

ISBR VOICE

December
2008

“In Quest for Creation”



Capstone Worldwide
Rank #1
Vinu
Chakorborathy
Page 8

Subho Bijoya
Page 17

Workshops @
ISBR
Page 15



Karate International
Winner
POORNIMA B.
Page 12

Candle in the Wind
Page 20



Rendezvous with
CARTMAN
Page 9

Banks and BPOs
Page 16

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ISBR
REAL WORLD. REAL LEARNING.



"Life At ISBR"

EDITORIAL

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Once again an attempt is made to pool in talents and bring forth yet another issue of ISBR VOICE. This time we have captured the Cartman for the "Rendezvous Folio". Our student correspondents had a tete-a-tete with Prof. N. S. Ramaswamy. The saga of this septuagenarian is certainly an elixir for our youth.



A lot had been discussed on an up-coming manager, yet another article which is a timely reminder to update the competencies which are vital for our survival.

There is indeed a reason for celebration at ISBR,, when we vociferously say that Vinu and Poornima have been the achievers. Vinu has been ranked #1 in Capstone Worldwide and Poornima has been hogging the limelight by winning three medals (gold, silver and bronze) at international karate competition in Italy.

In the pages of campus-buzz we have captured a rigmarole of activities. It kicked off with the orientation week, Lock Stock & Trade, Fresher's day and so on. It's been a cauldron of amazing events like teachers' day, a day marked with reverence for teachers followed by Durga Pooja, & Dandiya night. The air was filled with fun, merriment and music for the soul.

Our students were exposed to a week's workshop by the Art Of Living Group, on inner awakening, apart from a nectarine discourse by the Gurujii at the ashram. The campus was abuzz with various academic workshops conducted by our own faculty, followed by industrial visits and guest lectures. We are also in the midst of campus recruitment, and there were a few placements that happened despite of all the recessions we talk about.

Adieu!

**"Life is a celebration...
live every second with passion & excellence."**

Prof. Preeja Sridhar

Dear Students,



Welcoming the second batch of ISBR has been a rewarding experience, what with a bigger number and eager faces being mentored by the first batch veterans.

An added feather has been the opening of the two new campuses at Chennai and Kodaikanal which makes us all the more determined to spread our wings across the oceans which has now culminated in the signing of our dual degree program with BEM, France effective batch of 2009.

Extra curricular activities has made further headway with ISBR, Bangalore being the first institute besides S.P.Jain to host the Lock , Stock & Trade (LST), a virtual mock stock game with various colleges participating at ISBR. This was followed up with the TATA-NEN hottest startups being hosted exclusively at ISBR.

Hope you enjoy reading about the long list of luminaries and entrepreneurs gracing the hallowed portals of our institution and you will get an idea of the cumulative opportunity for developing human capital that our students were presented with.

Another feather in the cap was some of our students making it to the global top ten in Capstone Business Simulation games, a feat which clearly shows that given an opportunity our students are capable of breaking all kinds of glass ceilings. I hope and wish them all the best for participation in the International Hall of Fame to permanently etch their names in this august corridor of fame.

Finally, notwithstanding the current global economic meltdown, which all of you should be keeping abreast of, we have kick started our placement process with our first student being placed in competition among higher rated peer institutions which augurs well for the journey ahead. Let us hope we tide over all externalities and come out unscathed by continuous up gradation of knowledge and skills coupled with a positive attitude, which can be the only hedging tools we have against unprecedented financial turmoil the world is going through.

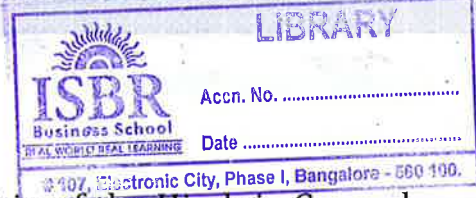
Let me take this opportunity to wish all students, faculty, staff and all our external stakeholders a very happy and enlightened Diwali. Let the spirit of knowledge light up our lives and show us the way ahead.

Good Luck !!!

Amit Gupta

Business UPDATES

-By Prashant Guha



- ⇒ Ashok Leyland, the flagship of the Hinduja Group has entered into a 50-50 joint venture with the US-based John Deere, the world's largest manufacturer of construction and engineering equipment maker.
- ⇒ Share prices tumbled even as the US senate approved the \$700-billion package to rescue the world economy from slowdown. Foreign institutional investors (FIIs) pulled out funds from India, knocking 529 points from the Sensex.
- ⇒ The credit crunch has not even spared the richest man in the UK - steel baron Lakshmi N Mittal. Mittal's fortune has plummeted by \$16 billion (£9 billion) in just 120 days due to recession-hit stock market.
- ⇒ Nomura Holdings Inc., Japan's largest investment bank, lost roughly 60 percent of the Japanese equity employees acquired when it purchased the Asia-Pacific business of bankrupt Lehman Brothers Holdings Inc.
- ⇒ The Empowered Committee of State Finance Ministers on Value Added Tax (VAT) sought an increase in the States' share in Central taxes to 50 per cent.
- ⇒ Global soft-drinks major PepsiCo India today said it will invest USD 500 million in India over the next three years to triple its business in the country.
- ⇒ In a major ray of hope for foreign armaments manufacturers, Defense Minister AK Antony has said the government would consider allowing 49 per cent foreign direct investment (FDI) in the defense sector on a "selective basis.
- ⇒ Deutsche Bank will buy 5 per cent stakes in BPL. BPL is owned and managed by TPG Nambiar family and headquartered in Bangalore. The board of the company has already approved issue of 24.5 lakh equity shares.
- ⇒ Jet Airways (India), the country's largest private airline, will dilute 10% equity to international funds, Chairman Naresh Goyal said without divulging the identity of the funds, timing and price.

Orientation—July 21st Batch

**“Change is refreshing,
Change is frightening,
Change is in nature,
Change is in growth,
Change is for better,
Change is for worse,
However,
CHANGE IS INEVITABLE...”**



**Mr. Manish Kothari,
Managing Director,
ISBR**

Any orientation programme comes with such an inherent change that may have different meaning for different people but is definitely meant to bring a transition. So such an effort was made by ISBR through its weeklong orientation programme for the students of AMU 1ST BATCH (2008-2010). It was planned for successful academic, social, and emotional transition to the campus life and it was a combination of excitement, learning and new experiences, for all the new students.

On the first day of the orientation, we were given a chance to listen to the golden words of the dignitaries from the business world and the college management, who welcomed us all and stressed upon the important points an MBA, needs to keep in mind while studying management. Managing Director of ISBR, Mr Manish Kothari, especially plucked the right cord when he said, ‘there are no free lunches in the world, and you need to work hard to get one’. This summed up the whole session for future managers sitting there. The honourable faculty was introduced to the students. After this first day of formal introductions, next five days were of pure informality, fun, making oneself comfortable and BREAKING THE ICE- ice of fear, suspense, apprehension, doubts and many more things. DEE-PAK JUSTIN, popularly known as DJ by his students thawed that ice set around our hearts with his, charming smile, gift of gab, mesmerising personality and his warmth. He helped all the students in unwinding their latent talents not only to others, but also to themselves. Everyone



was given a chance to be on dais and each one lapped it up....because his words inspired the students to take that opportunity rather than dodging it. Students participated with full zest in various interactive sessions like Icebreakers, movie reviews from managers’ point of view and branding of ISBR. They got real time opportunity of branding their own college where they had joined just a few days back. This helped them to know their Alma matter for next two years more closely. Last day of the orientation programme was a valedictory function where students got a chance to show the talents, they came up with to ISBR and the ones they developed in the previous few days of the orientation programme. By the time, valedictory function was over and thereby our orientation in ISBR, a crowd of 120 students became a one unit with a common identity of ISBRites. Each and every student was integrated into the life of the institution and was feeling at home in the same environment, which was, just a few days back, alien to him/her.

**I AM SOARING IN THE SKY WITH MY
WINGS SPREADOUT.....
NOT SURE WHERE WILL I LAND
BUT WHEREVER I DO
I WILL BE KNOWN TO MORE AND KNOW-
ING MORE.**

-- Amandeep Bath

**“There are no
free lunches in
the world... and
you need to work
hard to get one.”**

Orientation—July 28th Batch*By Prashant Guha*

As the time has flown and I have spent few months at ISBR, I realize what all I could have missed out if I wouldn't have been a part of this institute. In such a small, ISBR has reached the heights which make every student of this B School an opportunist, who has been able to grab this opportunity to be a part of it.

As the course commenced for the new batch, we were introduced to a man who is not just a good public speaker but also a motivator, Mr. Deepak Justin. He took the reigns of the new batch for a span of one week i.e. for the duration of an orientation course.

In these seven days we got to learn the art of public speaking, corporate behaviour, presentation skills, corporate attire and much more. Carrying on with various group activities daily starting from, ice breakers of every student; we got opportunities for showing our team spirit and leadership skills through different activities assigned to us.

All these activities not only prepared us to face the audience but also help us become corporate ready. The students with lots of participation, got the chance to display their skills and show what all talents they possess. The whole week was filled with lots of public speaking, one to one interaction, presentations and not to forget applause for all.

DJ as he is popularly known as gave equal opportunities to all the students where in they could overcome their stage fear and become fearless speaker in just 6 days. In the activity of Display of leadership, students were divided into small groups where they were to select a movie and enact anything from it, which exhibit leadership as per them.

Every team came out with unique ideas and this event was the talk of the campus for next one week. After this the students were asked to do an advertisement to brand ISBR. This too was an excellent effort to teach the students the importance of the brand of which they are a part.

On the last day the students put up a small show, where the best from the above mentioned three activities were presented in front of the guest, management and a selected audience. This was the day when DJ handed us over the management to be taught and tested to be successful managers in coming years. This one week was a very important phase in the lives of all of us, as it changed our outlook from a simple graduate to a Management Student.



“All (the) activities not only prepared us to face the audience but also help us become corporate ready.”

Orientation—July 28th Batch

“There is a candle in every soul
Some brightly burning, some dark and cold
There is a Spirit which brings fire
Ignites a candle and makes His home
Carry your candle, run to the darkness
Seek out the hopeless, confused and torn
Hold out your candle for all to see it
Take your candle, and go light your world
Take your candle, and go light your world..”

— Chris Rice

It all started with a flame in each one of us to prove something to the world, to make our mark in it... a desire that was strong enough to bring us this far. We came to ISBR with a dream and the hope that we would get a platform to showcase our talents. And we did...

Our Orientation program started with DJ... who refused to be addressed as Mr. Deepak Justin or Sir. We had a great time with him. An amazing speaker, he took us through the nuances of public speaking and in no time announced that the next day we would be giving our icebreakers on stage and in front of a hundred students. We were terrified.

The next day, Mamtha Justin came, whose charming presence made us feel relaxed and saw us through the ordeal of giving our introduction to the rest of the class. We barely breathed a sigh of relief when we were suddenly divided into groups and given the task for the next day.



It was a new experience with 70 MM Leadership. We had to choose a movie and relate it to the corporate world. Talent was in abundance. This task not only brought out our hidden abilities but also taught us to work in and as a group. The best teams were Lagaan, Munnabhai MBBS and Corporate Sholay. We worked with people we had never even spoken to before and in no time we had made friends in this new environment.

The Branding of ISBR was our next assignment. New groups were formed and once again some excellent work was seen. Group 4 and Group 5 were applauded for being the best. The very same day we had Chart Presentations. Though we were tired we still managed to pull through. New teams were formed again mainly to let us experience working with new people.

In the afternoon of our valedictory function, we were graced with the presence of Lt. Col. Munish Bhanot, his wife, and Lt. Col. Sanjay Sharma. Everyone took an active part and made the event a success.

The 4th August batch of 2008 finished off by planting a tree which portrayed our determination to stand tall in face of every difficulty, to grow and develop into the leaders of the future and to keep the flame alive in us so that we can "...go light our world."



--By Manisha Nandy Mazumder

NEVER THINK WHAT YOU CAN BE. ALWAYS THINK WHAT YOU WANT TO BE AND YOU WILL BE.....

This is what VINU CHAKRAVARTHY, world-wide 1st rank holder in the 4th round of Capstone epitomizes. Achieving such a rare feat, competing not only with the other management students from the world over but also the experienced executives from the big corporate was not a child's play. He and his team worked with all perseverance and diligence because they never thought "if they can win" but they always wanted to win. Sharada Menon and Manit Singh from ISBR VOICE interviewed him to know more about his victory and his experience all through.



ISBR VOICE: Tell us something about your family.

VINU: My family stays in Coimbatore. My dad is a railway employee; mom, a homemaker and a sister who's married.

ISBR VOICE: Your inspiration in life...

VINU: I don't look up to one person as a role model or an inspiration. I pick up different qualities from different people since there is nobody who is perfect in this world

ISBR VOICE: What is capstone and how does it help a management student?

VINU: Capstone is about running a company virtually. It's just like an actual life portrayed as a game. It's of great help as you come to know, how to run a company facing all the real, day to day problems of the business world. It's a great learning because you play it along with big companies like Johnson & Johnson. It's a game played in 8 rounds and each round is for an year.

ISBR VOICE: What was the feeling like after you won the fourth round of Capstone?

VINU: It was a great feeling of course. I still remember the day when I and Soumya Sir were discussing something in the staff room and Mr. Amit Gupta (Director) came running into the staffroom and gave this news. It was a very proud feeling to say the least.

ISBR VOICE: Vinu, you were also selected to represent ISBR in the best management student competition held at Mumbai by Deepak Mehta Foundation Tell us something about it.

VINU: It was a 16th B-School Affaire held by Deepak Mehta Foundation. And I would like to thank our Director Mr. Amit Gupta and Placement In charge Mr. Soumya for their tremendous support and help. They guided me in preparing the resume and speech to be given there. Other than that I had to spend many sleepless nights as I was competing with people having 5 year of experience and IIM students.

ISBR VOICE: What was the most difficult question asked to you by the jury?

VINU: There was one question which even the judge said would be quite provocative.

The question was, "If you think you are the best then why are you in a new college like ISBR and not IIM's?"

ISBR VOICE: And what was your reply?

VINU: I said "I am a person who studies to be the best irrespective of the environment I am in. And today I am standing before you, competing against the best, as an ISBRIan only."

ISBR VOICE: No success is possible without the support of our near and dear ones. So who has been your biggest support?

VINU: Everyone close to me — the college, my friends, family and especially the people with whom I have worked. They dealt with my temper and also taught me how to control it when facing the odds.

ISBR VOICE: Any fear in life!

VINU: Finance! (ha..ha..ha...)

ISBR VOICE: Your views on ISBR.

VINU: This college provided me with lot many opportunities and day its growing better and better and one day I am sure it will be the best and not just one of the best.

ISBR VOICE: Any message for rest of us at ISBR.

VINU: **DO NOT TAKE ANYTHING LIGHTLY , GIVE YOUR 100% IN WHATEVER YOU DO.**

Thanks and best of luck for your future Vinu...

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Q Anthony Robbins once said, don't try to be perfect: just be an excellent example of being human and we found such a human being at 17, E-Main, Koramangala. Padma Bhushan recipient, founder director of the Indian Institute Of Management, Bangalore, and known world over as a CARTMAN Prof. N. S. Ramaswamy is, one such man. He is an epitome of humbleness and selfless service and a pioneer in many fields. Rather than falling prey to lucrative management jobs after his retirement from IIM-B, he used all his experience and expertise, working untiringly for the downtrodden and animals.

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"I am not Shilpa Shetty... but still you have come to interview me?" A quick wit flowing from a gentleman at the ripe age of 83. When even the basic faculties of a man are believed to fail, Prof. N. S. Ramaswamy was oozing with new ideas and vital energy which any youngster will be proud of. He is a leader gifted with amazing intellectual brilliance and a learned speaker who has given many a discourse at national and international gatherings. He like Will Durant believes that if India goes, the whole world goes. He says that the world is divided into have and have nots. But India has a third category like that of Buddha and Mahavira, who have but they don't want i.e. who believe in sacrifice and selfless service and Professor follows this category. Seated in his humble office at Koramangala, with Padma Bhushan honour meekly hanging from one of its walls, Professor shared his experiences and knowledge which could humble any erudite.

Born in 1926 in a police officer's home—who later on became IG police Kerala—he did his schooling and college in Kerala. After



obtaining his B. Sc degree, he went to Madras to study engineering in BT Engineering college. Joined an oil company as Sales engineer and subsequently became a management consultant in Bombay. He studied management and productivity for one year in UK, US and Europe. In the year 1962, he joined the University of Bombay as a full time professor in Industrial Management. In 1973, he was formally appointed the director of IIM Bangalore. In March of 1986, he retired and started Cartman and Indian Heritage Academy.

He has many firsts to his name... first president of computer site of India, first president of institute of industrial engineering, first president of computer operation society of India. He has acted as an advisor to many national and international institutes like ministry of non-conventional resources of India, Reserve bank of India, Parliamentary committee on railways, Government committee on police training, international bodies like UN for Brain Drain, to UFAO and World Bank on animal thought. Has been declared a pioneer in animal welfare in Cairo, in donkey welfare in Mexico, in buffalo welfare in Yugoslavia. He has been concerned with animal welfare right from his school days. As a chairman of animal board of India, he was not just concerned with

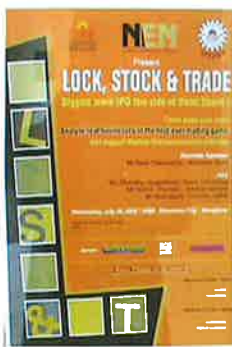
pet dogs and cats, but was the first man in the country to assess the contribution of livestock and how to reduce their pain while working and also while pulling carts. He became famous world over for his work on improving the Bullock cart and agricultural implement. By doing so the productivity of the bullock carts went up, carrying capacity increased three times, there was no damage to the roads, to animals, no animal suffering while farmers and carters increased their income 3 to 5 times. Thereby he became famous as CARTMAN all over the world.

He also started a society by the same name CARTMAN (Centre for Action, Research and Technology for Man, Animal and Nature) that works for animal welfare, rural development, empowerment of women, improvement of bullock cart and slaughter houses, rural transportation, prevention of cruelty to animal, protection of environment from pollution, conservation of ecology, promoting vegetarianism. IHA deals with yoga, meditation, music, dance, culture, philosophy, spirituality, Vedanta, all Indian festivals and it conducts 32 cultural programmes every year.

Government of India had appointed him as the National Research Professor in Management, a very prestigious position held by only ten scholars at any point of time. He is also an active participant in the inter-religious harmony movement. At spiritual level, he teaches morals, ethics and values to many educational institutes in India to help them manage better. He very fervently believes that management studies should move beyond B-schools and business houses. As only 5% of economy and only 2% of work force is absorbed by corporate and around 300 million are employed by Government, the latter can provide better services with management inputs. Professor is of the view that management is the key for man to progress physically, ethically, culturally, naturally and spiritually. His message to the youth of today is very short and sweet...

“...feel proud of your country and be patriotic.”

— Interviewed by Vidisha, Shweta and Sayantan



Lock Stock Trade — biggest mock IPO

30th July 2008, the big day saw 300 people haggling over and speculating the IPO rates of 6 companies for one goal – to be the top investor for the day and to get a shot for the same title at a national level. And on the other hand, the business planners fought big and hard, to win the Best Business Plan and Highest Market Capitalization title. A brainchild of National Entrepreneurship Network, ISBR was the host for South Zone rounds of LST

The day started early with a bulk of enthusiastic registrations of the investors and the business planners giving their last touches before their chance-to-fame. The

ISBR E-cell team of Yashpal Doshi had ensured punctuality and smooth flow from the start. As the teams began presenting their business plans after the very motivating speech by the keynote speaker, Mr. Balaji Pasumarthy (Chief Catalyst, Business Gyan), the investors began speculating the equity prices before putting in their chits and expecting the best. The juries for the event were Ms Bharati Jayprakash (Dawn Consulting), Mr. Amit Gupta (Director, ISBR) and Mr. Suveer Sadanand (Sushma Industries). The other entrepreneur dignitaries present on the day were Mr. Phaninder Sama (Founder, Red Bus), Mr. Gopal Bengeri (TasteBuds) and Ms. Sumitra Iyengar (AWAKE).

The Best Investor's award of the day went to Krishna Kumar Tripathy of ISBR. The team declared to have the Best Business Plan by the jury was from National Law School which presented a business plan on Hybrid Cars. The business plan with the Highest Market Capitalization was One-Stop Auto Shop from Acharya Institute of Management and Sciences.

Making People Profitable

By Amandeep Bath

Teaching is not always required to learn new things. Sometimes we need someone to tell us what we already know. Therefore, ISBR invited Thomas International Assessment to conduct Psychometric test of the students to make them aware of their strengths and limitations, so that, they can consolidate or compensate for them accordingly.

Psychometric testing is for personality and behavioural assessments. It looks at,

1. ABILITIES like person's capacity to work with numbers, words, diagrams and systems,
2. PERSONALTY like how a person is likely to act. This covers a huge range of aspects from person's motivations and values to how he reacts to authority and his/her honesty or integrity.

Under psychometric testing, students DISC Analysis were done. This helped students know the presence and measure of personality traits like Dominance-Influence- Steadiness- Compliance. This test was not about showing one's good and bad qualities. There were no right or wrong answers. It was simply to provide an understanding of how each one of them prefers to behave at work, under pressure and what kind of self-image he or she has.

If you do not know what you have, how will you know how to make the most of it? Therefore, this assessment helped the students take the stock of the talent working for them. In addition, the traits they really need to work upon to make up for them during two years of MBA programme. Training programmes appropriate for the skills each student needs to learn for thriving and successful career were duly mentioned in the private reports handed over to each student.

Companies hire people on their technical skills but lose them on their behavioural skills. Thus, this assessment holds a lot of importance for a student's career and will help the college counsel them wherever they need it.

TATA NEN

Hottest Startups @ ISBR

-- Rahul Kanadia

The day was sure to be inspiring and the day was 15th October 2008, when ISBR served as the host of Tata-NEN Hottest Startups. It saw great enthusiasm from all participating. The experiences of the established startups were very informative and amusing for the audience consisting of the future entrepreneurs and managers.

The concept of the NEN event was to establish a public choice winner business that was established in the last five years time period. This competition saw 500 nominees from all over the country fighting for the Hottest Startup title.

The day was well organized thanks to the organizing skills of the ISBR E-cell members. Four established entrepreneurs - Venkatesha Babu (HT Mint), Tripad Preet Singh (NEA Indo US Ventures), Madan Padaki (MeritTrac Services Pvt. Ltd.) and Karthik K S (24x7 learning), shared their experiences with the audience and attendees. The event progressed towards a rapid fire quiz, an interactive discussion with the audience to end with the voting by the audiences for their favourite startups.

A timid look, a bold heart and even bolder ambitions define Poornima B, a second year MBA student of ISBR and the winner of the 10th world karate championship, held at Venice in Italy, from 10th to 12th October 2008. Her friends find her fun loving, simple, bit talkative and sometimes bit overconfident girl, who gets upset if things don't go her way, and her parents look at her as a boy, whom, if not for her they would have missed in the household of four girls. We at ISBR see her as a fellow student who inspires rest of us to dream big and work tirelessly to achieve those dreams and India look at her as one of those rare champs it has been able to produce till date.

HER RECENT ACHIEVEMENTS

IN 10th WORLD KARATE CHAMPIONSHIP HELD AT VENICE IN ITALY

- Gold medal in individual Kumite (fighting) competition
- Silver medal in individual Kata (imaginary fighting) competition
- Bronze medal in team Kumite competition

Born as the second child to Mr. & Mrs. Basavaraju on 26th Jan; 1987, she did her schooling from KNMM, Bangalore and graduation from NMKRV Women College, Bangalore. She got interested in Karate when she was in 4th standard and became the National Champion in Karate when she was in standard 9th. She has so far attended 2 International and 32 national karate competitions and 7 state level meets in athletics. She has been awarded the title of best athlete and has already won 78 medals in various categories. She was invited as a chief guest at a function of R.V. High School, Bangalore. Her parents, her Karate teacher, Mr. Senseisuresh Kenichira and her school teacher, Mr. Sheshigiri have been her motivators and main pillars of strength in her journey of success so far and she loves to spend her leisure time with her three sisters and her friends.

She is an all round performer who has not only outshined in Karate but has performed equally well in whatever else she has been associated with. Got, "best performer in studies" award in the year 2004 and has won prizes in drawing competitions, the other passion she has besides Karate.

She is very humble and friendly person but she never takes the things lying down and has a strong opinion about those who misuse their authority. And that is one of the reasons that she

wants to be an IAS officer. She wants to have power in her hands and wants to show to the world how to use that power with responsibility, and to the advantage of others and not to anyone's disadvantage. She is as good a human being as an athlete. Immensely kind hearted, she engages herself in all kinds of social activities to help the poor and needy people. She is a member of a social organization at Bangalore which caters to the needs of children who are below poverty line. Once travelling by train, she found a boy sweeping the train who had to discontinue his studies after 7th standard because of lack of funds. She picked that boy on her way back home and got him admitted in the school. At present that boy is studying in his second year graduation and this all happened because of her zeal and zest to work for her fellow beings. Becoming an IAS officer is not just a dream for her but a way to achieve her goal.....her goal of doing something good for her country and her countrymen. But someone for whom she can give up all her goals and ambitions and anything else if need be, is her parents. That's why when asked to give some message to her generation; she said that all the problems arising out of generation gap will be resolved if we adjust our selves according to our parents, rather than expecting them to adjust according to us. This is the least we can do.

WELL SAID AND WELL DONE POORNIMA!.....WE ARE PROUD TO HAVE YOU AS ONE OF US.

HER FRIENDS THINK SHE IS...

- Fun loving, childlike, chirpy and a confident girl with a golden heart who won't rest till she achieves what she wants to :: SARVESH**
- Very simple and too good at heart :: SOMEN PODDER**
- Very kind hearted :: SANGEETA NAIK**
- Has good sense of humour :: PRAKASH**
- Good motivator, very supportive, helps those in trouble and a real fun as a friend :: SOUMYA. N**



DANDIYA FEVER @ ISBR

On 11th Oct 2008, ISBR celebrated DANDIYA NIGHT. The students attired in their traditional costumes assembled in the college campus to enjoy an evening of jamboree. The venue was immaculately decorated for the occasion under the auspices of Prof. Darshika and Prof. Poonam. The evening started with dandiya dance and culminated into disco night. Students and faculty members had a great fun dancing and playing dandiya. Prizes were given for BEST COUPLE, BEST DRESS UP (MALE & FEMALE), and CRAZIEST DANCER (MALE & FEMALE). It was a rocking evening that will last forever in the memories of everyone who was a part of it.

- By Saurabh Singh



A DAY FOR THE GURUS

An evening of full masti, fun and frolic. An occasion, not an ordinary one for any educational institute, firstly, teacher's day and to add to its glamour it was the first anniversary celebration of ISBR. There was a cake cutting ceremony and all the faculty members were asked to come together and cut the cake. Then the master and the mistress of the ceremony Mannit and Sharda called upon Amandeep Bath who paid tribute to the teachers by reciting a poem 'An Ode to A Teacher'. It was followed by a deluge of singing and dancing where everyone tried their best to make that time a memorable one. There was a rap by Dinesh and Vignesh, English songs by Stinson, Timothy and Kyrshanlang, mimicry by Prateek Mittal, solo dance by Kiran and Anand. They electrified the environment with their mesmerising performances. Dreams of Insomniacs took everybody to frenzy with their real insomniac act 'Cocktail Sholay'. There was laughter all around and the whole milieu was filled with the shouts of 'once more'. There was an amazing dance performance by the students of AMU section A. Then a chance was given to the teachers to tickle the funny bone of everyone by answering to the out-of-the-box questions. Last but never the least was a dedication song by Arunish and Mannit where whole ISBR became lively with the chants of 'Teachers, we love you'.

- By Harsh Khandelwal

Project Titan

—Avinash Kumar Pandey

“Take me out, let me shout,
Then I will let u know what its all about”

Learning with practical exposure, acts like eyes to the face of management education. .ISBR recognizes this fact so it often takes its students to various industrial visits. One of the recent ones was a visit to the TITAN company.

TITAN, world's no.4 in consumer durable sector and 6th largest watch producing company in the world (according to business world), with a customer base of 65 million and employee base of 3000, was started as a joint venture of TATA and TITCO. But later on TITCO opted out and TATA remained the sole promoter. They follow KAIZEN which is a Japanese philosophy that focuses on continuous improvement throughout and in all aspects of life. When applied to the workplace, Kai-zen activities continually improve all functions of a business, from manufacturing to management and from the CEO to the assembly line workers. By improving standardized activities and processes, Kaizen aims to eliminate waste. In its plant it has basically two divisions one is : Case plant and another is modular plant. They have a total of 250 outlets, the slimmest watch produced by them is named as INNOVO EDGE and is 3.25 nm. They sell TANISHQ, one of the popular brands.

The company has a unique style of spotting and warding talent. If an idea proposed by employee yields positive results then that becomes a moment of fame for the respective employee. He is awarded with DREAM TEAM award. Titan's CSR (corporate social responsibility) network is excellent and has won many awards .They are celebrating 20:20 yr which means they will implement the best proposed 20 ideas in next 20 yrs. They have entered into a pact with XYLS one of the popular brand in international market, to increase and establish their brand in international market.

Students on this visit found it very informative and enjoyable and they observed that the company needs to see to its marketing strategy in order to grab the bigger pie of the market, so that with

Industrial Visit to TVS



Students doing HR specialization went to Hosur Road, Bangalore TVS manufacturing plant with Prof. Khan and Prof. Adhip, in the month of August. They visited Moped, Bike and Scooter manufacturing units of TVS.

There they learned about their assembly line and what techniques are used to detect the faults in their products and how they remove them before packing it off to the market.



Prof. Deepti Joshi's Train-The-Trainer

A one day workshop, Train the Trainer, was conducted by Prof. Deepti for the HR specialization students on Sep; 26 in the college campus. The purpose of the workshop was to train the students and make the students corporate ready for presenting and designing the presentations and to help them remove stage fear. All the 18 students, selected for the workshop were told about the nuances of body language, voice modulations and corporate look. Five students from this workshop were selected as the trainers to further train the students selected for this programme.

How To Write A Research Paper

By Prof. Venkatesh & Prof. Preeja Sridhar

A workshop on how to write a research paper was held in the campus for all the students of the first year. It was taken by two of our own faculty, Prof. Venkatesh and Prof. Preeja. What is the importance of research for a manager, how to do a comprehensive and result oriented research and how does a good research help the managers in decision making and effective strategy making, was discussed by Prof. Venkatesh. Prof. Preeja deliberated about the different types of research paper and elucidated on the process of drafting each type. Importance and the correct way of writing the bibliography were also discussed at the workshop. All the participants actively participated and thoroughly enjoyed this workshop.

E-Cell's Opportunity Evaluation Workshop

New members, mentored by the old members of the E-Cell, under the auspices of NEN Bangalore held an Opportunity Evaluation Workshop in the campus in September. This workshop served a double purpose; first, it gave the new students the chance to show their innovative and marketing skills, not only to their fellow students but also to the stalwarts like Mr. Azgar Khan (NEN), Mr. Sameerkanth (NEN) and Mr. Vinod Shastri (NEN Evangelist), second, it helped check the management skills of the new E-Cell members. And to everyone's pleasure, they excelled in their respective departments. Participants were given just a single plain sheet of paper and were asked to make some product out of it which they had to sell in the open market there and then. Each and every participant came up with some unique idea and a few of these were really novel and were appreciated by the guests and the rest equally. The workshop ended with a feedback session by Mr. Vinod. He answered the queries of the participants and also gave them tips on marketing strategies for a new product launch. All in all it was quite an interesting and a learning experience for all associated with this workshop.

Leadership Workshop

Prof. Darshika Sanghani & Prof. Sheela

On 18th September 2008, Prof. Darshika and Prof. Sheela, conducted a workshop on leadership for the second year students. Who could be more influential leader than Bhuvan of Lagaan, so this movie was chosen for this workshop. The purpose was to let students identify and evaluate the leadership tactics, risk taking ability, team building skills and sportsman spirit of the protagonist. Each participant was given a questionnaire where he or she had to review the strategies followed by Bhuvan and their practical viability in the corporate world.

Banks And BPOs

By Dr. Vijay Kumar

“Banks are the lungs of any country’s economy...”

ISBR organized a seminar on BANKS and BPOS. The guest faculty invited was Dr. Vijay Kumar heading INTERNATIONAL INVESTMENT in CITIBANK.

He discussed various aspects of BANKING and BPOS and also various components of financial markets. After that an overview of Bank functionalities in past, & present was discussed along with their changing roles. Then he put light upon the classification of banks, and also talked about the non banking financial sector. After this discussion went one step ahead and department of bank based on customer profile was deliberated upon. Then CORPORATE BANKING organization structure was defined, products offered by corporate banking and the products offered by RETAIL BANKING were taken into account, followed by organization structure of RETAIL BANKING. Then regulations in India affecting the banking sector and various regulatory bodies functioning in India along with the self regulatory associations impacting the banking sector were discussed. BPO (business process outsourcing), BFSI captives operating in India, FTE captives and third party BPOS were also mentioned in the lecture. Advantage of emerging BPO Company and later on evolution of KPO was taken into account along with domain expertise and KPO data process. Then emerging area of KPO and challenges faced in KPO were analyzed. Then differences between KPO and BPO with their growth prospect were told by him. Their risk analysis and key success factors were also mentioned.

— Compiled By Avinash Kumar Pandey

Guests At ISBR



Mr. Bijou Kurien

[President & CEO, Lifestyles]

Mr. D. R. Sudhakar

[Empower Research]



Ms. Vidya Suresh

[Campus France]

Subho Bijoya by Sayantan Dey

**Ya Devi, sarva bhuteshu shanti rupena sangsthita
Namastaswai Namastaswai Namastaswai Namoh Namah!
Ya Devi, sarva bhuteshu Matri rupena sangsthita
Namastaswai Namastaswai Namastaswai Namoh Namah!**



Dhak (percussion), conches (shell), the Dhunuchi with the Dhuno (Agarbatti), the ever melodious Bengali Rabindrasangeet... all made the Park the second home to all Bengalis and Non Bengalis staying in Koramangala and adjoining places to come together for one cause....Durga Puja organized by Sarathi Cultural Club for all of Saptami, Ashtami, Navami and Vijaya Dashami.

To feel the enthusiasm and greatness of Puja, we visited Sarathi Puja Committee Park. An exhaustive bus ride could not deter our determination to spend the whole day and night at the Pandal, so we reached...

Being miles away from Kolkata, nostalgia was prevailing all around but nevertheless there was adequate 'Bangaliyana' or the Bengali culture which made everyone feel "...aamra Kolkata tei aachi..." (We Bengalis are still in Kolkata). A light downpour could not dampen the spirit of the people and they kept coming from various places in Bengaluru, to see and pay homage to the Daughter of Himalaya, who comes downhill every year with family to visit her children.

It was more than a pleasant feeling; every individual, irrespective of their community, whether they were a part of the Committee or not, were making an effort to make the festival we love and wait to celebrate, for the whole year, more enjoyable... Mahasaptami started with the Chokkhu-Daan, Pran Pratistha, Puja, Pushpanjali and ended with a great Bengali treat. A plethora of Bengali dishes, to tickle the taste buds of the Dhoti Kurta and Saree clad hundreds of Bangaloreans and Bangalore based Bengalis, were available around the pandal.

And the BIG day, Mahastami, was yet to come. The day was inundated by double the crowd as compared to the other days. *And the most important of all the facts, people who contributed to this extravagant festival on all the days were the Director of ISBR, Mr. Amit Gupta and Prof. Darshika Sanghani with their respective families and the students of ISBR.* There was an abundance of aficionados, irrespective of their communities, come to pay reverence to the Deities and to share the bond that Bengalis have been known for, for decades. The evening was full of cultural activities. The Sandhi Puja was held at the convergence of Mahashtami and Mahanavami at midnight, and it was the most important spiritual event. The students at ISBR had made special efforts to spend this time at Sarathi and be a part of the most cherished spiritual moment.



As Vijaya Dashami came there was a sadness in everyone's eyes, be it man, woman or child, for Maa would leave for her abode on this day. The married ladies performed Sindoor Khela and bid ceremonial adieu to Maa with the vermillion and Beetle leaves and the grand Dhunuchi dance (traditional Bengali dance with the Agarbatti holder) giving hope to every heart and 'tears in eyes....that maa will come again to bless us next year....*aashchhe bochhor aabar hobe.* In the end the blessings of the elders were taken and Kolakuli or the mutual peer hugging was done as the symbol of harmony, brotherhood and mutual love and respect.

In Pursuit of Soul by Sohini Chatterjee

Melodrama of philosophy and reality blends well with life but very few of us have that insight to judge for its existence. None other than our own soul empowers us to control our thought process, as clearly mentioned in Vedas and shashtras. We Indians have a rich heritage and possess a vast knowledge about "nirvana and karma", gathered from our forefathers and passed on to the next generations, making us emotionally and spiritually more secure. Yoga and meditation are considered to be a panacea for all deadly diseases like diabetics, cancer and the deadliest of all – "DEPRESSION". Meditation and ayurveda, has always played a key role in medical science of India. In today's dynamic world, we people have forgotten our own culture in the midst of western influence. And the age group most affected is the youth of our country. Youngsters are getting more and more attracted to the western culture, that this glitter tends to overlap their realization of sense of duty towards their culture and spirituality.

In this era of selfishness and hypocrisy which is often mistaken for ambition, a great intellectual like "Shri Shri Ravi Shankar" took an initiative to stand out from the crowd and make people learn how to love others. He helped them inculcate the sense of respect towards their fellow beings.

Just a chance to meet a man who has such powerful thoughts stays a dream for many individuals for a lifetime. But students of ISBR were lucky enough to get an opportunity, to get enrolled in the programme of art of living and get classic and realistic learning of life.



Students were taken to Shri Shri Ravi Shankar's ashram, located on the outskirts of Bangalore, a tranquil place with a hilly, green and divine landscape. We got down and a clear vision of solace was in front of us. There were fountains and gardens and lot of vegetation on both the sides of the passage through which we walked to a dome shaped auditorium and took our satvik – bhojan. Later, we all attended satsang and pravachan. Shri Shri Ravi Shankar was in front of us, addressing us like a friend. He mixed up with students asking them questions about their ideology of life and priorities.

We were feeling blessed to get that chance to personally meet Shri Shri Ravi Shankar who at the end of his programme distributed sweets and chocolates to all the students. At midnight we boarded the bus and returned. This day would be remembered by all the students as an important milestone in their journey of life, which helped them in self assessment with respect to ever changing times.

Style War by Sayantan Dey



“Fashion is war and style”

The epitome of today's juvenile cohort of ISBR which 'wears its attitude' had flaunted some immense potentiality at the Style War 2008 at Garden City College, organized by Designer Nitish Chandra on 28th September 2008.

Rock on... the theme of the ISBRian funkies, was rightly chosen for their casual attitude. With great dimensions of style and geared in their sporty accessories they represented its essence to the T.

Kudos to Amit Jain and Karabi Bharali, the choreographers and other participants, Deepsikha, Manit, Namrata, Nitesh, Prasheel, Richa, Soubhagya, Sharada and Vaibhav, who performed some captivating ramp steps and secured, the second runner up position at the Style War 2008, preceded by Dayanand Sagar college and the winner, the host College, The Garden City.

The panel of eminent judges and the organizers had blended a unique showcase which determined the fiesta of fashion in today's world and gave a prospect to budding talents from the country and across the border, which time and again proved that fashion knows no barrier; it's the psyche which craves to make different manifestations to rock with the current times.

Entourage by Sohini Chatterjee

Life is a one time play... A game of enthusiasm, ambition, success and enjoyment. And memories are settled under shades of joy and sadness. Entourage, a celebration of coming together, was an evidence to this, where all the seniors and juniors intermingled, participated, entertained and enjoyed. It was an event of mass celebration where all students, teachers and administrative staff participated and made the occasion memorable for themselves and others. The party was organized with the equal support from seniors and juniors.

Stage performances like solo and group singing, group dances modeling enthralled the audience with youth spirits and boosted them with joy.

The most lively part of the entertainment show was the different choreographies which set the stage on fire with the rocking dancing performances on the foot-tapping popular hits of bollywood.

There were fillers of individual performances of talented artists who showcased their talent among the crowd.

The show's curtain raiser was the talent hunt round for "Mr. and Ms. I.S.B.R". Young talented boys and girls dressed in designer clothes walked the ramp like professional models and were judged by the professional fashion designer Mr. Nitish Chandra and five finalist each in the boys and girls category were asked questions to judge their quick wit and confidence. Manit Singh Bhatia and Sharada Menon were selected as MR. and MS. FRESHER respectively.

At the end of the show was a jam session guided by D.J. where the whole crowd danced on the remix version of the bollywood music.

The party ended with a nausea of thrill and excitement which none of us can ever forget.



Candle in the Wind by Rahul Kanadia

59 hours.. 6000+ rounds of bullets.. 65+ low and high intensity blasts.. 195 martyrs.. 325 injuries.. This was the cost of the terrorist attack on Mumbai. A city of dreams, a city that never sleeps was shaken to its core.

The co-ordinated attacks by Lashkar-e-Toiba (as proven now) across India's financial capital and its largest city began on 26 November 2008 and ended on 29 November 2008. Eight of the main attacks occurred in South Mumbai, at Chhatrapati Shivaji Terminus, the Oberoi Trident, the Taj Mahal Palace & Tower, Leopold Cafe, Cama Hospital, the Nariman House, the Metro Cinema and a lane behind the Times of India building.



There was also an explosion at the Mazagaon docks in Mumbai's port area, and a taxi blast at Vile Parle.

To honour the martyrs — and these martyrs are not only the men who fought, but also the innocent victims — the Corporate Social Responsibility Club at ISBR organized a silent candle march on 3rd December 2008.

The silent march that began in late evening was taken through the roads of electronic city across all the landmarks to register our protest and offer prayers of peace to the men who met their makers — destined or undestined to do so. And unknowingly, we became a part of the nationwide *Satyagrahi* candle march on the same day.

While we pray peace for those brave and innocent souls, their rises an anger towards the in-humans who murder

for their interests in the name of land and religion. May they remember that their God is no different than ours. God (ours and theirs) bless their souls...

Sigma—the smart way by Amandeep Bath

How will it feel to achieve 99.999666% accuracy in your work? Or in other words, a defect rate of 3.4 units per million... this is precisely what the students at ISBR learn in the 6Sigma training conducted by eXample India Consulting with Mr. Sethu Venkatesh being the trainer.

Six Sigma was initiated in 1980's at Motorola. Since then, thousands of companies around the world have discovered the far reaching benefits of Six Sigma. General Electric, one of the most successful companies implementing Six Sigma has estimated benefits on the order of \$10 billion during the first five years of implementation.

It is said, "A competitive world offers two possibilities. You can lose or if you want to win, you can change". Today's hyper-competitive business environment is creating a need for even more new products, new services, and new processes. Six Sigma is the technique which helps in maintaining that competitive edge by offering a generalized and effective approach for designing new products and services from the ground up. This quality improvement tool can be used by an organization to improve processes like Manufacturing, Accounting, Human Resources, Purchasing and Sales. It is a data-driven, financially focused and result oriented methodology.

DMAIC and DMADV are the two methodologies of Six Sigma. DMAIC is an improvement system for existing processes falling below specification and looking for incremental improvement. DMADV is an improvement system used to develop new processes or products at Six Sigma quality levels.

These kind of training definitely give management students of ISBR a competitive edge over their counterparts in the job market, in the present scenario of cut-throat competition.

Home away from Home

A true expression to explain the ISBR hostel. It is a home away from home. ISBR has collaborated with the Woodstock Ambience, the very first 5 star working professional's hostel in India. Located in the exterior of Electronic City, the ISBR hostel is a luxurious treat for the students.

Woodstock Ambience provides us not just with multi-culture food but also facilities like a tuck shop, swimming pool, billiards, table tennis and an exclusive restaurant. The rooms are nothing less than 5 star rooms and the locality is neat and clean with loads to beautiful sights all around.

As per Vipul Verma, 1st semester student, "our hostel is a cool and calm place truly meant for studies — come, enjoy and study". On other hand another student, Abhishek Gupta, 1st semester says, "I got new friends and a new family here. The services are out of the world.. never expected a hostel to be so good".



Students have a wonderful time both studying and enjoying with friends. The serene environment provides then all that one could ever think of. It is truly a home away from home.



Take care of minutes and the hours will take care of you.

Hey man ! it's time for some self scrutiny....!



Do we Homo Sapiens learn a lesson from this thought provoking picture ,the concept of sharing & caring which we have forgotten for a long time, the present scenario is replete of violence, gory murder, heinous crime, series of bomb-blast, deceit everywhere, for us. However, these creatures have nurtured our values and are displaying it without any second thought.

Can you & I imagine that these rats are sharing a feast at Karni Mata temple on the occasion of Navratri festival in Bikaner??

ISBR
BUSINESS SCHOOL

**International School of
Business & Research**



ISBR STANDS OUT AMONG THE REST WITH

- **ERP enabled administration**
- **Digital Library Database - Proquest**
- **Vault Online Career Library**
- **Fully Wi-Fi enabled campus**
- **Located in IT- Hub (e-city)**
- **Lifetime membership of NHRD & National Innovation Foundation**
- **6 sigma ,LCCI, Oracle ERP and DISC analysis for students**



BANGALORE



CHENNAI



KODAIKANAL