AREAS of the students in that particular organization with McKinney 7”S” MODEL and their LEARNING OUTCOMES. Every student did the presentation with full enthusiasm and zest.

The judges valued the presentation for 50 marks. It was based on the presentation style with few competencies and the knowledge on the same above mentioned. The students were asked to present in order to share their experience and learning in that particular industry. Such that if any of the other students' who wanted to work in that particular sector it will pave him a way to get to know some inputs about that

area such that he will prepare himself for getting into that stream with that level of professional attire.

Few major companies were been captured by the students for their internships like JP MORGAN, AIR INDIA, PEPSICO, RELIANCE GROUP OF COMPANIES, NIIT IMPERIA, NESTLE, TIMES OF INDIA, STANDARD CHARTED BANK, INDIAN OIL and so on. Few other reputed and other startup companies were taken by the students such that it would be helpful for them to enhance their skills and put much of their inputs for the organization.

“  
**This made the students feel more motivated and thrilled.**  
”

It was helpful for the students to get to know where they actually stand and it made them to learn more and enhance themselves much better in this competitive corporate world.

The session started well and it was ended well with much more level of joy. This is because ten reports were selected as the exemplary. In that three reports were chosen as the best by the faculty panel and they are Mr. Abhishek. G, Mr. Soumak Mukerjee, Ms. Yasmeen Begum. All the ten exemplary report were given certificates to honour their efforts. This made the students feel more motivated and thrilled. The faculty coordinator for this Internship program was Ms. Roshany Unnikrishnan. Judging the presentation of the students was been helped by other faculties along with her.

The level of professionalism which the students were showing for the report and presentation was inarticulate. These proactive bunches of students were able to come out with professional report and this presentation happened for two weeks for all sections of the Annamalai University.

By attending the session of every student presenting, it gave a very sumptuous food for the thought and it also helped a great deal in terms of self-improvement.





# Freshers' Party '09

Get Funked

The seniors of ISBR hosted the Fresher's party for their juniors on the 27th of September at the AIRA lounge.

The show commenced with Kryshan, a senior student singing a popular number with Timothy Marak on the guitar. After creating a cheerful ambience, the main event started off with the ramp show in traditional outfits by the juniors who were contesting to be Mr. and Ms. ISBR.

This was set against a beautiful white and green backdrop with fountains and beautiful natural lighting. The judges for the show were Priyanka Shaha, a model by profession, and Mr. Amit Verma and Prof. Khan. The ramp show was followed by the talent round where all the 12 participants showcased their talents.

While some danced to tunes and sang good numbers, others showcased drama and also stand-up comedy. After the second round, only 6 contestants remained and they went through a western ramp-show round. The third round ceased and the judges needed some time to eliminate the contestants further when two juniors from the SMU batch, Amit and Vishal sang numbers from Linkin` Park and Dil Chahta Hai respectively and got the audience on their feet.

The judges chose 3 boys and girls, and asked them a set of questions. Finally, after much deliberation, Rajeet and Nupur were selected as Mr. and Ms. ISBR 2009-11. Kryshan ended the function with his magical voice singing the "Summer of '69". There was an after-fresher's party which was followed by Dinner at the Paramount.





## Celebration Time

# Teachers' Day Celebration

God understood our thirst for knowledge, and our need to be led by someone wiser; He needed a heart of compassion, of encouragement, and patience; Someone who would accept the challenge regardless of the opposition; Someone who could see potential and believe in the best in others... So He made Teachers...



To say a heartfelt thanks to our dear teachers the students of ISBR Bangalore celebrated teacher's day. The function was organized in the first floor auditorium of the college campus and became all the more overwhelming with the presence of all the faculty members. The students gathered together to put up a fun filled program which included dance and skits. A special activity was planned for

the teachers to participate. The students also carried out a secret voting for the most popular teacher and our student's compliance officer Ms. Elvin Manjo won the title. It was indeed a pleasure to see the love and affection in the eyes of students for their teachers. All in all it was a well arranged program.

## Independence Day Celebration

They say "if you put a bird in a golden cage, give her the best of food and all the luxuries, the bird would still not be happy, because it will yearn for something that it is deprived of and that is its freedom." We the students at ISBR celebrated the spirit of freedom on the 62nd independence day of India. The beginning of the day was marked by flag hosting by our director Prof. Amit Gupta. Colorful programs followed it that included a skit, and patriotic songs by the students. The function re-inculcated the feeling of patriotism amongst everyone who were present there.

## ISBR Care

# Your Stay is Insured



Anything can happen to any person or to any property at anytime. We try to protect our assets be it our car, house, furniture, or any other property by insuring them. But we tend to ignore the No. 1 asset of ours... ourselves!! And there are only a few colleges which consider safety of its' students as one of its' priorities and ISBR is among those few. Mr. Subhash (Regional Head, Bharti AXA Insurance) and Mr. Ravinder (Corporate Insurance Advisor, Basket Options) visited our campus to educate the students on insurance as an investment and risk management.

They talked about, how having insurance help one lead a confident life and also discussed the benefits all the ISBRians enjoy under the insurance cover provided by the college.



International Faculty Experience

# Into Cross Cultural Learning



(“How many Indians really are grabbing them?” Food for thought for each of us)

## **Coming to a land of diverse culture what have you learnt?**

I learnt that you need to mould yourself every time and when the tuning is proper, things fall on line. It is a wonderful exposure and learning that adds to my experience. Customs and traditions are very different and people are very polite here and you are respected well. India shines... learn the art of respect from this land.

## **Why ISBR?**

Because I got the opportunity and I found it interesting only to discover later that managing the students is not a cake walk! Lot many things to handle, as I

discover a bunch of students gathered in my cabin and addressing them is...

**C**ultures are varied and unique from place to place and time over time. It has been an important norm that rules the world and learning this would enable our understanding and there by enhancing our prespective of life. At ISBR the cross cultural learning can be learnt best with exchange program as well as from the faculty. Elvin Manjo is the student Co-coordinator and here are the excerpts from her interview.

## **Could you tell us about your hometown?**

I was born and brought up in Cameroon. I come from a traditional catholic family bound by rigid principles. I believe that an individual should possess certain ethics that should be rigid and all my childhood I grew up likewise. It is pretty difficult to be sincere...

## **Tell us about your educational background? Why do you want to know?**

(Smile) You will be surprised to know that I hold 6 technical diplomas with basic engineering background.

## **Why India?**

Education is a costly affair and I could not have done so many diplomas anywhere else. Opportunities are more...

## **Good and bad about ISBR and what is it that you want to change?**

I find no proper coordination between the administration and the students. It is not a one-sided affair and you need to work from both the ends

.Here parents pamper too much and provide every comfort to their kids; thus you don't realize the value of what you have. Once the protective hand is taken off you understand the real value. If I were to change something I would change this.

## **Future plans?**

I would like to set up my own venture five years down the line and planning to get married soon...

Wishing her all the best wishes for her future endeavors in hope that this interview gives us some insight as an individual, the need to be 'strong, to mold ourselves by circumstances and have a never say die spirit . It will take us a long, long way...

## Entrepreneurship Week

# India: Opportunities Within

**E**-week 2010, started with a bang!!! After an opening ceremony, E-week pledge was taken by ISBRians and the distinguished guests present from the corporate and academia.

Day 1 began with the launch of an on-campus initiative, started by Innocentive, the ISBR e-cell team - "Real Bangalore, Real Booklet." It was done by Mr. Manish Kothari (Managing Director, ISBR) and Prof. Amit Gupta, (Director, ISBR Bangalore). A panel discussion followed on "India 2020 - A crystal ball gazing into the future". The panelists included Mr. Joshua Rozario (Founder-CEO, Transevolve) mentioned the scope of behavioral profiling and multi-level marketing in this decade. Mr. Sabyasachi Banerjee (Senior Consultant, Siemens) presented large population of India as an opportunity for the budding entrepreneurs in the audience.

The enlightening Panel Discussion was followed by group discussion amongst ISBR faculty. The topic was Own Venture vs. Job which can be summed up in one statement and i.e. Entrepreneurial skills are the need of the hour no matter where and as what you work. A workshop by Dr. Meera Dixit on Stress management was the highlight of Day Two. Here the participants not only learnt how to manage stress just by managing one's breath but also learnt about many opportunities available in the field of welfare of physiological health, of human beings.

Business Baazigar was the winner on the third day of e-week at ISBR. Participants of this activity were given Rs. 50 to do any business and make a profit out of it within 2 hours. The performances were outstanding with profits ranging between Rs. 450 to Rs. 600. Events like short term business plan, quick solutions and knowledge selling were the other main events of the E-Week.

There was a great response to the skit - Nukkad Natak, done in various government schools, around electronic city. An amount in excess of Rs. 5000 was collected in a single day with performance in front of 4 corporates. The entire amount was donated to the Narayana Hrudayalaya foundation.

"Total Recall - A Journey Of An Entrepreneur" was one of the prime events of the week. All the stages of an entrepreneurial venture i.e. idea generation stage, a new start up, an established start-up and a mature business were represented by the entrepreneur guests. Mr. Manish and Mr. Tejas from Yokogawa, who are in the idea generation phase of solar power devices, discussed how they spotted the opportunity and how they are going about it before they start it as a full-fledged business. Ms. Kirthana Ramarapu of KinderDance discussed about the challenges she's facing at this stage and her road map ahead. Mr. Lokesh Jain (MD, Quantum Leap Group of Companies) and Mr. Abey Zachariah from Redbus talked about the need of the society that their businesses are filling and what other opportunities they see in their area of work. Finally, Mr. John Wilson (CEO, Sethna Group)

“  
Entrepreneurial  
skills are the need  
of the hour no  
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as what you work.  
”

interacted with the audiences, speaking more on the opportunities he sees in today's India be it education, waste management or water management. Guests were highly appreciative with the on-campus initiatives - Waste-o-Mart and Water Harvesting Model, which dealt with the problems of waste and water respectively.

Traffic Awareness Campaigns were being done throughout the e-week. The main objective was to make 10,000 people aware about commonly neglected traffic rules and what penalty does breaking of any of those rules carries. Another awareness campaign of Change India Initiative was wherein 1000 people were given a questionnaire to fill. The purpose was to know from a layman what he/she sees as an opportunity in today's India.

Solar energy workshop by students, mobile movie making, opportunities in Healthcare and Sports, Born in 99 sec., Self Marketing, Team building, were a few of the other events conducted during the day.

All the above activities proved fruitful when ISBR was declared the winner of Roll of Honor at the closing ceremony.





Beyond Books  
**Sportsville 2009**



The field is laid... The team is on its toes... LET THE GAMES BEGIN @ SPORTSVILLE...

International School of Business & Research, Bangalore maintains the yearly affair of ISBR sports week, christened "Sportsville" this year. With Sportsville '09, a new aspect of adding 2 corporate teams for field-play was undertaken by the ISBR Sports club "White Tigers". HTMT and Standard Chartered showed avid participation in various inter-level events. Sportsville showed a lot of glamour, and quality but above all was the team work.

**The intra-college events included:**

1. Basketball
2. Carrom
3. Badminton

There were other fillers like Tug-o`-War and Skipping in combination with purely for fun musical chairs.

**The inter-college events included:**

1. Cricket
2. Football
3. Table Tennis

Welingkar`s ruled the table at table-tennis winning both the singles and the doubles title. IIPM took home the Football trophy after a intense match and the home team claimed the cricket trophy with fantastic team-play and performances.

**Kioshi Pravin Rangawas**

Chief guest at the final presentation ceremony.

**Adieu...**

ISBR has partnered with the French University of GroupESC and BEM for its autonomous International Programme. For every semester corresponding to the French academics, ISBR offers an international exchange programme wherein a selected few Indian and French students exchange their environments for a period of 4-6 months.

In the last exchange, we hosted a delegate of 8 French students - if we may add, an absolute delightful bunch. With a completely different set of students interacting with us on practices and methodologies of study in their country, we dawned upon a new faction of learning with very high quantity of practical studies. One specific incident worth mentioning is the internship presentation wherein one of the French students presented the report of an year long internship with L`ORéal wherein she practically represented a complete product line.

The farewell was organized a few days before Christmas wherein they participated in fun and party with the ISBR batch. One got hold of a guitar and had everyone moving to his tunes while others jumped into the bunch and danced along. A few games and dance later, they cut the cake and took home a simple memoir - a customized yearly calendar with photographs of their time at ISBR.

Adieu les amis...



## International Event Participation

# IWAS

World Games 2009 Paraolympics The big name

**A** international Olympics which was held in India and in namma Bangaluru, in Kanteerava Stadium for 10 days from 22nd November to 2nd December. 43 countries participated, 657 participants from all over the world for this event. There were 11 events organized for the differently abled people. The events were Athletics, Archery, Badminton, Wheel Chair Fencing, Power Lifting, Shooting, Sitting Volleyball, Swimming, Table Tennis, Rugby and Golf.

Our college gave a golden opportunity to some of the students to volunteer this event under Mr. Amar Singh (Vice President of IWAS). We were almost 25 students from college who volunteered. All of them were given some or the other task, some of them took the responsibility of providing information to the participants in the stadium, some of them worked for the transportation, and the rest were given 5 different hotels and the task to take of the people in the hotels and solving any of there queries.

The programme started on 22nd of November with a torch lighting by the Indian Participants. The torch lighting started at Mekhri circle and carried on till Vidhana Soudha. On the First day, in the evening we had our Karnataka C.M Mr. Yedurappa inaugurating the programme and later

people and students from different school showcased our Indian culture, beauty and talent through various performance. And last but not the least the programme ended with the singer Miss Vasundara Das performance. It was really rocking where everyone shooked their legs to her songs.

From the next day the game started with athletics, swimming & so on. Each day there was medal giving ceremony for all the winners. It was very inspirational see their performance and their confidence. People without both the legs ran equally or more faster then the normal human being. The game went on till 1st Dec and on the last day there was again a rocking closing ceremony, and on the 2nd of Dec all of them returned back to their country. All the student volunteers from our college had great experience, and few of them have shared their experience with us.

**Sheeba** – It was a great learning experience for me and learnt how to manage people in critical situation.

**Abhishek Mittal** – 10 days at IWAS were the most memorable days of my life. I learnt lot of management skills. Great learning from the physically challenged people.







**Gaurav Girdhar** – it's a life time experience for me. Interacting with people from different parts of the world was really unforgettable moment. Learnt lot of management skills practically. Thanks to IWAS for giving me the opportunity.

**Neelam** – It was great learning experience. I learnt how to manage and face the problem with limited resources.

**N.G. Senthil Kumar** – Im very happy that i worked for IWAS. I got a chance to learn about the world and people. I got the experience which will help me through out my life.

**Alpana** – I learnt how to play host to people from different countries by providing them proper amenities.

**V. Vaishnavi** – Everyday I learnt something different and new. It was a great opportunity of my life and can never forget for a life time. The participants inspired me a lot, I gained lot of inspiration and became more confident

Over all it was a great learning experience for all of us. Tackling people who do not know English and we not knowing their language was a difficult task. But though we faced some difficulties, it was a great learning.

Thanks to IWAS and to our college who gave us the opportunity to volunteer such a big event and definitely hats off to all the player participants.

#### **The volunteers were**

Abhishek Mittal, Anupam, Anamika, Alpana, Deepak Yadav, Deena Josephine, Dharmender Kumawat, Diganta Kalita, Gaurav Girdher, Gaurav Jaiswal, Girish, Harshit Khubhet, J. Sheeba, Karthikey Pandey, N.G. Senthil Kumar, Neelam, Nirija, Nishish Shukla, Praveen, Shanawaz Ali, Shilpa S., V. Vaishnavi, Vineet Thakkar, Varchaswin.





## Workshop

# TQM-Total Quality Management

Dr. Jayathirtha - Bulls Eye Consulting

**TQM**  
Total Quality Management

25th Jan was again an incredible experience for ISBRian's. We got a wonderful opportunity to meet Dr. R.V.

Jayathirtha of Bull Eye Consultancy. We were very glad to see him in our campus.

He enlightened on nitty-gritty's of TQM. He gave example of public as well as private manufacturing companies as he commands vast experience of both sectors. He taught us about the basic yet important aspect of TQM like 3M i.e. MUDA, MURA and MURI, Total productive management etc. Basically he taught us about 3M which is very much necessary for students in the corporate world. In this he taught us that MUDA means waste means anything for which customer don't pay is called the MUDA. MUDA is something which is non-valuable which don't add value in the market. About MURA he described that MURA means inconsistency means something which has in narrow availability but comes in best quality. He shared that MURI is all about stress and strain. He also described about various types of MUDA'S like MUDA of transportation,

overproduction, motion, inventory, waiting, over-processing, reject or defective.

Other than the discussions about 3M, he also described about various corporate strategy which people use today. He told us about Japanese technology that why Japan is a developed country, what is the reason behind this? He described that Japanese work on KAIZEN theory which means change for good, Improve for better. KAIZEN theory is given by Masaki Imai who is also known as father of KAIZAN. He discussed that Japanese gave the concept of TPS (Toyota Production System). Japanese follow the mantra of doing things daily just in time. At the same time he advocated that the way Indian companies are performing, the day is not far when we will be the number one.

On the whole it was a knowledgeable session. He imparted the practical concepts which will surely give us an advantage in the corporate world. We learnt a lot from him and wish to have many more sessions.



VidyaJyothi, a nation wide Scholarship Drive by ISBR Business School a premier top ranked B-school opened a way to bigger and better things in life, for the young, meritorious and bright students from all across the nation. To find, to seek, to strive and never to yield was what VidyaJyothi Scholarship aimed at, while it was taken from city to city, covering more than 160 colleges, in a short duration of 3 months. The success of VidyaJyothi can be gauged from the humungous numbers that participated in it. More than

3000 students appeared for this Scholarship and just about 600 fortunate one's got through it. The purpose was to make the prestigious course like MBA accessible to all those who have the talent and desire to achieve success but lack the means to reach there. The wholehearted participation and the accolades from both the academicians and student communities has made VidyaJyothi the brand to reckon with in its very first year. This gives us the motivation and courage to take it farther and further.

“ We will either find a way, or make one ”



# Entrepreneurial Dosage at ISBR

Entrepreneur Mr. A V Asvini Kumar  
Chairman and Managing Director-Thinksoft

Cliché it may appear, meltdown would have depressed many MBA's but life at ISBR is different, our students are taking it in positive way.

Entrepreneurship is inspiring our students; ISBR entrepreneur cell is helping students in every possible way. Our executive director-Dr Rangarajan -IIMA alumnus, arranged talk by well known entrepreneur Mr. A V Asvini Kumar - Chairman and Managing Director-Thinksoft on 24th November 2009.

Mr. A V Asvini Kumar, an alumnus of IIM Bangalore, Asvini has many years of experience in the IT services business, including 15 years as an entrepreneur. He has successfully pioneered the outsourced independent domain focused test services model to help Global 500 firms like Citi Group to improve quality, compress timelines and lower costs, thereby boosting returns from existing IT services budgets.

He blessed our students by sharing his experiences with them. He inspired them by informing them that they have a great opportunity to get into business partnerships with innovators for launching or scaling up new products & technologies targeted at rural markets. He suggested that entrepreneurs who are interested in advance innovations for sustainability and wants to work for the people at the base of the economic pyramid, have many options, as government is helping in this area.

He suggested students that entrepreneur, means lot of competition but it should be taken in positive way as competition is part of our activities to achieve our mission. He also discussed how these entrepreneur paths lead to many problems and how he dealt with all those issues Mr Asvini cleared the doubts raised by ISBR students. It was a really inspiring and motivating talk.



## GEMS OF ISBR

### An Introduction

“Each one makes a difference”

Every individual is unique by the virtue of his or her personal attributes that he or she tends to carry while dealing with fellow beings. There are certainly certain personality traits that are inborn and some subjective to grow as one gets inputs from the external world. That is where we obviously believe learning is an ongoing process. As zig-zagler quotes “Learn, unlearn and relearn.”

Similarly at ISBR every single student is dear to us, because each one of them has portrayed different image on the canvas of life. We are indeed proud of them. However, there were few who broadened and challenged their limits and pushed the boundaries to stretch the imagination. They were certainly positive catalyst who aimed to transcend the border between the known and the right.

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

They perhaps believed in the dictum “pass on the baton of knowledge, exert yourself beyond the limit, optimize on each one's strength and race towards the goal of perfect synchronization.”

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

To know more about them and for your personalized copy of ISBR's first edition of “ISBR Gems” contact:

Mr. Mayur on  
93417 33331 or  
email info@isbr.in



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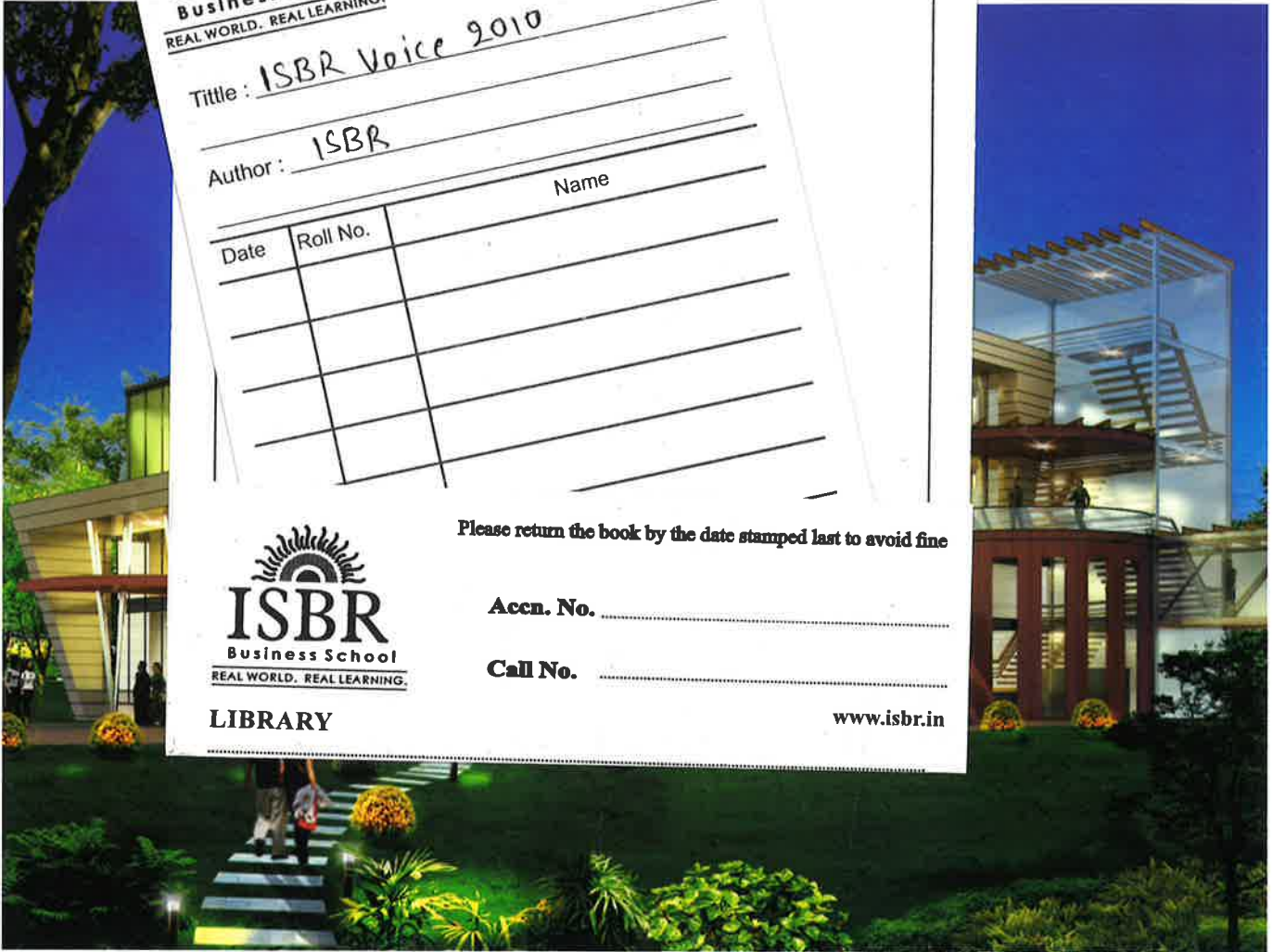


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International School of  
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One of the strong pillars supporting a good educational institution is the Infrastructure, which includes class rooms, library, computer centre, students' rooms, auditorium, and other facilities. Our new campus coming up on the plot number 107, Electronic City, Bangalore 560100, includes all of these and many more.

We have brought in a canteen and reading room facility and an Open Air Amphitheater - which is truly the jewel of the campus. This can accommodate 300 students and can be used for edutainment activities. All faculty have also been given individual rooms with all facilities, which should facilitate their academic and research activities.

Students will also love the beautiful landscaped lawns and gardens with a water body. All in all, the new campus is an excellent place for students to study and learn in a cool and serene environment.





ISBR Writer`s Club team with Prof. Preeja Sridhar

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## International School of Business & Research

### BANGALORE

ISBR Business School,  
No. 62B, Electronic City, Phase I,  
Opp. Electronic City Police Station &  
Post Office, Bangalore - 560 100  
Phone: 080 - 4081 9500 / 03  
Mobile: (0) 93417 39996  
Email: [info@isbr.in](mailto:info@isbr.in)

### CHENNAI

ISBR Business School  
Long Beach Road, ECR, VGP Layout,  
Utthandi, Chennai - 600 119  
Phone: 044 : 3255 4744 / 55 / 66  
Mobile: (0) 94443 34755, 93809 44610  
Email: [infochennai@isbr.in](mailto:infochennai@isbr.in)

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