

# ISBR VOICE

IN PURSUIT OF CREATION

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July 2012 | VII<sup>th</sup> Issue

**SPECIAL  
ISSUE**



Ranked in **INDIA'S BEST B-SCHOOL**

Ranked as **12<sup>th</sup> BEST IN SOUTH INDIA**

**10<sup>th</sup> BEST IN INDUSTRY INTERACTION**

Ranked as **34<sup>th</sup> BEST B-SCHOOL BRAND IN INDIA**

**INDIA'S TOP 29<sup>th</sup> INSTITUTE**



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# Special note from The Managing Director



Manish Kothari  
Managing Director, ISBR Group

Dear Readers,

Well done, the efforts put forth are amazing. We find that the ISBR Business School is scaling heights. Here is a glimpse on what we had achieved in this particular academic year. We had created few more milestones this academic year. To begin with, we are proud to announce that ISBR was ranked as 12th best institute by Dhanik Bhaskar Groups. The events like Global Investors meet, AIMA Management conclave gave us an edge to prove ourselves. The new tie ups with the International University, Nanjing and Bordeaux University, the additional AICTE programs, and collaborating with additional partners like FCCI, NAAC approval, ISO certification, were the feathers in the cap. In terms of academics we had ten specializations offered to the student. Keeping in mind the academia and industry interface there were nearly hundred odd corporate Guests who visited our campus for the Guest lecture series and more than ten industrial visits like Infosys, Wipro and many more big names. The other important decision was promoting Research in the campus and subsequently subscribing online international journals like EBBSCO and JGATE. For the teaching staff we had introduced sponsored teachers federation program by the University of Mysore and also introduced Life time Faculty award at the higher education forum. We also had signed the MOU for the CAT 2013 examinations to be conducted at our institute. In terms of our CSR activities we also had offered the Vidyajyothi Scholarship to the meritorious students and donated huge amount of books to Parikrama child education centre.

In conclusion we wish to place on records appreciation for the team ISBR that has helped us to reach the zenith.

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

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# Editor Speaks



Prof. Preeja Sridhar  
Editor-in-Chief

Time and Tide waits for none- All of us are aware of this adage. The beauty here is the time is heralding another series of success stories captured on the canvas called "ISBR VOICE" The voice is a colorful compilation of series of events which happened for one full year at the campus. The academic year as usual kick starts with induction and orientation. Then it is a series of celebrations like Independence Day, Ganesh Chaturthi, Eid and the like. Come next season we have rigmarole of activities like Teachers day, Fresher's party, CSR activities and Christmas celebrations. Agreed the whole flurry of activities listed is very much ordained to happen. Then, what is special in this issue one might wonder. The specialty lies in the following; primarily the "rendezvous with renowned LEADER" Sangeeth Varghese, CEO of Lead Cap is indeed a special item. The Writer's club team correspondents had a tete-a-tete with him. The impact Sangeeth had left on the young minds was amazing, our team felt elated about the whole experience. The other events that are special in the edition is the Leadership Development Programme, the farewell party to our French delegates, JAZBA, the- inter collegiate event, Guest lecture series, and the special report on the Mysore Rural Project.

Friends, don't you think everything is extraordinary and special in life. If one looks back the journey of life one can reminisce the different shades of color which catapults some kind of nostalgia. Same with us when we look back there is so many special moments for us to recount, that makes feel we have made our stakeholders proud. The journey we started years back continues. We move ahead with brilliant thoughts of health, happiness & abundance in life. We move ahead with a sense of fulfillment that we are creating many young leaders who will take the future reins of the country. On a closing note "For it is the THOUGHTS that you give precedence to that shape your character, create your circumstances, and determine your ultimate destiny."

“ We move ahead with a sense of fulfillment that we are creating many young leaders who will take the future reins of the country. ”

## Campus Buzz

# 'Colours' of 'Petals'

Setting a new era @ ISBR

**I**nnovating

**S**ourcing,

**B**ringing

**R**hythm into lives

**T**hese were the only glimpses of what we learnt during the induction and orientation program at ISBR.

The weeklong induction program was taken by very inspirational Corporate Trainer Mr. Deepak Justin, who loves to be called as DJ. The induction program started with the first lesson of life-communication. The batches were instilled with the need of accuracy, brevity and clarity in communication, which helped them to overcome stage fear and build up confidence to face public. Best line of the day that everybody should imbibe was:

There are two kinds of people-Winners and losers:

Winner is someone who knows his/her weaknesses but focuses in his/her strengths.

Loser is someone who knows his/her strengths but focuses on his/her weaknesses.

Next day kick-started with **ICE BREAKERS** for advanced communication skills with more confidence.

The concept of leadership was the topic for the 2nd day it was-based on building **LEADERSHIP** Skills. We were made to work in teams and asked to select a movie that consist the theme of great leaders. Next day, the four teams from each batch worked together and presented the movies-Lagaan, Chak de India, 3 Idiots, Soldier and Nayak in a beautiful manner.

The topic for the 3rd day was all about Innovation, Ethics and Integrity. We learnt how to develop a marketing strategy and introduce innovations. We were asked to present the product launch with the ideas of our own team the next day. All teams launched their respective

products the next day.

After the acts, the day started off with the topic-Creativity. Competency level went high that particular day as creative juices flowed from all the sides. The performances of branding ISBR were superb and it happened only because of the collective effort of everybody

By shuffling each of us into different groups consequently for five days, DJ taught us how to work in teams. The



signing off ceremony of the induction program was full of energy and involvement. The two batches of fresher were called as 'Colors of India' and 'Petals'. It was the day of enjoyment, music, dance and re-visiting the last six days of learning.

At the end of orientation function, Mr. Amlan Bhattacharya took the fresher's for a visit to Bangalore. The places we visited were Cubbon Park where we enjoyed the serene beauty of mother nature. After which we visited the Brigade road for shopping, food and just hanging around.

But this was not the end.....it was just the beginning at ISBR that will never end...





## Corporate Social Responsibility Philanthropy Day

Giving back to the society

A day which will be reckoned with is always our visit to the National Association of Blind. The institute is located in the rural part of Karnataka and was founded in the year 1977 under the Umbrella Organization of NAB, India. There were many inmates who were visually challenged. The moment we reached their members gave us a warm welcome. We contributed some groceries, fruits and other provisions for the inmates. We were clearly told that contributions are fine however; sympathy will not be acceptable by them, because the inmates were very independent and behaved like any other normal individuals. They were in fact very productive that a lot of items like candles, doormat, and baskets were manufactured by them. It was mentioned that they were very good in weaving and metal makings.

The NAB is into services like employment & placement, Integrated education, jobs listing, Eye care, Braille production & accommodation for the visually challenged people. The way the organization is moving forward is really inspiring. The association has ensured that many the trained; personnel even get placed in good companies. NAB Karnataka branch proves that the vision impairment is not a hurdle for the inmates.

## Event Marketing Event @ ISBR

MARCO is an acronym for Marketing Communication. It was a 3 day event, co-ordinated by Suma.G, Venkatesh Verma, Aditya Balothia. The event was mentored and guided by Gnanashekar. The events were as follows:

Day 1: model making of Business plan

Day 2: marketing quiz

Day 3: presentation on model making of business plan followed by business quiz

The events were judged by Prof. Rachna, Mr. Senthil & Prof Anusha. The winners of MARCO 2012 were Sharad, Naresh Kodebathula and Second prize was shared by Mohinder and Jitandar. It was challenging to conduct event within a short span of time. The participants were very co-operative and gave their best to keep up the competition. As a whole it was a successful event as everyone put in their efforts.

## Milap Sports Day Celebrations

Knowledge and learning are the most important part to develop a career. All these are gained and practiced through the mode of education. Education is the milestone for an individual. But in the field of education, sports activities also play a vital role.

By cultivating sportsmanship one escalates to the next level. Apart from books, one should get involved in some kind of sports activities. It may be outdoor or indoor, which also helps in keeping the body and mind fit.

Keeping these things in mind, on 15/10/2011, Milap 2011 as organized @ ISBR B-School, Electronic city, Bangalore. This is the event or rather a trend which is religiously followed right from the day one of the institution's inception.

The event also opens the doors of introduction and interaction between the seniors and the juniors through a cricket match. The match brought out the real talent of our "White Tigers" the cricket team of ISBR.

Talking about this year Milap, the day was so outstanding, a pleasant weather added to its exuberance. The junior batch and the senior batch were in full of energy and enthusiasm. Mr. Manish Kothari (Managing Director), Dr. Chandra Niranjana (Dean, IBMR), Mr. Abbas Ali (Placement Officer), Mr. Amlan Bhattacharya and Dr. Sabina were also present to cheer the crowd.

Both the teams displayed amazing potential. However, at the end, the seniors were declared as the winners. Thus Milap was a successful event organized by the Sports Cell coordinators (Mr. Pratik Kumar and Mr. Anshul Agnihotri).

## Rendezvous The Open Source Leader

an interview with Sangeeth Varghese, CEO, LEAD CAP

“ Do not follow where the path may lead.  
Go instead where there is no path and leave a trail. ”

**Can you tell us something about your background and education?**

I did my Masters and research in development management from London School of business and after that I did my course on leadership from Harvard.

**Can you name a person who had a tremendous impact on you as a leader? Maybe someone who has been a mentor to you?**

I suppose there are a quiet number of people who have impacted my life. I might not be able to name one person. That is one thing I tell people that it is about learning on the constant basis. Learn from anything and everybody. You learn how to keep your ego in check and make sure that everybody you meet, you end up learning something from them that is what leadership is all about. At the same time it is also important that you do not have any fix rules for it as such. It is good to have a role model but the problem is that if your role model himself falls on the grave, then it is a problem. Yes you can have a role model but at the same time it is also important that you have many role models where you imbibe many qualities from them rather than one role model where you imbibe all the qualities from primarily because we are all human beings and everybody come with mistakes. If somebody has one role model what happens is they can imbibe lots of mistakes as well.

**Do you think the business school really help the students to develop as a leader?**

Want a frank answer or a serious....? (We asked for both). I don't know. I don't know is the answer because I don't think B school in India is really up to the standard. Why it is not up to the standard? There could be multiple



reasons. One is because typically an MBA as an education which is an American invention is something which you do after you have spent 4-5 years of your career. If you look at Harvard, at Yale's School of management, you will typically see that the students there are students are of 28 to 30 of mean age over there. So, wherein you come to the Business school with a certain amount of experience which you end up sharing with rest of the people. So, an American education as an MBA is invented in such a fashion that it is not just a pedagogical learning. Pedagogical learning is all about a teacher will say and the teacher ends up teaching the student. Pedagogical learning is good when you are a child. So, when you are a small child. Up to 5th or 4th standard, then that is good way of learning where a teacher teaches the student and the student learn from it. But when you grow up, that's not an effective way of learning at all.



Then, pedagogical learning is not a good way of learning. There is another way of learning which is called as andragogy, the way of learning from your peers, where you learn for yourself. So, we have learnt from collaborative learning part of it. So, an Indian educational system is very pedagogical even when it comes to MBA schools. When you really have good diversified students in community, you can really learn from each other. If somebody comes from engineering background, wherein somebody else comes who is an Art teacher, somebody else was a bureaucrat, so, that is when you come together and get the collaborative learning part of it. One, the MBA learning it brings together a group of fresher which becomes an extension of your BA. So your BA becomes an MBA. The another part is about the collaborative learning, the Androgoical part of learning is



completely missing out in Indian MBA system which means that when students go out of their MBA, so as supposed to a western management system where you would have gone out with certain amount of hard skills and you go out without much of hard skills, or soft skills, whatever you say it. That's couple of problem. Again, the critical thinking is absolutely not encouraged in a MBA classroom whereas (I'm going back to American system because they invented it as a curriculum) Americans know how to run it. There it is critical thinking which is inculcated; it is not about one textbook which you happen to end up learning the textbook in a classroom. It is about how you debate it out. When you get out of the classroom you know that my opinion is as valid as your opinion. So, a teacher's opinion is as good as a student's opinion. Ultimately it is an opinion and how exactly you shift facts from non facts, reality from non-reality and get to latch that part of it.

### How can an introvert be a great leader?

The surprising thing about leadership is that most of the good leaders are introvert. You need to differentiate between the task at hand and the person he is. For example, Jhony Lever is a comedian but that is his job. If you go to his home, that doesn't mean that all the time he is cracking jokes or when the kid is doing something nasty, that doesn't mean that he will crack a joke over it. So one is a job you are doing and the other is the person which you are. The person who he really is can be really introverted. You could have your own problems in going ahead and introducing yourself to strangers. You could have your own problems in going to a large gathering and talking impromptu people around. So you could have all those problems. But at the same time when you get on to a stage you could be a great speaker or you could have your own team members, you could be a fabulous chap in terms of speaking, in terms of negotiation, in terms of all those kinds of things. But what I'm saying is that you should not really mix up your job at hand and the person you are. So, some of the greatest leaders in history are very introvert people. For example, Mahatma Gandhi, a major part of his life he had been perceived as a very shy person, very inward looking person. If you are shy and inward looking in the beginning, you remain to be like that throughout your life.

### Today the organisation is getting more complex so which is the greatest problem you are facing as a leader?

I would say primarily what I see in organization is about managing their expectations of the youngsters. That is

“The surprising thing about leadership is that most of the good leaders are introvert. You need to differentiate between the task at hand and the person he is”

probably even when we speak to multiple organizations in terms of what is the greatest challenge which they are trying to crack. We always find that it is always managing the expectation of younger generation of people who have been brought up in a very different world compared to people who are probably 10 years back. I'm not even talking about 20 years back because the world is very small at this point of time. You are used to different kinds of dynamics now. The main things would be while you are living in a very capitalistic world compared to 10 years back where aspirations were lesser, where you were willing to work in one organization for 5-10 years, your salary aspirations, and your growth aspirations part of it.

### Can you tell us more about your book “Open Source Leader: The Future of Organisation and Leadership”?

In Open Source Leader, what I'm basically trying to say in the 1st chapter is very simple that an organization is very similar to an organism. An organism started out with one cell creature. It started out with bacteria or amoeba or anything else. As the time passed, it started evolving and the evolution also meant that it got complicated as a creature. In a way if you look at it living as an amoeba is a very simple straight forward life. You have one cell and that particular cell end up doing whatever you want and that cell just divides and multiplies to become 2 cells, then 4 cells and it just multiplies and you are happy .

### In one of your article “Managing in the New World of Gen Y” you have voiced your concern for the Gen Y, can you throw some light on it

I don't think I raised a concern about generation Y, what I basically want to say is that this is the way Gen Y is if like. You need to accept them. You can't keep on shouting around saying that Gen Y is too casual about attitude, Gen Y keeps on changing jobs, Gen Y is like this and that. You really can't complain about that because that is the way Gen Y is. So exactly like evolution of power, this is the way evolution of relationship is all about. Gen Y is living in a complete different atmosphere as compared to Gen X, wherein you are seeing a face book update all the time, if you need information; you take the phone and check for the information. So, it is a different world in which you guys are living in. That is the way system is

“The real leader has no need to lead - he is content to point the way”.

evolving. So if the system itself is evolving like that, then there is no point for a few people sitting and saying that this is not the way it should be or it should be changed. I don't think it should be changed at all because end of the day you are going to rule the world at some point of time. So, there is no point some person sitting over the top and saying that this is not the way. Every generation think that their generation is the best for some reason. So talking it in an in depth mechanism also, we end up think that India is the best. When we hear our national anthem, we get goose pimples. If you put an American over here, would he feel anything if he hear Indian national anthem? Would we feel anything if we hear American national anthem? Nothing. We won't even know that it is American national anthem. So every generation think that my generation is the best. In the same way, Gen X thinks that their gen is the best. The generation previous to that thinks that at their time the world was so much better, movies used to be so nice, Mohd. Rafi songs used to be so much better. Gen X would end up thinking that what these people singing now days, what is this kolaveri song doing over here? My time used to be better. The Udit Narayan songs used to be better, Uma Sarang songs used to be good and think that what this chap is singing now. 10 years down the line somebody else would think about Gen Y and judge that this is not the way. I'm not passing a judgement on Gen Y, all I'm saying is this is the way the world is. You just need to live in that, you can't do anything else about is.





### Do you think “Intra-preneurship” should be introduced in every organisation?

Intra-preneurship can be consciously built and cultivated. Some of the organizations do it. But it is like entrepreneurs. It happens as in if you are very entrepreneurial; you will identify your own ways to do new things. Partly you can cultivate it, but it is self driven. You need to do the things. Intra-preneur is someone who remains inside a company and starts up something new. Example is like the movie Rocket Singh who remains inside a company and realize that there is an opportunity and you slowly start cultivating it. Entrepreneur is somebody who breaks the way and starts something new. Most entrepreneurs start as intrepeneurs, where you work inside a company and you slowly start thinking about an idea and you think when that idea is generating some amount of revenue, you are getting a few planning, then you break the way and start something different of your own.

### Why the name Lead cap?

Good question. Three and a half years back when I came back, I was very passionate about leadership. I derived the name out of leadership capital. For me it was that leadership is also a form of creating capital. The most important factor among is that you can have capital, you can have human resource, but end of the day if you don't have leadership attitude, you really cannot combine the land, labour, capital, organization and produce value to it. So it is a short form of leadership and capital.

### Do you think Lead Cap will be able to build India as a nation of leaders?

Mr Sangeeth: We believe in multiple things. One is that evangelization of leaders wherein we evangelize a leader about what is leadership because end of the day leadership is a distinction part of it. It has nothing to do about the talents who have born with or a person who has good communication skills, them I'm a good leader. It is because you would become leader at some point of time in your life because all of us have that potential in us. So, when a situation demands, we take it out. It is just like a very shy housewife, but if somebody attacks her child, she would suddenly revolt and she would show that kind of bravery that even she has never seen. So only when you



touch the weakest part or the part you are really possessive about, leadership quality would come up. A housewife who had always been inside in the house, who is one of the most shy person in the whole world, would have never known that she has got such a huge amount of bravery wherein she can attack the robbers and defeat the robbers and make sure that she is saving her child. But the situation demanded and she suddenly rose up and did that. It is about when you are challenging that weakness, you come up. Most of the leaders are like that. A good friend of mine, Firoze, who is the MD of SAP labs, was thrown out of the company 10 years back saying that he was not worthy of a software job. But then, he took that as a challenge. He is very young chap and probably one of the youngest CEOs in India and is managing 5000 odd employees and at 4-5 locations with best performance across all SAP in the world. Until that time he never knew that he can do that. End of the day he transformed. Every leader is like that, when you end up challenging or touching a cord which is very sensitive, you end up turning around.

Leadership is in everybody. Whether it is you or some of the people whom we have mentioned in our leadership village, whether it is someone which we are trying to inculcate by the certification program, whether it is some of the messages which we are spreading through our evangelization program, so that is the way Lead Cap is influencing more and more people because we believe that it is an agenda which goes on for quite number of years to come. So that is the way Lead Cap is influencing people.

### Corporate Social Responsibility

## Blood Donation Camp

November 19, 2011

As part of corporate social responsibility drive, the CSR club @ ISBR organized a blood donation camp with assistance from Lions Club, Electronic City, Bengaluru. Doctor Raghavendra and his dedicated medical team from the blood transfusion and immunohematology unit of Kidwai Institute of Oncology were present at the campus. The teams of people were ready for the voluntary blood donation drive at the ISBR auditorium. It was a successful event with a large number of MBA students and staff contributing their blood towards this noble cause. At the end of the camp, ISBR donated 60 units of blood which will be used for cancer patients. The event was organized by CSR team.



### Corporate Social Responsibility

## "Say no to plastics" Campaign

May 19, 2012

Once again as part of the corporate social responsibility drive, the CSR club @ ISBR organized a social awareness campaign “Say No to Plastics” on May 19, 2012. The awareness covered places like Electronic City, Bommanahali, Kudlu Gate, Singasandra, GarebaPhalya, KonnapaAgrahara, Naganathpura, Hosa Road Junction. It was a hugely successful campaign drive with a large number of ISBR students and staff contributing towards this social awareness.

We would specially like to thank the shop keepers and the public for co-operating with us and helping us to spread the awareness about the pollution created from the use of plastic bags. Stickers and posters were distributed in public places with the pledge that we will “Say NO to plastic bags”. This is our humble effort to keep our Bangalore city clean and green. The event was organized by CSR team.





# Mysore Rural Project – 2012



**D**estiny pulled us all to reach to those moments which are still afresh among our memories. Six days passed just in a blink of time.

Pausing at each moment and capturing the memories were what most of us were engaged in. Could not help to get rid of this habit when those small hands were dwindling with each other when those questionable pupils were asking “who are you?”.

“Meeting those small kids who patiently dedicated rhymes for us.....The rhymes which are still tapping in our thoughts.”

The most innocent clan of India-the villagers. Getting an invitation to their homes having the most delicious 'ragi roti' with the awesome pickle and getting it packed for the other members of the trip was what India truly believes- “Athiti Devo Bhavo”.

Convincing the messages of getting rid of tobacco and alcohol through our plays were more than achieving any memento. Wasn't it difficult to do so with all the non-kannada speaking people except two? Heart got strained when we were struggling through the language and felt as useless as a dumb.

How could I forget those moments of assembling and rehearsing for the plays with Prof. Amlan & Dr. Sabina who were hitting their heads hard for dealing with 'children' like 'us'. Hundreds of bows and lakhs of feathers on hat would fall short for Prof. Amlan for making us prepare for the play.

Eyes were resisting to blink...feet were resisting to walk away, the beauty and ethnicity of the Mysore palace studded with stones and lights, anchored us to stare back to the beauty again and again. Climbing the heights and

seeing the whole city from the chamundi hills creamed our days in Mysore. The wet sky...the colorful fountain...the dark clouds...and the Vrindavan garden, wow what an awesome evening got collard to our memories.

Not a single but the 'Vibgyor' of life was reflecting through a crystal. This crystal was strong and not fragile, it walked with such a great agility that it was not even enough to kneel and bow in respect for the kind hearted and serene minded 83 year old 'philanthropist' Ms Vani Venkat.

It is hard to sum up the experiences which is still as alive as the last gasp of breath I had now...





# Deja-Vu for the French students

International education and exchange plays a significant role in bringing the world together. The international education exchange programs of ISBR are designed to increase mutual understanding between the people of different nations. The flow of students between countries creates a learning opportunity like no other. ISBR's goal in so far as International Student exchanges are concerned is: "To ensure that students are prepared with the integrative learning skills, multi-cultural competencies and practical knowledge needed to succeed in and contribute to our rapidly changing, increasingly global society."

From February to June 2012, ISBR had the privilege of hosting 7 students from France- Pauline Le Menn, MaiteBeaufils, Aymeric Morin from the University of

Troyes and Charlotte Lyonnet, ClemenceCourbon, Chloe Bonnel, Thomas Blereau from the University of Clermont. They attended the I year II semester class along with the ISBR students, engaged themselves in all the academic tasks, participated in cultural events and also went on trips with the ISBR students. They also conducted French language classes for the students and faculty of ISBR and this was indeed a pioneering effort. Their five month programme culminated in the presentations of their projects. They were as wide ranging from Tato Nano from a CSR perspective and marketing strategies of Infosys to influence of Culture in Management. The projects were noticed for the extensive field work, brilliant insights and interesting study of Indian companies with foreign perspective.



# SAMSTHA 2012 A Business Plan Competition

Samstha 2012 saw an exciting and challenging journey of B plan presentations. Samstha 2012 was not just a B Plan competition. It was envisaged as a journey which starts from the germ of an idea into a detailed plan that would eventually culminate in an actual start up combining technology, vision, business acumen and also social responsibility. It was held at ISBR B School auditorium on 24th May 2012. Six groups had been chosen for the final round of presentations after a stringent screening process and was judged by an eminent panel of judges from academics and industry.

The event was organized by Anuj Singh and Saranya Sasidharan with inputs and assistance from Dr. Sabina Zacharias & Prof. P K Thomas, who is also a successful Entrepreneur, and they extended constant support to the

students, mentoring and guiding them at every stage and sharing their vast knowledge on the subject. SAMSTHA was judged by an eminent judging panel consisting of Mr. Sunil. C. Kand (Director-Peaktime Info Systems), Prof. P.K. Thomas (Faculty-IIM, ISBR) Prof. Senthil K. Vel (Faculty-ISBR). It was the first event of its kind at ISBR and a hugely successful one. The organizers hope to take it forward as an annual event.

It was a tight contest as the teams battled with their ideas and strategies and ultimately three teams emerged victorious.

So once again the students proved that there are many entrepreneurs in the making.

Let their tribe increase!!!!!!



## THE WINNERS

**FIRST PRIZE**  
**Swarg - a visit to heaven**  
Team members: Gnanashekar K, Subramaniyan, Jagdish, Vinita & Julekha

**SECOND PRIZE**  
[www.mykitab.com](http://www.mykitab.com)  
Team members: Aarzo, Anuj, Renju, Sreeraj & Saranya

**THIRD PRIZE**  
**Angel Apparel**  
Team members: Nandita Dwivedi & Soumya Misra



# The World at our fingertips

An International study Tour to Singapore and Malaysia

Touched the Sky on Singapore Flyer,

The World appeared flyspeck from Malaysian Tower;

Felt deeply in love with Sentosa Island.....

Rainbows were in my ambit on Genting Highland!!!!!!!

Now still an everlasting smile is on, reminiscing our amazing International Tour, full of fun, frolic, and definitely an ecstatic feeling of one of its kind. Watching world on the globe itself creates a euphoria imagine being to anew place, new culture and mesmerizing beauty of creation.

Though the experience was totally a delight, putting them into words is not easy. This delight started with an exposure of international business skills of different industries. The bird's eye view of the following places was enthralling: the Land Transport Gallery, New water Plant, Royal Selangor, Gems Factory and Chocolate Factory. With this industrial visit we proved that we are not degree holders in cocoon but ready to grab the world too.

Our tour was not only meant to tap the management skill but also to exploit the fun element. We started off from visiting the Singapore Flyer to Sentosa Island, Universal Studio to Malaysian Twin Tower, PETRONAS Tower, Batu cave and the Genting highland. Finally we shopped till we dropped at best places. How can we forget the party mania??we had set the whole stage on fire. Loads of fun, merriment and music was the order of the day. The whole team was exhibiting comradeship and camaraderie.



It was very difficult to unwind the trip but had to say good bye, we sang our heart through a beautiful number which we learnt there “rasa sayang eh, rasa sayang, sayang eh, hey, lihatnonajauh, rasa sayangsayang eh!”

It was one of the enriching moments etched for a lifetime!!!!!!



## A visit to Arvind Mills Limited.

8th May 2012, Bangalore: The ISBR students had an industrial visit to Arvind Mills Ltd. It was predominantly for those students who are planning to take up Human Resource as their specialization. So, only 26 students had the chance to visit the factory and students were accompanied by Professor SenthilVelan.

Arvind Mills Ltd. has principal business of manufacturing and marketing of cotton textile in India and overseas market, with significant textile fabrics. The categories under which the businesses were classified are Denim; Khakis', Shirting's, Knits and Voiles. With its presence across the textile value chain, the company endeavors to be a one-stop shop for leading garment brands. With this intent, Arvind has forayed into garment packages for Jeans, Shirts and Knitwear from its manufacturing facilities in Bangalore and Ahmadabad.

At Arvind mills, the HR (Mr. Rajesh) accompanied the students to the meeting room, where he gave a brief introduction about the company. The company employs 150 workers and during the presentation he mentioned about the recruitment and other issues like absenteeism and high attrition faced by the company. The visit set down a close with the students seeing the manufacturing unit.



## A visit to INFOSYS



The team ISBR had a great privilege of visiting Infosys campus at Bangalore. The journey lasted for a whole day, because the sprawling campus looks more like a resort than a IT industry. After a thorough security check we were asked to form lines and enter into different divisions of the organization. Being on a picnic not on any industrial visit. The swimming pool, the gym, independent villas stood as a testimony of the founding fathers believing that “A Happy Worker is a Productive worker.”

The organization also had a free lunch provided to all their guest depicting the dictum “Athithi Devi Bhava” Infosys certainly created a new face for India in terms of the IT revolution, but the culture what they practice is purely conventional and based on the intricacies of Indian tradition. The day concluded with an inspiring speech at the huge auditorium which could host thousands of people.

It was definitely a day to remember.

“A Happy Worker is a Productive worker.”





## Industrial Visit

# A visit to WIPRO

The 2011-13 (batch 1) students of ISBR had got a chance to visit the largest campus of WIPRO at Electronic city which is luckily only 200 meters away from the college vicinity. The students were welcomed by the Wiproites and the journey with them throughout the campus was really colorful and it was a very pleasant corporate feeling. The tag line “Applying Thought” was prominent in each and every corner of Wipro. The students got to the fact that getting into

Wipro means getting into the world of opportunities, as they are into different sectors like banking, insurance, tourism, energy etc. other than IT. The eco- friendly campus has taken several steps to protect the nature and to ensure the optimum utilization of its resources. The paper recycling plant, Biogas plant, rain water harvesting and the solar energy panel at the campus are the solid proof for the efficient strategies. No wonder this organization a role model in the corporate world.

## Guest Lectures

# Guest lecture series at ISBR

A journey of enlightenment and learning...

One another important way of learning at ISBR is through the interaction with eminent guest speakers. In addition to the full time faculty, guest lecturers with special expertise in various fields and allied professions, the whole year saw a complete intellectual input from different professionals. They were invited throughout the academic year to augment their inputs to the student community.

Students are kept in constant touch with the industry through interactions with the leaders from industry, industrial visits and guest lectures. Distinguished citizens of the corporate world are no strangers to the campus and they frequently address the students and enlighten them with their managerial and administrative experience.

This year the placement scenario at ISBR showed a marked improvement in the jobs bagged as well as the packages offered. Just as the country has seen the recession off, similarly placements at ISBR have shrugged off the downward trend. This year the college had a phenomenal response from Companies visiting campus during the Placement week like, ICICI, OCWEN FINANCIAL SERVICE, NORTHERN TRUST, VACON, BIOCON and many more to come!!



As the session started at ISBR for students it bought with it so many sources of learning and motivation for the students in the form of guest lecturers from the eminent professionals from various business houses.

Dr Raja Ram Kota is presently General Manager, Infotech Enterprises Limited, Bengaluru. He interacted with the students about motivation and leadership. In the

process he gave various examples about his own life.

Mr. Prasad Srinivasan (Bright Consultant) as the company's motto being “WE SHAPE YOUR CAREERS”, taught us about all the important business etiquettes which are important in shaping our careers in the long run. Starting from our first impression, to have an ever lasting impression on them. For example, he gave a business etiquette model which starts from knocking the door, exchanging business cards, dressing codes and communication model. He ends up saying that ‘SUCCESS IS DIRECTLY PROPORTIONAL TO IMPLEMENTATION.’

Next on the list was Mr. J. Sethuramu AGM BHEL, he described the process of modernization of BHEL. He linked that modernization with professional life i.e in corporate life a person should be dynamic enough to adapt all the changes and should be able to handle stress. He then emphasized on the fact that business technology is improving and all the businesses should adaptable towards the changes in the business environment.

Mr. S Gnyanasundar from TATA Power gave us an overview of all strategic orientation of their company and the way they help the defense services in India.

Sreejith Krishnan Corporate Trainer from INFOSYS gave the students a gist of career management. After the successful session at the Infosys campus this session also proved to be a blast. He gave simplified difference between career and job so as to make the corporate life easier for the upcoming managers. He quoted that the only difference between job and career is the purpose to do it. He defined a success cycle.

One of the guests, worth mentioning will be Mr. Manjunath from Talent Bridge who introduced us about the 5 types of personality and helped us to find our hidden personality by questionnaire. These personalities depict a hidden leader in them in one or the other ways. The personalities are TIGER, CHAMELEON, TURTLE, EAGLE, SALMON.

Mr. Sriram Mangudi from Timkinbengaluru, highlighted critical thinking for business problems. While addressing the students, he quoted the words of Albert Einstein

“I have no special gift. I am only passionately curious “

Also he expanded the term TISCO for the students which stand for

T-Team

I-Individual

S-Shareholders

C-Customers

O-Organisation

Mr. Mangudi is a Global Professional For Human Resources (GPHR).

One of the eminent guest who came to enlighten us was Dr. N Jayasankar from NMIMS University. He emphasized on the fact that a good manager should be having a good combination of brain and body. He said that brain is a powerful computer that runs only on glucose and developed by unskilled labor and further added that 1 out of 4 MBA are actually employable and 75% are unemployable in India found in a survey by NASSCOM. So in order to develop the good leaders self management and self development are highly needed for today's youth.





# Finaguru

A event by the Finance Club of ISBR on October 8th 2011.



Finance is the blood of the business. Without finance business cannot survive. For this purpose, it is very necessary for future entrepreneurs to enhance their knowledge on finance. And keeping this point of view, the finance club of our college "Finaguru" conducted finance event on October 8th 2011. On this day the club had invited two eminent guests Ms. C.K. Vinitha and Prabhakar V.

Ms. C.K.Vinitha addressed the gathering on the topic "Investment strategy", where she explained regarding headwinds and tailwinds of Indian Market as well as the global market. In addition to this, she also gave information regarding different indices of Bombay Stock Exchange and National Stock Exchange. Besides the above topics, she spoke about gold market and global market.

Later the talk was followed by Prabhakar V of Bangalore Stock Exchange, where he spoke about the working of a stock exchange. His talk mainly included points regarding world indices like Nikkei 225, Dow Jones Industrial Average, S&P 500 and so on. Later he explained the trading taking place in stock exchanges and also about risk management.

These two eminent guests had given us valuable information which helped the students to understand the current market scenario and working of stock exchange.

After the guest lecture the day was followed by a quiz competition. The club had also conducted quiz competition to the juniors which was moderated by both senior students and Professor Amlan Bhattacharya. Out for the preliminary round only ten teams were selected for oral quiz and out of these teams only three teams were selected for the final round. The final participants were awarded with certificates and the day ended with a song by Professor Amlan.



# ELCIA Expo

On 11th January 2012, Wednesday, ISBR organized a stall in ELCIA expo (Electronic City Industrial Association)

It was a great exposure to meet such dynamic personalities in the corporate world and entrepreneurs from all over India. The event started at 10 A.M..The banners and the stalls were put up. The companies like RADEL, OPTO CIRCUITS, TATA POWER, TATA BP, MROTEK, ICICI BANK, AXIS BANK, VXL INSTRUMENTS, YOKOGAWA, CROWN PLAZA,

CARDIAC SCIENCE were a part of the event. A gathering of this level is extremely helpful to exchange ideas. Such interactions are unique and a good platform for all to learn.

MR. Bhushan shared his experiences with us, he advised us about the current scenario of corporate world which was so enriching such acquaintance was possible only because of ISBR, we are very thankful for experiencing such insightful event.

# EID in ISBR

Eid-ul-Fitr, Eid al-Fitr, Id-ul-Fitr, or Id al-Fitr , often abbreviated to Eid, is a Muslim festival that marks the end of Ramazan, the Islamic holy month of fasting. Eidis an Arabic word meaning "festivity," while Fitr means "breaking the fast". The festival celebrates the end of 29 or 30 days of dawn-to-sunset fasting during the entire month of Ramadan. The first day of Eid, therefore, falls on the first day of the month Shawwal.

Muslims believe that they are commanded by God, as mentioned in the Qur'an, to continue their fast until the last day of Ramazan. This time the festival came on 30th August 2011. In our campus as a tradition of celebrating all the festivals with unity and joy we have celebrated this Eid festival too. Irrespective of the religions, all the students took part in celebrating this holy occasion. There were so many cultural events like Dancing, Singing performed by various students. Special Prayer was done by the Muslim students on the day.

The special sweet for Eid, SEVAYYA was distributed across all students and the faculty attended the programme. Our MD, Mr.Manish Kothari and Director, Dr.K.S.Anandaram attended the program attended the

programme and wished everyone over there. Mr.Manish specially spoke about SEVAYYA and Dr.Anandaram gave an inspirational speech. Finally, the programme came to end by conveying vote of thanks to everyone and conveying warm EID wishes to everyone.





# TIMES NOW Youth Debate

with Arnab Goswami on 24th Feb, 2012

This year has been a plethora of opportunities at ISBR, so has been the event organized by TIMES NOW on 24th February, 2012 at Lincoln Hall Bangalore. Few of our students along with our faculty members had participated in this event; we took the liberty of an interactive session and asked several question and gained vivid views.

The crux of the debate session was “Is Reservation Still Needed In India”. There were many eminent people and delegates from industry, academics and media. The 3 vigorous rounds were moderated by none other Mr. Arnab Goswami. The ball rolled from the court of those who wants reservation in India, to those who are tired of the system. Questions were raised and people argued on reservation being their birth right but, few opposed with the fact that people with lower caliber get chances than who really deserves it. The discussion went on with the flow of the emotion and sometimes with the touch of ego which brought out the real essence. The audience also took this chance to question the panel present regarding the pros and cons of the reservation system. The panel had an extensive discussion about alternatives, solutions, best practices and concluded that if a system has become an integral part of today's society that it cannot be undone or removed then it must be re-built, re-engineered the policies. Let it be there to really help people rather than creating a monopoly of birthright.

With this event, the colours of the society were under the light to reconstruct the policies of India to have a better future.

# DiaKrisi-2011-12

(Desire for distinction)  
Mount Carmel Institute of Management



A talent pool to the ISBR business school which endeavored the paradigm shift held in Mount Carmel Institute of Management Studies. There were different platforms for B-schools which was united to show their talents and the ISBRians were the one among them. participated. A unique variety of competitions such as **ZEUS**[Best Manager] **EUREKA**[Business Quiz] **SOCRATES**[Finance, Banking & Insurance] **PLATO**[Marketing] **ARISTOTLE**[Human Resource] **APOLLO**[Advertising] **HELIOS**[Information Technology] **CRONUS**[Retail] **TROJANS**[Team Building] **HERMES**[Entrepreneurship Development] **ATHENA**[Cultural].

**It had a platform for the exchange of ideas and created a healthy competitive environment, where there is a constant 'Desire for distinction' among the various participants. The fest had more than 30 colleges from across the country participate.**

The Theme "RISE AGAINST CORRUPTION"

A motto, which stimulated the desire to grab opportunities, brave hardships, explore underlying capacities and emerge as a winner. The agents of change....in pursuit of greater heights!!!!The curtains were drawn with a glamorous performance by the MCIM's. Intellectual sponsors were **RED FM, The Deejay Groups and fashion partners NATURALS**. To build a knowledge partner is to success in a common platform called the “competition” A great experience and a divine knowledge fest and carnival.

# Leadership Development Program



The Leadership Development programme is envisaged to created leaders in the society. An attempt is made by the institute to build leaders in the pipeline. This year also witnessed a one day event with an objective of bridging the gap between industry and the academia. The day had seen seven LEADERS from the industry that had visited the campus and had intellectual deliberations in the forum. The programme started with an invocation followed by the key note address by Mr.Sibichen Mathew, Additional Commissioner of Income Tax .After the tea break there were guest from the corporates who moved the forum with their ideas and bench marking the latest happening in the industry. The Guests were Ms.Annapurna, HR Manager from Essilor India Pvt, Ltd, Mr.Joshua Rozario, CEO, Transevolveand Prof. Sheelan Misra. The sessions ended with Q&A with the audience. The inputs put forth were very much in sync with best practices in the industry and the kind of leaders who are transforming the

environment. The post lunch session saw a set of senior most academicians from the reputed institutes like CHRIST UNIVERSITY and from INFOSYS who set the platform with a panel discussion. The mixture of academia and the industry was felt in their talk. Prof.IndiraRamaswamy, Prof.Vishwanathan and Ms. Sowmya had brainstormed on why leaders? How leaders are made at the campuses and what are the skill sets required by the industry to make them corporate leaders. Prof Preeja Sreedhar moderated the flow of the panel and concluded the session by taking questions from the audience. The whole day revolved around talks from various domain knowledge experts, and the students had a glimpse of the attributes required to bridge the skill gap which very much exist in the rote learning system. People were asked to sharpen their saw, if they wanted to become “Industry Ready”. This was the ultimate take away from the LDP event.



# Corporate Network Cell

The students' overall growth takes place when they are exposed to practical knowledge than the theoretical ones. In this view the Corporate Network Cell (CNC), one among the active clubs of our college have taken baby footsteps to impart practical knowledge. This club has taken the initiative for the overall development of the students.

The club has arranged many guest lectures from day one onwards. The club has invited eminent guests from different fields like Information Technology, Electrical and Electronics and so on. These lectures would help us to know the different fields and their work area. Apart from these many lectures were related to leadership development. These lectures have given valuable information to the student community and it has helped the students to take decision about their future career.

In addition to this there had been several industrial visits. like Infosys, Wipro, Vacon, and APC. The representatives would explain their market strategies and also gave tips for our career which will help a lot in our future.

Thus through this club, students gain more practical knowledge which helps them to build their career.



## SNIPPETS

The following students had represented ISBR in different Intra collegiate event and won accolades for the institute.



**Zakiya Namreen & Julekha Anjum** had won the **First Prize** in HR Event held at SIT, Tumkur



**Vinitha, Subramanian, Deepti Janak, Rajshekar** had won the **second prize** in Team building activity at AIMS



**Rajshekar and Jagdish Fatwani** had secured prize in "*Rural Entrepreneurship Business Model*" award at the R.V.College of Management



**Venkatesh, Noothan Varma and Priya Jain** had secured the **second prize** for the Business quiz hosted at Adarsha College



**Ritankar and Rajshekar** had won the **third place** for management game at the Mount Carmel College.

# Christmas celebrations in ISBR



December is the month of joy, celebration, the month to spread love, peace and harmony and also the month where Christmas Day is celebrated.

On December 17, 2011 the Christmas and New Year event was conducted. The organizing committee was responsible for the arrangement of the program. Under the organizing committee there are also sub-committees such as Stage Committee, Decoration Committee, Invitation Committee, and Hospitality Committee. Each committee is assigned with a specific task and everything is left on their hands to decide how to do it and who is to do it and so on so forth. Therefore, the entire tasks have been sub divided and delegated to all the committees. In this way it enabled full participation from the students. All committees were working hand in hand for the smooth flow of arrangement and make sure that the preparation is going on according to the plan. Students put their efforts to make this event a grand success.

The program was held at the am phi theatre of the college and it was schedule to start at 3:00 pm. The guest of the day was Mr. Deepak Justin, corporate trainer who is also a part of the ISBR family including our M.D Mr. Manish Kothari, Principal, Faculty members and staff. After the arrival of the guest the program started with an Opening prayer. The program list is follows:

- Bible Reading and Opening Prayer
- Christmas Carol
- Skit
- Speech from the guest.
- Cake cutting
- Announcement of best angel.
- Dance
- Singing
- Closing Prayer

It was an enjoyable event for everyone as the students have celebrated this festival together as one big family.





# Happy Teacher's Day

Teacher's Day is intended to be special day for appreciation of teachers. The Teacher's Day is celebrated across the country on October 5th remembering Dr. Radhakrishnan. It's a celebration to honor the teachers for their special contribution in a particular field, area or the community in general. In India 5th September is celebrated as Teachers' day as a mark of tribute to the contribution made by teachers to the society. 5th September is the birthday of a great teacher Dr. Sarvapalli Radhakrishnan who was a great believer of education and was the well known diplomat, scholar, president of India and above all a teacher.



Well known author said "A good teacher is like a candle- it consumes itself to light the way for others". Yes the teachers of ISBR are like candles who light the way for their student. And surely the students are a bank where the teachers can deposit their most precious treasures i.e. their knowledge, experience and learning.

It was 5th September the day to show our love and gratitude towards our teacher. All the students after their class assembled into the auditorium to celebrate Teachers' Day. All the students along with their senior started decorating the auditorium with full enthusiasm. Some were running to get the chairs in a place, some for the food and some to see that everything was in a right place. Everyone wanted to show their gratitude in their own style. And then our teachers arrived in the

auditorium with a smile and glow in their face. When they stepped in everyone shouted "Happy Teachers Day". They have no idea what the students have planned for them to make their day a special one. It started with beautiful quotes by Lily Tomlin "I like a teacher who gives you something to take home to think about besides homework."

The celebration started with a PowerPoint presentation game which was named as "Treasure hunt" Where the teachers had to find some gifts for themselves within a given time slot. Everyone were given a clue and the first clue was library, the second was in food court and the final clue was in auditorium. All the faculty rushed towards the Library to find their gifts. Only few seniors went with them and rest of the students stayed into the



auditorium. We were curious and excited to know who would be the winner. Then suddenly Amlan Sir came and he was the first to find the gift in the given time slot. Everyone cheered for each faculty. Amlan Sir the cuckoo of ISBR sang a beautiful song which pulled up many students to the dance floor. Our placement officer "Abbas Sir" who made the day more special when he joined Amlan Sir while singing. At last our beloved teacher Preeja Mam came on behalf of all the faculty and said "...". Even Sabina Mam the great motivator showed her affection towards the students by writing in the facebook that "....." We felt great because we achieved somewhere to make their day special.



# Angels meet the Devils

Day of Joy, Happiness, Creativity and lot of fun. Yes it was our fresher's day, for which we were waiting from the day we started our journey in ISBR. How to describe our happiness and excitement? Everyone was waiting for that day which named as "Angels meet the Devils" this was the theme of our fresher's party. Every individual had been divided as angels and devils. The function started in the evening from 4pm but for us it started much before. Some people gave their participation for Mr. & Ms. Fresher.

As the classes came to an end, everyone went to change their dresses and they longed to look as good as possible. The students started clicking photos to freeze out those beautiful memories and they were in their best dresses and wanted to rush to the auditorium, to enjoy the evening with their friends and seniors. The auditorium was decorated with star, face of devils, tiaras and many

more. The programme started with beautiful quotations and then we met our super seniors who came as a judge to select Mr. & Ms Fresher. It started with the usual fanfare and after the fresher's were seated, the juniors were asked to introduce themselves to the seniors. Some of them were seen dancing, singing or acting. And then came the fashion show where, many juniors participated with full enthusiasm and with a great smile writ large on their face. It was a different feeling for all of them somewhere thrilled and somewhere nervous. The participant showed their talent either in Dance, poetry or by singing. A solo dance by one of the seniors to entreat the freshers. A special song by Prof. Amlan was very melodious. The excitement augmented to a joyful high when the Professor joined the festivities with students on the dance floor. The crowd pulled out all stops and went into crazy state of frenzied dancing. And then the much waited title round i.e. the best Mr and Msfreshers and the best angel and devil. It was Renju and Vamshi who made it. A title well deserved by both of them. The title of angel and devil went to Swetha and Riddhima.

Awww...the last straw was the delicious food, which tasted great! Well that was the formal part of it; the crowd went into a crazy state of frenzied dancing when the music started which broke the barriers between the two batches. Everyone was pulled up and finally for a closing night for everyone, because all of us were exhausted. Let us be grateful to people who make us happy; they are the charming gardeners who make our souls blossom. Thank you all who made our day so special.







Poem

# Ignorance



*Thou live in memoriam of pride  
 Unaware thine withered life  
 Dark arms laiding in the field  
 Hoping for light, glimpsing at it.*

- Savita

Inter-Collegiate Fest

## JAZBA - Management Fest hosted at ISBR



**O**n 17th of March, 2012, ISBR hosted an intercollegiate event "JAZBA" which went off with lot of fun and frolic. The event was also memorable because it witnessed the belated "INTERNATIONAL WOMEN'S DAY." The Guest of honor was Mrs. Krupalatha Martin Das, CEO founder Director of SUKRUPPA Foundation, Bangalore. The programme started with a welcome address, invocation dance and a beautiful hymn by the student. The key note address by Mrs. Krupalatha was inspirational and the audience was engrossed by the specialty of the guest. She also had declared JAZBA, open and thus followed the vote of thanks by Prof.PreejaSreedhar which marked the end of the morning session.

The management events rolled by and every event had lot of participants:

- **COLLAGE:** The colorful event had participants from OXFORD, IBMR, IZEE and ISBR. The theme was "Women and ageing; an awakening factor" The judge for the event was Mr. PremKumar , a 3D expert from Dexler

Info solutions. The first prize was received by IBMR and the second prize was taken by OXFORD.

- **MOVIE MAKING:** The event churned out the creative juices of the participants, the Judge was Mr.Mahesh Reddy, a film maker from Orange pixels and the theme was on WOMEN EMPOWERMENT AND CREATIVITY. A team from IBMR was awarded the first prize.

- **COOK WITHOUT FIRE:** The participants were from INFOSYS, IBMR,IZEE. It was judged by Mr. Dinesh Bala, Chef and food operations Officer At SVENSKA Hotel groups. The participants were judged



on time factor, garnishing done, creativity etc. Once again IBMR won the first prize followed by ISBR.

- **FACE PAINTING CONTEST:** This brought out a myriad of artistry and designs on the faces of participants from ISBR. The judge was a Tarot Reader Mrs. Shwetha V.J.

- **60 SECONDS:** The fun game event was very interesting the participants were given a task to complete within 60 seconds. There were 25 students who participated and it this game witnessed a largest crowd of participants.

- **SINGING AND DANCING Competition:** This was the last programme for the day. The talents poured in from various colleges like WELLINGKAR, IBMR, INFOSYS, ISBR, IZEE. The chief guest was Ms. Preethi (Choreographer and a singer) who declared the winners. The first prize was bagged by ISBR, Second by WELLINGKAR, and the third was won by the INFOSYS.Thus the rejoicing group of audience was left asking for more.

Event

## Farewell to SAPLINGS From COLORS AND PETALS

**F**or every beautiful morning, there is always night which ends the day. But every night we have a hope to have a beautiful morning again. With this same hope that our seniors would have a bright future, we juniors planned a grand close to their time spent in ISBR.

To make there evening to be the most memorable one and to give them a happy ending which would be remembered for years, we made the plans to organize a farewell for them. With invites being sent, with dress codes being decided, the games being planned, the memento's being designed and ordered and the dances to be performed being practiced, the day actually arrived-26th may 2012.







The best surprise for the seniors was the effort we put in to collect all their photos together to make the backdrop for the stage. The evening started with a surprise to us with all beautiful ladies draped in beautiful saris and handsome looking men entering the hall taking their seats and gearing up to enjoy their final evening.

Though there were some technical issues which interrupted the show, but our enthusiastic and jovial seniors did not stop enjoying and they had their own way to enjoy the evening. The program finished with distributing the memento's which was designed and customized with their names on the pens, card holders and table watches. This was followed by the dinner and not to forget, a lot of "PHOTO SESSION".

As mentioned, there is always an end for every moment and situation, be it happy or sad for a new beginning to start. On this note, with goodbyes and hugs we parted with our lovely seniors and wished them success for their new life's which they are going to encounter.

**Event**

# AVANT- GARDE

-people's power

**W**ithout money your organization would not work and without people you would not be able to allocate your money or resources. As people being the most important resource for an organization to work, managing them efficiently and effectively so that they put in their best efforts is very important for an HR manager.

To build in the power to manage people and to build in the spirit of working in a team, the HR club under the guidance and support of Preeja Ma'am organized this event. With a pool of enthusiastic participants flowing in for all the rounds, it was a great experience.

First round being the INKBLOT test, a psychometric test which is done by many organizations today. Second round being the team building round, which depicted how well a person can work in team which is also very important. Third round was to place a celebrity (Aamir Khan, Man Mohan Singh, Sudha Murthy, etc) place in

any existing industries is different from where they are today and to write the JOB DESCRIPTION for the particular job allotted. And the final round was to identify the HR functions and jargons through pictures.

As we had 35 teams taking part for the rounds, by calculating the scores with the help of Sabina Ma'am, the winners were:

1. Gnanashekar and Venkatesh
2. Pooja and Gargi
3. Suma and Nived

End of the day it was a learning experience for the coordinators (Bhavneet, Renju, Sweta, Savita and Zakiya) and for the participants, because its only the learning process which remains better than the prizes and trophies.

**Event**

# IIM Bangalore ICER Conference

**C**an you think about any bigger platform other than IIM when one comes to management study? Every student will some or the other way wants to get associated to any of the programs @ IIM.

With the help of our faculty members few of our batch mates got a chance to be a part of International Consortium for Entrepreneurship ICER (BRIC) which was held in IIM Bangalore from 8th - 10 th December, 2011

It was an endeavor on IIM's part to give an exposure about the Indian Culture to all the foreign delegates present in this three days conference. ISBR, Christ College, Standard VIII - IX students from different school, and professional traditional marshal art practitioners were the participants in this program.

The students made an effort to show a glimpse of our enriched culture through different dance forms practiced in India - Sensational "KATHAK", Charming

"BHARATNATYAM" and Soothing "RABINDRANRITYA". There was also a performance of ancient marshal art form and KalaNritya. One of the Indian delegates had also given us a wonderful feel of Indian famous songs in 8 different languages.

Being in the IIM Campus was in itself an overwhelming experience but icing on the cake was to perform in front

**Talk**

# Beyond words on a page

"Know the subtity of the world, Reflect it in yourself-success."

The person with his silver hairs which equals his experience of the corporate life had cleared the clouds upon the student's heads, on the day of Eid Mubarack-07.11.11. Dr. Jayashankaran addressed the audience on the fact there is always a bridge between the reality and the words proposed in management.

As the river meets every strands of the land, he crossed the various fields of management like marketing, human skills. He stated with Srikanth dutta's words what a management student is expected to possess."Leaders with integrity not managers with competency"

Dr. N Jayasankar also stated that the deficiency of a B-school students were lack of critical creative integrative thinking and thereby not able to accept the realities of an organization. Ages wither and self learning, self actualization, self discipline have been lost in the students told Mr.

Dr. N Jayasankar quoted lines from Bhagavat Gita" believe in yourself" and from Mahabharat" Practice what you preach" to be successful. He also stated the students' mind as said by Bacon -Men in his position feels happy with the words stated by others that he is happy, as students does not believe themselves to be efficient they expect others to propose it.

of the delegates coming from across the world. IIM Bangalore has the students a splendid opportunity which was an overwhelming experience.

It was a beautiful experience for the students and an extensive exposure about how International Conferences work.

The event ended with Kalam's sound words "An ignited word is more powerful than anything else".



# Student Clubs@ ISBR



## READERS & WRITER'S CLUB

Sweta Singh, Gargi Roy  
& Guruprasath

## MARKETING CLUB

Sridevi & Suma

## FINANCE CLUB

Sandeep & Pratima Reddy

## HUMAN RESOURCE CLUB

Bhavneet Prabhu & Manjula Devi

## CSR CLUB

Sajay R Nair, Noothan Venkatesh  
& Riddhima Bose

## CULTURAL CLUB

Zakiya Namreen & Sharad

## CASE STUDY CLUB

Prashanth

## SPORTS CLUB

Pooja Sharma & M P Srisha

## E-CELL

Renju Krishna & Gnanasekar

## CNC CELL

Julekha Anjum & Thomas E.T

“The clubs provided a platform to showcase the capabilities of the students subsequently it helps them to develop a holistic personality in the long run. There are many instances where individuals have built their lives as well added feathers to the crowning glory of the institute.”



*“When we wake up in the morning, we have two simple choices. Go back to sleep and dream or wake up and chase those dreams”.*

### EDITORIAL TEAM:

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