

IMPACT REPORT 2024



Acknowledgement:

SDG's Impact Report 2024

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ISBR's Sustainable Development Goals

ISBR Business School takes a comprehensive approach to advancing the United Nations Sustainable Development Goals (SDGs), prioritizing impactful initiatives across multiple fronts:



3 GOOD HEALTH AND WELL-BEING



SDG 3: Good Health and Well-being: We champion initiatives that improve access to healthcare services, raise awareness about health issues, and promote holistic well-being for individuals and communities.

SDG 4: Quality Education: Our commitment to providing high-quality education is unwavering. We strive to offer accessible, inclusive learning experiences that empower students with the knowledge and skills necessary for personal and professional success.

4 QUALITY EDUCATION



5 GENDER EQUALITY



SDG 5: Gender Equality: At ISBR, we foster an environment that promotes gender equality. We are dedicated to offering equal opportunities to all genders and actively work to eliminate gender-based discrimination and stereotypes.

SDG 10: Reduced Inequalities: Addressing inequalities in education, employment, and society is a key focus for us. We promote diversity, inclusivity, and equitable access to resources and opportunities to ensure a fair and just society for all.

10 REDUCED INEQUALITIES



17 PARTNERSHIPS FOR THE GOALS

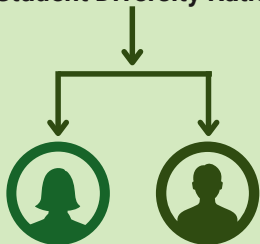


SDG 17: Partnership for the Goals: Collaboration is at the heart of our approach. We actively engage with industry partners, governmental organizations, and NGOs to forge strategic partnerships aimed at achieving sustainable development outcomes and making a positive impact on a global scale.

Through our commitment to these SDGs, ISBR Business School is dedicated to driving meaningful change and creating a better future for all.



Student Diversity Ratio



42%
Female

58%
Male

26

States Students from
Different States in India



19

Scholarships Provided to
the students in the year
2023



57%

Women Empowerment
Hiring at ISBR



124

Research papers
Published on
Multidisciplinary Topics

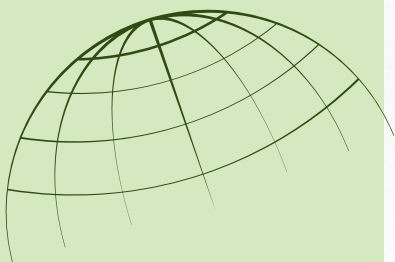


1000+
Students
Community
Impacted

300+
Community
Engagement

40

Collaboration with
Regional, National &
Global Communities



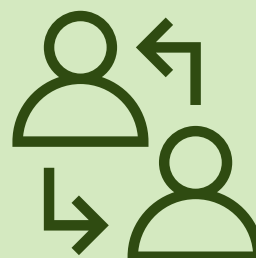
45

International Partnership
with Universities and
Communities

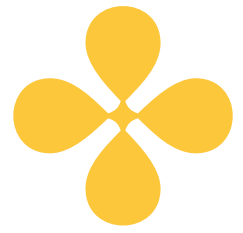


250+

Industry Collaboration
and Engagement



SDG's Impact Message



At ISBR Business School, our unwavering commitment to advancing the United Nations Sustainable Development Goals (SDGs) is reflected in every partnership, initiative, and event we undertake. Through dynamic collaborations with government bodies, NGOs, corporate partners, and community organizations, we continue to make meaningful contributions, educating, empowering, and creating awareness at the local, national, and global levels.

We believe that sustainable change is built through collective effort and continuous engagement. Our focus areas include:

SDG 3 – Good Health and Well-being:

We champion initiatives that promote physical and mental wellness, ensure access to healthcare awareness, and foster a culture of holistic well-being within our communities.

SDG 4 – Quality Education:

At ISBR, education goes beyond classrooms. We create opportunities for students to gain expert insights, engage in experiential learning, and nurture leadership qualities that prepare them to become catalysts for positive societal transformation.

SDG 5 – Gender Equality:

Through empowerment sessions, sensitization workshops, and dialogues on equity, we actively work to challenge gender biases and encourage inclusive growth—both within the institution and beyond.

SDG 10 – Reduced Inequalities:

Our outreach programs aim to bridge social and economic divides by providing learning, upskilling, and career opportunities for underrepresented and marginalized communities.

SDG 17 – Partnership for the Goals:

We believe collaboration is the cornerstone of impact. Partnering with diverse organizations across sectors, we combine knowledge, innovation, and resources to accelerate progress toward shared global sustainability goals.

Together, we at ISBR Business School are not just aligning with the SDGs; we are driving the change that defines them.



Foreword from President

Dr. Manish Kothari

President, ISBR Business School

As we reflect on our journey and milestones, the ISBR Impact Report 2024 stands as a testament to our growing commitment to nurturing socially responsible leaders, entrepreneurs, and professionals. It celebrates our collective achievements while paving the way toward a future grounded in inclusivity, sustainability, and shared prosperity.

Guided by our Strategic Plan: Creating a Future for All 2030, ISBR Business School, Bangalore, continues to uphold its core values of proactiveness, integrity, continuous learning, improvement, and social responsibility. Our mission aligns with the United Nations Sustainable Development Goals (UN SDGs), which serve as a guiding framework for evaluating progress and shaping purposeful action.

In an era demanding sustainable transformation, ISBR remains at the forefront of driving meaningful change through education, research, and community engagement. By embedding the SDGs across our academic, research, and outreach initiatives, we strive to cultivate not only capable professionals but also empathetic changemakers equipped to create a fairer and greener world.

As we advance in our pursuit of excellence, we reaffirm our vision of becoming a global center for knowledge creation and dissemination, fostering innovation and leadership that transcends boundaries.

We extend heartfelt gratitude to our faculty, staff, students, and partners whose dedication and passion have been pivotal to our success. Together, we remain steadfast in our mission to create lasting impact, inspire purposeful growth, and shape a brighter, more sustainable tomorrow.



Foreword from Dean

Dr. Narasimhan

Dean, ISBR Business School

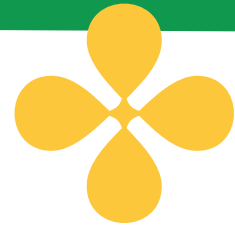
It gives me immense pride to present the ISBR Business School Sustainable Development Goals (SDG) Impact Report, a reflection of our unwavering commitment to excellence, innovation, and social responsibility. At ISBR, education extends beyond classrooms; it is a mission to transform lives and contribute meaningfully to the realization of the United Nations Sustainable Development Goals (UN SDGs).

Our strategic pillars, Transform, Innovate, Engage, and Impact, form the foundation of our institutional vision. Through transformation, we empower students to become responsible leaders; through innovation, we drive creative solutions to global challenges; through engagement, we build strong collaborations; and through impact, we measure success by the positive change we bring to society.

Each initiative at ISBR reflects our dedication to holistic growth. We strengthen academic excellence in line with SDG 4 (Quality Education), promote research and partnerships advancing SDGs 9 and 17, and support student and alumni success, fostering decent work and reduced inequalities (SDGs 8 and 10). Our commitment to sustainable infrastructure and ethical governance reinforces SDGs 9, 11, 16, and 17.

As we continue to expand our global reputation and partnerships, we remain devoted to inclusive progress and the belief that education is the most powerful force for societal transformation.

I extend heartfelt gratitude to our faculty, staff, students, alumni, and partners for their passion and commitment. Together, we will continue to build ISBR's legacy as a beacon of knowledge, leadership, and sustainable impact.



Foreword from **Academic Director**

Dr. Nila A Chotai

Academic Director, ISBR Business School

It is with immense pride and joy that we present the ISBR Impact Report 2024, a testament to our shared vision of creating a sustainable, inclusive, and compassionate world for people and the planet.

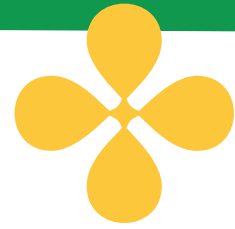
At ISBR Business School, we believe that education must serve as a powerful force for good. Guided by the United Nations Sustainable Development Goals (SDGs), we have embedded sustainability and social responsibility into every facet of our academic and institutional culture.

Through immersive learning experiences such as rural engagement, social responsibility projects, and financial literacy initiatives, students develop the empathy and expertise necessary to lead with purpose. Our research and consultancy endeavors further reinforce our commitment to transforming ideas into solutions that make a tangible impact.

The establishment of the Sustainability Club and various campus initiatives reflects our commitment to promoting awareness, responsibility, and collective action among students, faculty, and staff.

Beyond academics, our community engagement programs empower underrepresented groups and promote inclusive growth, embodying our belief in equity and shared progress.

As we move forward, I extend heartfelt gratitude to our students, faculty, staff, alumni, and partners. Together, we will continue advancing knowledge, strengthening impact, and shaping a sustainable future for generations to come.



Foreword from Head SDG's Impact

Dr. Veena Shenoy

Head SDG's Impact, ISBR Business School

Reflecting on our continued dedication to the United Nations Sustainable Development Goals (SDGs), we take great pride in the meaningful impact ISBR Business School has created across local, regional, and global communities. In 2024, we strengthened our efforts toward key goals — Good Health and Well-being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Reduced Inequalities (SDG 10), and Partnerships for the Goals (SDG 17) — each integral to our institutional mission.

A highlight of the year was ISBR's participation in the Erasmus Spirit Project, a European Union-sponsored initiative addressing the growing prevalence of non-communicable diseases (NCDs) in India, Indonesia, and Sri Lanka. Through this collaboration, ISBR promoted sports and physical education as tools for inclusion, empowerment, and community well-being, particularly among underrepresented groups. This initiative exemplified our commitment to health equity and international cooperation.

Our focus on Quality Education was reinforced through experiential learning initiatives, rural immersion programs, and interactive sessions with industry leaders. These experiences enabled students to engage deeply with real-world sustainability challenges while fostering empathy, awareness, and leadership. Through sustained partnerships with NGOs, corporates, government bodies, and civic organizations, ISBR continues to design impactful, scalable solutions addressing social, economic, and environmental issues.

As we look ahead, we remain committed to innovation, collaboration, and sustainable progress, building a future that is inclusive, equitable, and resilient for generations to come.

ISBR SDG's Engagement 2024

SNO	Event	Date	SDGs
1	Campus Drive IDBI Bank	January 4, 2024	SDG 4, Quality Education
2	Campus Drive Bandhan AMC	January 12, 2024	SDG 4, Quality Education
3	Financial Literacy: Mutual Funds	January 12, 2024	SDG 4, Quality Education
4	HR CONCLAVE Agile HR Navigating the Future of Work	19th & 20th Jan 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
5	(IIC) at ISBR recently hosted the Intracollege Business Plan Competition	February 23, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
6	Talented minds of the new FPM Batch	February 25, 2024	SDG 4, Quality Education
7	ISBR Patriotic Run on the 75th Republic Day!	January 26, 2024	SDG 3, Good Health & Well Being; SDG 4, Quality Education
8	Faculty Development Program on Patent Writing and Filing	February 1, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
9	ISBR 21 Day Health Challenge	February 2, 2024	SDG 3, Good Health & Well Being; SDG 4, Quality Education
10	ISBR Business School and ISBR College had the distinct honor of hosting a post-Budget Panel Discussion	February 2, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
11	captivating session on "Achieving Problem Solution Fit & Product Market Fit."	February 14, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
12	The Rural Marketing class at Vanakanahalli	February 14, 2024	SDG 4, Quality Education
13	Campus Drive Qess Corp Limited	February 15, 2024	SDG 4, Quality Education
14	ISBR Business School's Mega Cyber Safety Awareness Campaign Creates a Safer Digital Future in Gubbi, Karnataka	17th, 18th, & 19th. Jan 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
15	Expert Talk on Career Decisions - Not Serendipity	February 16, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
16	"Entrepreneurship Skill Attitude & Behaviour Development,"	February 21, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
17	How to Write a Strong Research Proposal?	Feb - Mar 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
18	ISBR Recently Participated Visit of Greek Deputy Minister of Foreign Affairs Mr Fragkogiannis to India	February 23, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
19	Inauguration of PGDM for Industry Sponsored Executives	February 24, 2024	SDG 4, Quality Education
20	ISBR Business School Hosts Inauguration Ceremony for FPM Batch of 2023	February 25, 2024	SDG 4, Quality Education
21	Commending Amul: Reflecting on 50 Years of Dairy Dominance	February 27, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth
22	"Reconnecting Generations: ISBR's Back to Campus Family Edition	February 28, 2024	SDG 4, Quality Education

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
23	International Conference on Global Innovations: Sustainable Practices and Emerging Trends	March 1, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
24	panel discussion on "Empowerment Through Inclusivity: Creating Change Together."	March 1, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
25	End Polio Now	March 3, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
26	Walkathon - Unity, Empowerment, Health, and Well-being.	March 3, 2024	SDG 3, Good Health and Wellbeing; SDG 4, Quality Education; SDG 17, Partnership for Goals
27	International Women's Day - Empowering Women: Be, Believe, Achieve	March 8, 2024	SDG 5, Gender Equality; SDG 4, Quality Education; SDG 17, Partnership for Goals
28	ISBR Business School's Inter-College Competition: Fostering Innovation and Entrepreneurial Spirit in Bangalore	March	SDG 9, Industry, Innovation, Infrastructure; SDG 4, Quality Education; SDG 17, Partnership for Goals
29	Hybrid Round Table Conference - "Collaborative Strategies for Driving Growth and Adaptability"	March 9, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
30	Unveiling the World of International Education	March	SDG 4, Quality Education; SDG 17, Partnership for Goals
31	Exploring the Data Science Frontier: ISBR's Campus-to-Corporate Summit	March 8, 2024	SDG 4, Quality Education
32	Empowering Youth Voices: ISBR's Participation in the 'Mera Pehla Vote-Desh Ke Liye' Campaign	March	SDG 4, Quality Education

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
33	Alumni Spotlight: Insightful Interaction Session with Nikhil M Sasikumar, Product Manager at Salesforce.com	March 16, 2024	SDG 4, Quality Education
34	"Brewing Bonds: FPM Coffee Connection - Uniting Minds Over Coffee"	March 17, 2024	SDG 4, Quality Education
35	Exciting Opportunity Alert: Factset Systems India Private Ltd Campus Drive at ISBR Business School!	Mar 18th & 19th - 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
36	Alumni Spotlight: Inspiring Journey of Mr. Chetan Samadhiya from ISBR MBA to PwC India Director	March	SDG 4, Quality Education
37	"ISBR Business School Representatives Shine at GDEI Education Trade Mission in Bengaluru	March	SDG 4, Quality Education; SDG 17, Partnership for Goals
38	ISBR Marketing Conclave 2024: Navigating the Marketing Horizon	22nd & 23rd March 2024	SDG 4, Quality Education
39	United for Water: ISBR's World Water Day Skit Sparks Conservation Action"	March 22, 2024	SDG 6, Clean Water and Sanitation; SDG 4, Quality Education
40	Driving Growth and Adaptability: Insights from ISBR's Hybrid Round Table Conference	March 9, 2024	SDG 4, Quality Education
41	Karnataka Wheelchair Cricket Association. (State Level Wheelchair Cricket Tournament)	March 23, 2024	SDG 3, Good Health and Well being; SDG 4, Quality Education; SDG 10, Reduced Inequalities
42	Alumnus Mr. Nikhil M Sasikumar Inspires ISBR Students with Product Management Expertise	March 25, 2023	SDG 4, Quality Education

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
43	ISBR Business School Hosts Dynamic Industry-Academia Interaction on Human Capital Management	March	SDG 4, Quality Education
44	Find Balance, Find Strength: Introducing RE-LEVEL - Your Path to Mental Wellness	March	SDG 3, Good Health and Well being; SDG 4, Quality Education
45	Empowering Tomorrow's Leaders: ISBR's DEIB Certification Program	March 2, 2024	SDG 4, Quality Education
46	"Unveiling Excellence: Aikyam'24 - The Epitome of Innovation and Camaraderie at ISBR Business School"	12 & 13th of April	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth
47	Exploring Excellence: ISBR's Management Immersion Program at IIM Nagpur	April 1st to April 5th, 2024	SDG 4, Quality Education
48	HR Panel Discussion	April 16, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
49	"Forging Educational Diplomacy: ISBR Joins Indian Delegation to Vietnam for Collaboration and Progress"	April 24, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
50	MOU Partnership between ISBR Business School and WANITA to promote gender diversity, equity, and inclusion!	April 29, 2024	SDG 5, Gender Equality; SDG 4, Quality Education; SDG 17, Partnership for Goals
51	"Global Horizons: Navigating Exchange Programs with Expert Guidance at ISBR"	May 3, 2024	SDG 4, Quality Education
52	Faculty Development Program & Workshop	10 & 11 MAY 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
53	The Happy Folks Club	May 12, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
54	World Environment Day	June 5, 2024	SDG 3, Good Health and Well-being; SDG 15, Life on Land
55	SWATANTRA "Senior Citizen Program"	June 16, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
56	SWATANTRA "Senior Citizen Program" Session 2	June 23, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
57	SWATANTRA "Senior Citizen Program" Session 3	June 30, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
58	SWATANTRA "Senior Citizen Program" Session 4	July 7, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
59	Bangalore Bioinnovation Centre for an industrial visit.	July 12, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
60	SWATANTRA "Senior Citizen Program" Session 5	July 14, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
61	SWATANTRA "Senior Citizen Program" Session 6	July 21, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
62	WiREnet Knowledge Series on "Creating Inclusive Spaces for a Thriving Workplace."	July 26, 2024	SDG 4, Quality Education; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
63	SWATANTRA "Senior Citizen Program" Session 7	July 28, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
64	Study Tour at the 3M Research & Development Centre	July 29, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
65	Industry Study Tour at Kewaunee International Group	July 29, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
66	SWATANTRA "Senior Citizen Program" Graduation Day	August 4, 2024	SDG 3, Good Health and Well-being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
67	Industrial Visit at nandini diary	August 10, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
68	Empowering Young Innovators: Design Thinking Workshop on "Creating the Ultimate School Wallet" at KMV Red Hills High School	August 13, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
69	78th Independence Day!	August 15, 2024	SDG 10, Reduced Inequalities; SDG 16, PEACE, JUSTICE AND STRONG INSTITUTIONS; SDG 4, Quality Education
70	HR workshop on Agile HR in Talent Acquisition, featuring expert panelists	August 17, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
71	Expert talk on current challenges and opportunities in the corporate world	August 24, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
72	"ISBR Hosts Insightful Discussion on Driving Innovation with Regional Startup Enablers"	August 27, 2024	SDG 4, Quality Education; SDG 9, Industry, Innovation, Infrastructure; SDG 17, Partnership for Goals
73	Expert Talk on Gig Economy Workforce Landscape in 2047	August 30, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
74	Expert Talk on making a successful transition from campus to corporate life!	August 31, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
75	"Industry Experts Share Game-Changing HR Insights at ISBR Panel Discussion"	August 31, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
76	Workshop on sustainability and social change	19th & 27th August 2024	SDG 4, Quality Education; SDG 10, Reduced Inequalities; SDG 12, Responsible Consumption and Production
77	ISBR MBA Students Commit to Sustainability and Social Inclusion for a Better Future!	September 2, 2024	SDG 4, Quality Education; SDG 10, Reduced Inequalities; SDG 12, Responsible Consumption and Production
78	Workshop titled Building Bridges: "Inclusive Pathway to a Better Tomorrow"	September 2, 2024	SDG 4, Quality Education; SDG 10, Reduced Inequalities; SDG 5, Gender Equality
79	Mr. Anoop Gurunathan Presents Pioneering Digital Marketing	September 4, 2024	SDG 4, Quality Education; SDG 8, Decent Work and

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
	Strategy for Ayurveda Tourism at ISBR Business School		Economic Growth; SDG 17, Partnership for Goals
80	"ISBR Students Celebrate Teachers' Day with Government School Children, Fostering Learning and Gratitude"	September 5, 2024	SDG 4, Quality Education
81	Expert Talk on "Ace Your Campus Placement: Strategies for Success"	September 9, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
82	Industrial visit to TVS Motor Company Limited	September 9, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
83	Expert talk on HR media management & placement panel strategies	September 9, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
84	Industrial visit to iD Fresh Food (India) Pvt. Ltd	September 10, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
85	Expert Talk on "Integrating Lean Startup and Six Sigma for Continuous Improvement" was a resounding success!	September 10, 2024	SDG 4, Quality Education; SDG 9, Industry, Innovation, Infrastructure; SDG 17, Partnership for Goals
86	Launch of ISBR SDG's- iLight, Humanity, Inclusivity and Peace book	September 12, 2024	SDG 4, Quality Education; SDG 10, Reduced Inequalities; SDG 5, Gender Equality; SDG 17, Partnership for Goals
87	Expert Talk	September 13, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
88	Powerful HR Panel Discussion on Current HR Strategies for Promoting	September 14, 2024	SDG 4, Quality Education; SDG 8, Decent Work and

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
	Mental Health and Well-being across industries.		Economic Growth; SDG 17, Partnership for Goals
89	Industrial Visit to Titan Eyeplus	September 14, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
90	MOU between ISBR Business School, India IN, and ISAG European Business School, Portugal PT.	September 18, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
91	Expert Talk	September 18, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
92	panel discussion by Industry Experts on The Future of AI	September 19, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
93	HR Conclave The Evolution of Learning & Development	September 21, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
94	Blood Donation Camp 2024	September 21, 2024	SDG 3, Good Health and Well being; SDG 10, Reduced Inequalities; SDG 17, Partnership for Goals
95	POSH (Prevention of Sexual Harassment) training session	September 21, 2024	SDG 4, Quality Education; SDG 10, Reduced Inequalities; SDG 5, Gender Equality; SDG 17, Partnership for Goals
96	Guest Lecture on "What's Left Behind"	September 26, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
97	panel discussion on 'Future of Operations and Supply Chain in a Digitally Driven World'	September 27, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
98	HR Conclave	September 28, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
99	Celebrating the Swachh Bharat Abhiyaan from September 30 to October 4, 2024.	Sep 30 to Oct 04, 2024	SDG 4, Quality Education; SDG 3, Good Health and Well being; SDG 17, Partnership for Goals
100	Expert talk on: Building a Consumer Healthcare Brand	October 3, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
101	ISBR X KEKA HR Conclave	October 4, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
102	Championing Inclusivity: Mrs. Savita G Rao Defends Groundbreaking Thesis on Disability Inclusion in the IT & ITES Sector	October 4, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
103	Expert talk on Building Perspective	October 5, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals
104	Event to honor the legacy of Dr. APJ Abdul Kalam on his birth anniversary.	October 15, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth
105	You are Precious” an interactive session	October 19, 2024	SDG 4, Quality Education; SDG 3, Good Health & Well Being; SDG 17, Partnership for Goals

ISBR SDG's

Engagement 2024

SNO	Event	Date	SDGs
106	Panel Discussion on Well-being is the catalyst for unlocking human potential in the workplace."	October 21, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth; SDG 17, Partnership for Goals
107	Session on leadership and global business strategies.	October 24, 2024	SDG 4, Quality Education; SDG 8, Decent Work and Economic Growth
108	completion of Season 02 of our SWATANTRA "Senior Citizen Program,"	December 15, 2024	SDG 4, Quality Education; SDG 3, Good Health & Well Being; SDG 17, Partnership for Goals
109	ISBR Business School is launching the AI Centre!	December 19, 2024	SDG 4, Quality Education
110	MOU with Annaya foundation for mental health	December 21, 2024	SDG 4, Quality Education; SDG 17, Partnership for Goals

ISBR's Commitment to SDG 3: Good Health and Well-Being

At ISBR Business School, the pursuit of excellence goes hand in hand with the promotion of holistic well-being. The institution recognizes that true education transcends academics; it involves nurturing the physical, emotional, and mental health of individuals. In alignment with the United Nations Sustainable Development Goal 3 (Good Health and Well-Being), ISBR actively works to create a culture where wellness becomes a way of life and not just an initiative.

The philosophy of ISBR emphasizes that good health is the cornerstone of human potential. A healthy individual is better equipped to think clearly, act responsibly, and lead with empathy. The school's ecosystem is thoughtfully designed to ensure that students, faculty, and staff experience an environment conducive to balance, mindfulness, and vitality. Wellness at ISBR is viewed as an interconnected experience encompassing the body, mind, and spirit, all of which play a vital role in shaping responsible global citizens.

Mental well-being is a key focus at ISBR. The institution recognizes that modern academic and professional challenges can often lead to stress and emotional fatigue. To address this, ISBR fosters a culture of openness, empathy, and understanding. Students are encouraged to engage in conversations around mental health, emotional awareness, and self-care without fear or stigma. By cultivating such a space, the institution empowers its community to acknowledge emotions, seek support when needed, and develop resilience to navigate life's challenges with strength and positivity.

Physical health is equally prioritized. ISBR encourages practices that promote active living, proper nutrition, and preventive health measures. Through awareness, education, and an inclusive campus environment, individuals are motivated to adopt sustainable lifestyle habits that contribute to long-term wellness. The idea is not only to stay fit but to live consciously making choices that benefit both personal health and the well-being of the larger community.

Inclusivity forms the heart of ISBR's approach to SDG 3. The institution firmly believes that well-being must be universal and equitable. Health and happiness are not privileges but fundamental rights that everyone deserves access to. ISBR's initiatives and culture reflect this belief, ensuring that every individual, regardless of background, gender, or identity, feels valued, respected, and supported. This spirit of inclusivity promotes a sense of belonging and emotional security, which are vital elements of good health.

Moreover, ISBR views well-being as a shared responsibility. Students are encouraged to become advocates for health and compassion in society. The institution instills in them the understanding that leadership is not only about success but also about care for oneself, others, and the planet. Through this mindset, ISBR shapes future leaders who are emotionally intelligent, socially conscious, and driven to make meaningful contributions to humanity.

By embedding the principles of health, happiness, and holistic growth into its core values, ISBR Business School continues to advance SDG 3 with purpose and impact. The institution stands as a beacon of well-being, nurturing individuals who believe that when we care for ourselves and each other, we build a stronger, healthier, and more sustainable world.

The Journey to Wellness – ISBR’s 21-Day Health Challenge

A Vision for a Healthier Tomorrow

In a world that moves at an unrelenting pace, health often takes a backseat. With growing responsibilities, academic pressures, and professional commitments, it becomes all too easy to neglect the body and mind. Recognizing this challenge, ISBR Business School launched the ISBR 21-Day Health Challenge.

This challenge was not merely about individual fitness; it was a call to action, a movement designed to instill healthier habits, promote well-being, and encourage a culture of holistic wellness. More importantly, it aligned with Sustainable Development Goal 3 (SDG 3) Good Health and Well-being, reinforcing ISBR’s commitment to creating an environment where students, faculty, and staff could thrive in body and mind.

The Philosophy Behind the Challenge

The concept was simple yet profound: 21 days to build a habit, 21 days to embrace a healthier lifestyle. Research suggests that consistency over three weeks can lead to long-lasting behavioral changes, making it the ideal timeframe for a wellness challenge.

The goal was to create an environment where every participant would embark on a journey of self-discipline, physical activity, mindful eating, and mental resilience. This initiative was not about competition but rather about progress, self-awareness, and empowerment.

The Start of a Transformational Journey

The challenge was launched with enthusiasm and determination, as participants eagerly signed up, each driven by a unique motivation, some to improve fitness, others to develop better eating habits, and many to enhance mental well-being.

Day one began with an introductory session, where health experts and wellness coaches guided participants on what to expect, how to set realistic goals, and most importantly, how to sustain these habits beyond the challenge.

The Structure of the Challenge

Each day of the challenge introduced participants to key wellness activities, focusing on a holistic approach to health. The activities were designed to be inclusive, achievable, and engaging, ensuring that every individual could participate and progress at their own pace.

1. Physical Fitness:

- Participants engaged in daily exercise routines, from morning yoga sessions to strength training and cardio workouts.
- A guided fitness program encouraged everyone to push their limits, one step at a time.

2. Mindful Eating & Nutrition:

- Nutritionists conducted workshops on healthy eating habits, helping participants create balanced meal plans.
- A focus on whole foods, hydration, and mindful eating practices reshaped dietary behaviors.

3. Mental Wellness & Stress Management:

- Meditation and mindfulness exercises became integral to the challenge.
- Expert-led sessions on stress relief techniques, breathing exercises, and emotional well-being.

4. Community Engagement & Motivation:

- Participants formed support groups, fostering a sense of accountability and encouragement.
- Regular check-ins and motivational discussions kept spirits high.

The Transformative Impact

As the days progressed, a remarkable shift could be seen. Participants who once struggled to wake up early found themselves eager to start their mornings with movement. Those who had never paid attention to their diet were now making informed food choices. Conversations about health, well-being, and self-care became more common, strengthening the sense of community at ISBR.

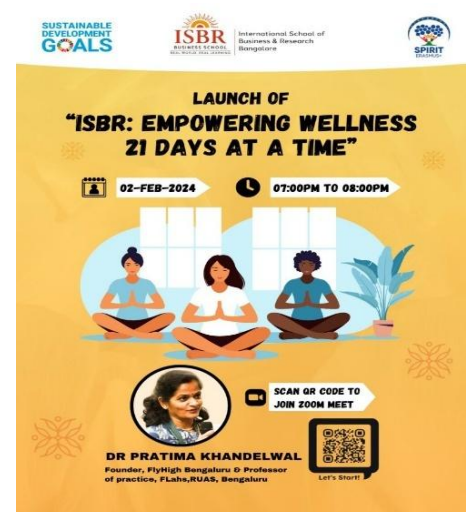
By the end of the 21 days, the results were evident not just in terms of physical transformation but in mindset and discipline. The challenge had sparked a change, a renewed commitment to long-term well-being.

Beyond the 21 Days – A Lifestyle, Not Just a Challenge

The true success of the ISBR 21-Day Health Challenge was measured not just in participation numbers, but in how many individuals carried these habits forward. For many, the journey did not stop at day 21; it became the beginning of a new lifestyle.

With this initiative, ISBR had not only contributed to SDG 3 Good Health and Well-being, but it had also created a movement. In this culture, health was prioritized, celebrated, and sustained. The challenge became a stepping stone to a greater vision, one where every individual in the ISBR community thrived in body, mind, and spirit.

And so, with every step taken, every meal improved, and every mindful moment practiced, ISBR reaffirmed its dedication to creating a healthier, happier, and more resilient community, one that champions well-being not just for 21 days, but for life.



Walking Towards a Healthier Future – ISBR and the SPIRIT ERASMUS Walkathon

A Global Partnership for a Healthier World

In the heart of ISBR Business School, a profound sense of purpose and collaboration resonated as the institution proudly partnered with SPIRIT ERASMUS, a prestigious project sponsored by the European Union. This initiative was not merely a partnership; it was a commitment to global health, unity, and well-being, aligning with ISBR's unwavering dedication to Sustainable Development Goal 3 (SDG 3) Good Health and Well-being.

On the 3rd of March, ISBR, in collaboration with its Spirit Club partners from Cyprus, Spain, Portugal, Indonesia, and Sri Lanka, orchestrated an extraordinary Walkathon, an event that transcended mere physical activity to become a symbol of unity, resilience, and shared responsibility towards a healthier world.

A Gathering of Minds and Spirits



The morning sun cast a golden glow over the ISBR campus as students, faculty, alumni, Rotaract members, and international partners gathered with anticipation. The energy was palpable; this was more than a walk; it was a movement. A movement to inspire action, a movement to promote wellness, and a movement to address one of the most pressing global challenges: Non-Communicable Diseases (NCDs).

The event commenced with an insightful discourse on Health and Wellness by Rtn Veena Shenoy, the Head of Impact Goals at ISBR. Her words resonated deeply with the attendees as she spoke about the critical need for a collective approach to well-being, emphasizing the importance of preventive healthcare, mental resilience, and the role of community-driven initiatives in shaping a healthier future.

A Tribute to the Spirit of Change

Following this, the audience had the privilege of hearing from Dr. Manish Kothari, the visionary Managing Director of ISBR Business School. With eloquence and passion, he transported the participants through India's rich historical landscape, drawing parallels between the power of collective action in the past and its significance in modern times.

The spoke of Satyagraha, the Dandi March, and the relentless pursuit of justice by Mahatma Gandhi reminded everyone that movements, no matter how simple in their inception, hold the power to create lasting change. Just as Mahatma Gandhi walked for India's independence, today, they were walking for a different cause, a cause that resonated across borders, cultures, and communities, the cause of health, well-being, and sustainability.

Stepping Forward Together

With hearts filled with purpose, the participants set off on their 2 km journey, a journey that would symbolize much more than physical movement.

- With each step, they championed health and wellness.
- With each stride, they raised awareness about NCDs and the importance of active lifestyles.
- With every breath, they strengthened the spirit of global unity and shared responsibility.



The Spirit Club partners from around the world walked alongside ISBR students and faculty, demonstrating the power of international collaboration in addressing global health concerns. As they moved through the streets of Electronics City, the scene was one of energy, positivity, and determination.

Laughter, conversations, and the rhythm of synchronized footsteps filled the air. Broad smiles illuminated every face, a testament to the success of the endeavor and the impact it had already begun to create.

A Legacy of Health and Collaboration

As the Walkathon came to an end, participants gathered, reflecting on what had just been achieved. It was not just about those two kilometers; it was about the message that had been sent across continents.



The event had sparked a conversation about health, about sustainable well-being, and about the need for action. It had created a sense of belonging, a realization that every individual, regardless of nationality, background, or profession, plays a vital role in shaping a healthier and more sustainable world.

The success of the SPIRIT ERASMUS Walkathon reaffirmed ISBR's global impact and commitment to SDG 3. But beyond that, it ignited a movement that would continue, long after the last step had been taken.

For in that walk, they had walked towards something greater than themselves. They had walked towards a future of well-being, awareness, and international collaboration. They had walked, not just for today, but for a healthier tomorrow.



A Global Partnership for a Healthier World

Breaking Barriers – ISBR’s Commitment to Inclusive Sports

A Step Towards True Inclusion

In a world where sports are often seen as a domain of the able-bodied, there exist warriors who defy limitations, challenge perceptions, and showcase the boundless power of human resilience. These are the athletes of the Karnataka Wheelchair Cricket Association, individuals whose passion, grit, and unwavering spirit redefine what it means to be a sportsperson.

It was with immense pride and purpose that ISBR Business School joined hands with the Karnataka Wheelchair Cricket Association, sponsoring jerseys and medals for all players in the State-Level Wheelchair Cricket Tournament. But this initiative was about more than just sponsorship. It was about standing in solidarity with athletes who inspire and lead by example, proving that ability is not defined by physical constraints but by determination and perseverance.

A Tournament Like No Other

The sun shone brightly over the tournament venue as the teams rolled onto the field, their eyes filled with focus and hearts brimming with excitement. This was no ordinary game; this was a statement, a movement, a testament to the undying human spirit.

The energy was electric, the cheers of supporters roaring across the stands, and the players, clad in their ISBR-sponsored jerseys, took their positions with the confidence of true champions. Every boundary scored, every wicket taken, and every dive to stop a ball was not just a display of skill; it was a declaration that sports belong to everyone, regardless of physical ability.

A Call for Global Inclusion

Amidst the riveting matches and displays of sporting excellence, Rtn Veena Shenoy, the Head of Impact Goals at ISBR, took center stage to share a powerful message. With passion in her voice and conviction in her words, she spoke about sports as a universal right, a force that transcends boundaries and unites people across abilities and backgrounds.



She emphasized that the true essence of inclusion lies not just in providing opportunities but in actively working towards creating environments where those opportunities flourish. Dr. Veena Shenoy urged authorities, governments, and corporations to collaborate not just at local or national levels but on a global scale to ensure that sports remain a space for all, where diversity is celebrated and accessibility is a

fundamental right, not an afterthought.

Her words resonated deeply with the crowd. This was more than just a tournament; it was a movement towards a more inclusive future.

A Game-Changer in More Ways Than One

As the tournament progressed, the spirit of camaraderie and competition painted an inspiring picture. Each match reinforced a powerful truth: disability does not define potential. These athletes were not just playing the game; they were redefining it, reshaping perspectives, and proving that the sporting arena is as much theirs as anyone else's.

With every medal presented, every handshake exchanged, and every word of encouragement shared, ISBR reaffirmed its commitment to breaking barriers and advocating for inclusivity in sports.

The Road Ahead: Advocating for Accessibility

As the final match concluded and the winners were crowned, the air was thick with celebration and hope. But this was just the beginning. The journey towards a truly inclusive sporting world is long, and ISBR Business School is determined to walk it.

Through continued advocacy, partnerships, and active engagement, ISBR seeks to ensure that all athletes, regardless of physical ability, receive the recognition, support, and resources they deserve. The institution's collaboration with the Karnataka Wheelchair Cricket Association is a testament to this vision, one where every player gets the opportunity to shine, and every achievement is celebrated equally.



Join the Movement!

The call for inclusive sports is not just for institutions, governments, or corporations. It is for each one of us.

It is a call to recognize, support, and amplify the voices of athletes with disabilities. A call to break down barriers and build a world where everyone, regardless of ability, has the right to compete, to dream, and to achieve.

With every step forward, we move closer to a world where sports truly belong to all. And at ISBR Business School, we are proud to be part of that journey.



Karnataka Wheelchair Cricket Association

The Birth of the Happy Folks Club – A New Dawn for Senior Citizens

A Vision for Joyful Aging

In a world that often sidelines the elderly, reducing them to mere spectators in the fast-paced rhythm of life, ISBR Business School dared to dream differently. With a heart full of compassion and a vision rooted in inclusivity, Dr. Manish Kothari, Managing Director of ISBR Business School, envisioned a space where age is celebrated, wisdom is cherished, and happiness knows no bounds. This dream materialized into reality on May 12, 2024, with the launch of the Happy Folks Club and Summit for Senior Citizens, a groundbreaking initiative dedicated to ensuring that the golden years are truly golden.

The event was a grand convergence of passion, purpose, and people. The air buzzed with anticipation as Ms. Rama N.S., CEO of the Electronic City Industries Association (ELCIA), graced the occasion as the chief guest. The presence of Mrs. Seema, a renowned Zumba Trainer, Dr. Vasudha M Sharma, Co-founder and Head of Medical Services at Vivekananda Health Global (VHG), and Mr. Chella Pandian Pitchai, Global Head of Diversity, Equity & Inclusion at Biocon Biologics, added profound depth to the summit through their insightful sessions.

A Movement Rooted in SDGs

The Happy Folks Club is more than just an initiative it is a movement. It stands as a beacon of ISBR's unwavering commitment to the United Nations' Sustainable Development Goals (SDGs), particularly:

- SDG 3: Good Health and Well-being: Ensuring a fulfilling and healthy life for seniors.
- SDG 10: Reduced Inequalities: Creating a society where senior citizens are empowered and included.
- SDG 17: Partnership for the Goals: Strengthening collaborations to build sustainable impact.

Under the mentorship of Rtn Veena Shenoy, Head of SDGs Impact at ISBR Business School, a team of enthusiastic 12th-grade interns became the driving force behind the initiative. These young changemakers, Siddharth Kothari, Harshita Bhansali, Siddharth Tandle, Ravela Martin, Mudit R, Vineet Jain, Sasha Borker, Advika Patel, and Sidh N Jain invested their time, energy, and passion into making this vision a reality.

A Gathering of Over 100 Senior Citizens

As the event unfolded, over 100 senior citizens came together, not just to participate but to reclaim their space in an ever-evolving society. The summit wasn't just about discussions it was about action, engagement, and transformation.

The sessions were thoughtfully curated to address physical, emotional, and social well-being. Seniors danced their worries away with Zumba, gained insights into holistic wellness from health experts, and engaged in conversations that rekindled purpose and enthusiasm. It was a day of laughter, learning, and limitless joy, where every senior citizen present felt valued, heard, and empowered.

A Community, Not Just a Club

The Happy Folks Club is not just an event or an organization but a thriving community. It embodies a future where aging is not about fading into the background but stepping forward with confidence, dignity, and happiness. ISBR Business School is reshaping the aging narrative through this initiative, proving that the senior years can be a phase of renewal, discovery, and boundless joy.



Strength in Partnerships

The impact of this initiative was amplified through powerful collaborations.

- Rotary Bangalore Health City and Rotary Bangalore Ulsoor extended unwavering support.
- ELCIA and Biocon became invaluable partners in strengthening the mission.
- The dedication of Rtn Yogesh Goyal and Rtn Siddharth Agarwal from Rotary Bangalore Health City, Mr. Steevan Pinto, NIPM President Mangalore, and Rtn Mohan Kumar from Rotary Bangalore Ulsoor played a pivotal role in transforming this vision into a reality.

Their commitment, resources, and belief in the cause turned the Happy Folks Club from an idea into a transformational movement that will continue to uplift senior citizens for years to come.

Looking Ahead: A Future Filled with Possibilities

As the first step in a long journey, the Happy Folks Club is set to expand its reach, deepen its impact, and create even more opportunities for senior citizens. The goal is not just to provide one-time engagement but to establish a sustained ecosystem where seniors feel empowered, engaged, and truly happy.



With every step forward, ISBR Business School reaffirms its commitment to creating a world where no individual, regardless of age, is left behind. The Happy Folks Club is not just a club; it is a revolution. A revolution where every senior citizen is celebrated, every story is valued, and every day is filled with purpose, passion, and happiness.

Here's to a future where aging is just another word for thriving!

Empowering the Golden Generation – The SWATANTRA Senior Citizen Program

A Step Towards Digital Inclusion

In a rapidly advancing world where technology dictates the pace of life, senior citizens often find themselves at a crossroads, struggling to keep up with digital transformation. Many feel disconnected from a world that now revolves around smartphones, online transactions, and digital communication. Recognizing this growing divide, ISBR Business School launched the

SWATANTRA Senior Citizen Program on June 16, 2024, a monumental initiative under the SDGs Impact Initiative, contributing to:

- SDG 3: Good Health and Well-being: Ensuring senior citizens lead fulfilling, healthy, and engaged lives.
- SDG 10: Reducing Inequalities: Empowering elders with knowledge and

skills to navigate a digitally evolving world.

With an unwavering commitment to bridging generational and technological gaps, the program was designed as a comprehensive seven-week journey, equipping senior citizens with digital literacy, financial awareness, communication skills, cybersecurity knowledge, and insights into mental and physical well-being.

The Journey of Learning

The program was carefully structured to ensure maximum engagement and impact, providing senior citizens with essential skills to thrive in today's digital era. Each week, they delved into different subjects, guided by industry experts, technology leaders, and educators who understood the unique challenges faced by elderly learners.

The Power of Digital Literacy

The first session on digital literacy was a turning point for many. Led by distinguished professionals:

- Mr. Santhosh SS, Founder of Dhiyo.ai,
- Mr. Girish Raghavan, Vice President of Engineering at Fiserv,
- Ms. Padma, an expert in digital education.

The session was interactive, enlightening, and deeply engaging. Seniors were introduced to smartphone navigation, online banking, safe browsing habits, and social media platforms, enabling them to connect with loved ones, access services, and explore the digital world with confidence.

For some, it was the first time they learned how to send a WhatsApp message, use Google search effectively, or understand the importance of cybersecurity. The joy and excitement in their eyes were a testament to the transformational impact of the session.



Bridging the Digital Divide

Beyond just technical skills, the program instilled a renewed sense of independence and empowerment among the senior citizens. The fear of technology was replaced with curiosity, and hesitation turned into excitement as they realized the endless possibilities the digital world had to offer.

Through hands-on activities and personalized guidance, each participant gained the confidence to embrace technology, ensuring they were no longer left behind in an increasingly digital world.



A Holistic Approach to Well-being

The SWATANTRA Program didn't just focus on digital literacy it was a comprehensive learning experience. Seniors were engaged in financial literacy workshops, learning about safe banking practices, online transactions, and investment awareness.

Sessions on mental and physical well-being emphasized the importance of social engagement, stress management, and staying active in later years. Experts in healthcare and psychology shared valuable insights on mindfulness, healthy aging, and emotional well-being, ensuring that each participant felt heard, supported, and valued.

A Grand Celebration of Learning

The program's culmination was the much-awaited Graduation Day, when senior citizens proudly walked in with their families, friends, and loved ones, ready to celebrate their achievements.



It was a day of joy, recognition, and newfound confidence as participants received their certificates of completion, marking their successful journey towards digital empowerment.

The sense of accomplishment was palpable as seniors shared stories of how they had used their new skills to book doctor appointments online, pay bills digitally, or video-call their

grandchildren for the first time.

A Future of Digital Inclusion

The success of the SWATANTRA Senior Citizen Program reaffirmed ISBR Business School's belief in education as a powerful tool for change. It underscored the importance of lifelong



learning and proved that it is never too late to acquire new skills, embrace new technologies, or change the way one interacts with the world.

This initiative was more than just a training program; it was a movement towards an inclusive future, where no one is left behind in the digital age. With each session, the gap between generations was bridged, and the golden generation stepped confidently into the digital world.

Together, we are creating a society where every senior citizen is empowered, connected, and ready to embrace the future with confidence.

Strengthening Digital Defences – Cybersecurity for Senior Citizens

Empowering Seniors in the Digital Age

As the digital revolution sweeps across every facet of daily life, it brings with it both opportunities and challenges. While technology has made communication, financial transactions, and access to information more convenient, it has also given rise to cyber threats, fraud, and digital scams that many senior citizens are unaware of or ill-equipped to tackle.

Recognizing this critical need, ISBR Business School, Bangalore, hosted the second session of the SWATANTRA Senior Citizen Program on Digital Literacy on June 23, 2024. This session focused on an increasingly relevant issue, cybersecurity, ensuring that our elderly participants could navigate the digital world safely and confidently.

A Session Led by an Industry Expert

The dynamic and inspiring Ms. Rumela Banerjee, the Lead of Diversity, Equity & Inclusion & Workplace Culture at Biocon Biologics, led the session. With her extensive expertise and passion for fostering safe digital environments, she empowered senior citizens with the knowledge to recognize and protect themselves from cyber threats online.

Understanding Cybersecurity and Digital Threats

In a world where cybercrimes are becoming more sophisticated, the need for awareness and preventive measures has never been greater. During the session, Ms. Banerjee provided a detailed yet easy-to-understand breakdown of cybersecurity concepts, ensuring that the senior participants could grasp the intricacies of digital safety without feeling overwhelmed.

Some key highlights of the session included:

- **Types of Cybercrimes:** Participants were introduced to various forms of cyber fraud, including phishing, identity theft, financial scams, and malware attacks. Through real-life examples and case studies, they learned how fraudsters operate and what warning signs to watch out for.



- **Safe Internet Practices:** Simple yet effective steps were shared, such as creating strong passwords, enabling two-factor authentication, and recognizing suspicious emails or messages. These measures ensured that seniors could confidently use digital platforms while minimizing risks.

- **Online Banking & Transactions:**

With many senior citizens gradually shifting to online banking and digital payments, the session emphasized safe banking habits, including verifying sources before making transactions, avoiding public Wi-Fi for banking activities, and recognizing fraudulent websites.

- **Remedies & Legal Support:** Ms. Banerjee also guided participants on what to do if they fall victim to cybercrime, including reporting fraud to cybercrime cells, freezing compromised accounts, and seeking legal help.

An Interactive Learning Experience

One of the most remarkable aspects of the session was its interactive and engaging approach. Rather than simply delivering a lecture, Ms. Banerjee encouraged open discussions, real-time demonstrations, and Q&A sessions, allowing senior citizens to share their experiences, express their concerns, and seek clarification on cyber-related doubts.

Many participants spoke about the challenges they faced in distinguishing between genuine and fraudulent emails, while others shared their fears of online scams. Ms. Banerjee patiently addressed each query, offering practical solutions and easy-to-implement safety measures.



To reinforce learning, simple role-playing exercises were conducted, where seniors were given scenarios and asked to identify potential cyber threats. This hands-on approach ensured that they could apply their knowledge in real-life situations, boosting their confidence in using digital platforms securely.

Building a More Digitally Secure Society

The session concluded with a heartfelt message of empowerment and awareness. The senior citizens, many of whom initially hesitated to embrace digital technology, left with a newfound sense of confidence and security.

Their curiosity was sparked, their fears were diminished, and their enthusiasm to explore the digital world grew stronger all while being equipped with the tools to protect themselves from online threats.

A Shared Commitment to Digital Inclusion

We extend our deepest gratitude to Ms. Rumela Banerjee for her invaluable contributions and unwavering commitment to spreading digital literacy. Her ability to simplify complex cybersecurity concepts and foster a sense of digital empowerment among senior citizens made this session a resounding success.

A special acknowledgment also goes to our enthusiastic participants, whose engagement, eagerness to learn, and dedication to adapting to the digital world made this initiative even more impactful.



As ISBR Business School continues its mission to bridge the digital divide, we stand committed to creating a society where age is no barrier to digital empowerment. Together, we are laying the foundation for a future where senior citizens can navigate the digital world safely, independently, and confidently.

Because a digitally inclusive world is a safer world for all.

Securing Financial Independence – Financial Literacy for Senior Citizens

Empowering Seniors with Financial Knowledge

Financial security is a cornerstone of a dignified and worry-free life, especially during one's golden years. Managing retirement savings, safeguarding investments, and ensuring a stable income are essential aspects of maintaining independence and peace of mind. Recognizing the importance of financial literacy for senior citizens, ISBR Business School Bangalore hosted the third session of the SWATANTRA Senior Citizen Program on Finance on June 30th, 2024.

This session, designed to equip senior citizens with the financial tools they need to secure their future, was led by Mr. Raghunandan K. S., a prominent leader in the eldercare ecosystem, Founder of EldersIndia and EldersWealth, Angel Investor, and Business Leader (ex-IBM, Cisco), as well as a dedicated Rotarian. His vast experience and expertise in financial planning and eldercare made the session not just informative but truly transformative.

A Roadmap to Financial Stability in the Golden Years

For many senior citizens, financial security is a pressing concern, one that often comes with questions and uncertainties. How should one manage retirement savings? How can investments be safeguarded? What are the best strategies for optimizing fixed income sources?

With clarity and precision, Mr. Raghunandan K S addressed these critical concerns, providing practical, easy-to-implement strategies for financial stability.

Key Highlights of the Session



- **Managing Retirement Savings** Senior citizens were guided through structured financial planning techniques, ensuring that their retirement savings were efficiently allocated and preserved for the long run.

- **Investment Protection** The session emphasized the importance of risk assessment

and diversification, equipping participants with the knowledge to safeguard their hard-earned wealth from fraud, inflation, and economic fluctuations.

- **Fixed Income Optimization** Various secure income sources were explored, including fixed deposits, annuities, government-backed savings schemes, and mutual funds suited for retirees. Mr. Raghunandan elaborated on how seniors can make their money work for them, ensuring a steady cash flow without unnecessary risks.
- **Avoiding Financial Scams**, the growing threat of financial fraud targeted at elderly individuals was discussed, with real-life examples of scams and step-by-step guidance on how to recognize, prevent, and respond to them.

A Session of Engagement and Transformation

What set this session apart was its highly interactive and participatory nature. Instead of a one-way lecture, it became a space for open discussion, where seniors actively engaged in Q&A sessions, shared personal financial concerns, and received tailored advice.

Many participants came forward with real-world financial dilemmas, such as handling rising medical expenses, supporting dependents, and navigating complex investment decisions. Mr.



Raghunandan provided expert guidance, simplifying financial concepts and offering actionable solutions.

The session also included a practical exercise, where seniors were encouraged to draft a personal financial plan, incorporating key takeaways from the discussion. This hands-on approach allowed participants to immediately apply their learning and gain

confidence in managing their financial future.

Building Financial Confidence for a Secure Future

The success of this session was evident in the smiles and newfound confidence of our senior participants. Many expressed relief and gratitude for the opportunity to gain clarity on financial matters that had long seemed overwhelming or inaccessible.

With this knowledge, they were now better prepared to make informed financial decisions, protect their savings, and enjoy a worry-free retirement.

Gratitude and Commitment to Financial Literacy

We extend our deepest gratitude to Mr. Raghunandan K S for sharing his expertise and making financial literacy accessible to our senior citizens. His guidance was not just informative it was life-changing, offering seniors a sense of control over their financial destiny.

A special appreciation goes to our dedicated participants, whose eagerness to learn and proactive engagement made this session a memorable success.

As ISBR Business School continues its mission to foster financial literacy among senior citizens, we remain committed to building a society where financial stability and independence are not privileges but fundamental rights for all.



Financial empowerment is the key to a secure and fulfilling life.

The Power of Expression – Communication for Senior Citizens

Celebrating Stories, Wisdom, and Connection

Communication is not merely about exchanging words; it is about sharing experiences, fostering relationships, and preserving wisdom for future generations. The ability to communicate effectively allows individuals to express their thoughts, relay important messages, and create lasting connections. For senior citizens, communication serves as a bridge, linking the past, present, and future, ensuring that their knowledge and life experiences are valued and passed on.

Recognizing the profound importance of this skill, ISBR Business School hosted the fourth session of the SWATANTRA Senior Citizen Program on July 7th, 2024, focusing on Communication. This interactive and insightful session was led by Ms. Odella Maria John, a distinguished expert in communication and interpersonal skills.

The session was more than just a discussion on verbal and non-verbal communication; it was a celebration of the rich life experiences of senior citizens, allowing them to express their stories, emotions, and perspectives in an engaging and nurturing environment.

The Art of Communication in Everyday Life

Communication is an integral part of daily life. Whether it is engaging in conversations with family members, seeking medical assistance, navigating digital platforms, or participating in community events, effective communication enhances every aspect of senior citizens' lives.

Ms. Odella Maria John emphasized the different dimensions of communication, including:

- **Verbal Communication:** Speaking, articulating thoughts, and engaging in meaningful dialogue.



- **Non-Verbal Communication:** Understanding body language, facial expressions, and gestures, which often speak louder than words.

- **Active Listening:** The ability to listen attentively, respond thoughtfully, and foster deeper connections.

- **Digital Communication:** Navigating smartphones, emails, and

social media platforms to stay connected in the modern world.

The session was interactive and dynamic, allowing senior citizens to engage in practical exercises, storytelling, and group discussions, making the learning process both informative and enjoyable.

A Platform for Sharing Wisdom and Experiences

One of the most heartwarming aspects of this session was the opportunity for senior citizens to share their life experiences. Many participants spoke about their childhood memories, historical events they had witnessed, challenges they had overcome, and lessons they had learned over the years.

The discussions were not only insightful but deeply emotional, as participants reminisced about past struggles, victories, and cherished moments. The room was filled with laughter, nostalgia, and admiration as stories of resilience, love, and determination unfolded.



Some of the notable discussions included:

- **The Evolution of Communication:** Seniors reflected on how communication has changed over the years, from handwritten letters to instant messaging, and how adapting to these changes has been both exciting and challenging.
- **Historical Narratives:** Participants shared firsthand experiences of significant historical events, cultural shifts, and societal transformations they had witnessed.
- **Personal Anecdotes:** Stories of friendship, family, career, and personal achievements enriched the session, offering valuable life lessons for younger generations.

Ms. Odella Maria John encouraged every participant to express themselves, reinforcing the idea that every individual's story is valuable and deserves to be heard.

The Importance of Staying Connected

One of the crucial aspects of communication for senior citizens is staying connected with their loved ones and society. Ms. Odella highlighted how modern technology has made communication more accessible, but also acknowledged that some seniors may feel disconnected due to the fast-paced digital world.

To address this, the session introduced practical ways for senior citizens to improve their communication skills and stay connected:

- **Using Technology to Stay in Touch:** Learning to use WhatsApp, video calls, and social media platforms to connect with family and friends.
- **Community Engagement:** Encouraging participation in social gatherings, clubs, and volunteer activities to maintain strong social bonds.
- **Expressing Feelings and Thoughts Openly:** Building self-confidence in verbal expression and practicing positive and constructive communication.

Participants were encouraged to overcome any hesitation they had about speaking up, embracing both traditional and digital communication methods with confidence.

A Transformative Experience

By the end of the session, participants expressed a renewed sense of self-confidence and empowerment. Many seniors felt inspired to communicate more openly, reconnect with old friends, and embrace new ways of sharing their stories.

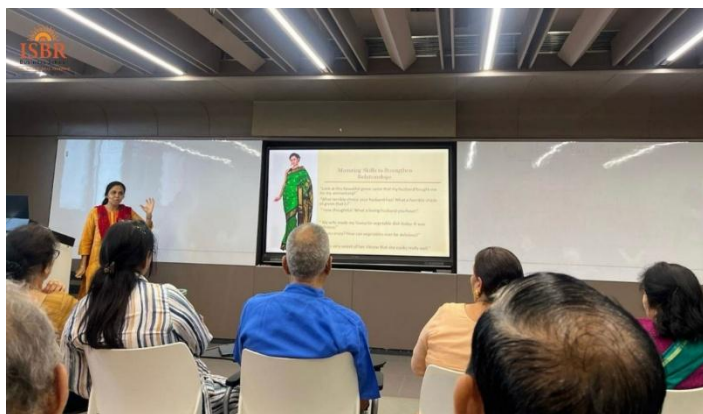
One participant joyfully shared,

"I never thought I would enjoy speaking in front of a group, but today, I felt heard and valued. This session has given me the courage to share my thoughts without hesitation."

Another senior remarked,

"I used to think my experiences were just memories, but today I realized that sharing them can inspire and educate others. Communication is truly powerful!"

Gratitude and Looking Ahead



We extend our heartfelt gratitude to Ms. Odella Maria John, whose expertise and warmth made this session a truly memorable experience. Her ability to create a safe and engaging space for senior citizens to express themselves was invaluable.

We also applaud our senior participants, whose enthusiasm, wisdom, and willingness to share made

this session a resounding success.

As ISBR Business School continues its SWATANTRA Senior Citizen Program, we remain committed to empowering seniors with essential life skills, fostering meaningful interactions, and ensuring that every voice is heard.

Because communication is more than words, it is a celebration of life, wisdom, and connection.

Nurturing the Mind – Mental Health for Senior Citizens

A Journey to Mental Well-being

Mental health is an essential pillar of overall well-being, yet it is often overlooked, especially in the lives of senior citizens. As individuals age, they experience numerous transitions, from retirement and lifestyle changes to evolving social dynamics and personal losses. These shifts can bring stress, loneliness, anxiety, and even depression. Recognizing the importance of emotional well-being, ISBR Business School hosted the fifth session of the SWATANTRA Senior Citizen Program on July 14th, 2024, focusing on mental health and mindfulness.

This transformative session was led by two distinguished speakers: Ms. Savitha Reddy, CEO of Inlingua Bangalore, Founder of LanguageStation, and a dedicated Meditation Coach, along with Ms. Aatreyee Dam, Global Learning & Organizational Development Partner at Biocon, HR COE - L&D, and an NLP (Neuro-Linguistic Programming) Practitioner.



Together, they created an interactive, engaging, and insightful space where senior citizens could openly discuss mental health, share their personal experiences, and participate in guided relaxation exercises to enhance their emotional well-being.

Breaking the Stigma – Open Conversations on Mental Health

The session began with an open discussion on mental health,

addressing a crucial yet often stigmatized topic among older adults. Ms. Savitha Reddy and Ms. Aatreyee Dam encouraged participants to speak freely about their emotional well-being, personal struggles, and coping mechanisms.

Many senior citizens expressed their thoughts on stress, loneliness, and the challenges of aging, such as:

- Coping with the loss of loved ones
- Managing feelings of isolation after retirement
- Adjusting to an evolving family dynamic where children move away
- Overcoming health-related anxieties
- Finding a renewed sense of purpose in later years

These discussions were raw, heartfelt, and deeply personal, fostering an environment of mutual understanding and support. Many participants felt relieved to share their emotions without judgment, and as they listened to one another, they realized that they were not alone in their experiences.

One participant shared, "I have always been hesitant to talk about my worries because I didn't want to burden anyone. But today, I felt a sense of belonging, knowing that others share similar feelings."

This camaraderie and openness helped break the stigma surrounding mental health, reassuring seniors that seeking help and support is a sign of strength, not weakness.

The Power of Mindfulness and Relaxation

After the enriching discussion, Ms. Savitha Reddy and Ms. Aatreyee Dam guided participants through practical mindfulness and relaxation techniques to help them manage stress, anxiety, and negative thoughts.

1. Guided Breathing Exercises

Ms. Savitha Reddy introduced deep breathing exercises to promote relaxation. Participants learned how to:

- Focus on their breath to calm their minds
- Practice slow inhalation and exhalation to reduce stress
- Use breathing techniques before sleeping or during moments of anxiety



Many seniors found this exercise refreshing and effective, realizing how something as simple as breath control can impact their emotional state.

2. Meditation and Positive Affirmations

To encourage mindfulness, seniors were guided through a short meditation session. With soft background music and gentle instructions, they practiced:

- Letting go of stress and negativity
- Visualizing positive memories and emotions
- Repeating self-affirming thoughts like "I am at peace" and "I am loved"

The meditation practice brought an immense sense of peace and clarity, and some participants even expressed interest in incorporating meditation into their daily routine.

3. The Role of Gratitude and Self-Compassion

Ms. Aatreyee Dam emphasized the importance of gratitude and self-compassion. She encouraged seniors to:

- Reflect on small joys in life
- Maintain a gratitude journal to note things they are thankful for

- Treat themselves with kindness and patience, rather than self-criticism

This segment helped many participants shift their mindset from dwelling on the past or worrying about the future to embracing the present moment with positivity.

Building a Support System – The Power of Community

One of the strongest messages from the session was the importance of building a support system. Seniors were encouraged to:

- Stay socially active by joining community groups or clubs
- Reconnect with old friends and strengthen family bonds
- Seek professional guidance when needed
- Support and uplift one another

The participants left the session not only with new relaxation techniques but also with a renewed sense of connection to those around them. Many exchanged contact details, promising to stay in touch and continue supporting each other beyond the program.



Transforming Perspectives on Mental Well-being

By the end of the session, there was a visible shift in the energy of the room. Participants felt lighter, more connected, and hopeful about their emotional well-being. Many expressed their gratitude for the session, sharing how much it meant to them.

One senior remarked,

"I never thought a simple breathing exercise could make me feel so at peace. I will make this a part of my daily life."

Another participant added,

"Today, I felt heard and understood. I now realize that I am not alone, and I have the strength to take care of my mental well-being."

As the SWATANTRA Senior Citizen Program continues, we remain committed to supporting the mental, emotional, and social well-being of our seniors. This session was a step towards creating a world where mental health is prioritized, conversations are open, and no one feels alone.

Because true well-being is not just about physical health, it is about peace of mind, emotional resilience, and the strength to embrace every moment with joy.

Embracing Wellness – The Path to Healthy Aging

A Celebration of Health and Vitality

Aging is a beautiful journey, one that should be filled with joy, movement, and holistic well-being. With this vision, ISBR Business School hosted the sixth session of the SWATANTRA Senior Citizen Program on July 21st, 2024, focusing on health and fitness.

This session was designed to emphasize the importance of an active lifestyle for senior citizens, not just in terms of physical movement, but also in nurturing mental and emotional well-being. Ms. Kajal Sharma, a skilled Zumba trainer, and Ms. Abhilasha Dangi, a meditation expert, led this dynamic and rejuvenating session.

The morning was filled with lively discussions, interactive dance movements, and mindful relaxation exercises, which encouraged the participants to embrace a holistic approach to health and well-being.



As the session unfolded, the energy in the room transformed. Laughter, enthusiasm, and a renewed zest for life filled the space, proving that age is just a number when the heart is young.

The Power of Movement – Awakening the Body

The session began with Ms. Kajal Sharma leading a gentle and energetic Zumba routine. Many participants had never tried Zumba before, and there was initial hesitation. However, within minutes, the music took over, and the joy of movement replaced all doubts.

Why dance for fitness?

- It improves flexibility and mobility
- It enhances balance and coordination, reducing the risk of falls
- It boosts cardiovascular health, improving stamina
- It stimulates cognitive function, keeping the mind sharp

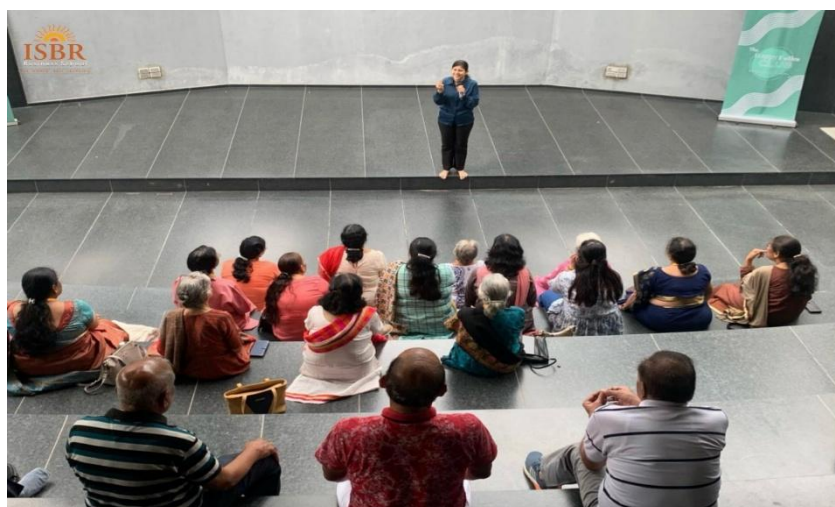
Ms. Kajal ensured that every move was tailored to be senior-friendly, focusing on gentle yet effective exercises that engaged all muscle groups. The steps were simple, rhythmic, and easy to follow, allowing even those who had never danced before to feel comfortable and confident.

As the beats of lively music played, the room came alive with movement. Some seniors clapped along, while others embraced the dance with full enthusiasm, moving their hands and feet to

the rhythm. Their faces beamed with happiness and accomplishment a reminder that movement is not just exercise, but a celebration of life.

One participant smiled and said, "I never thought I would be dancing at this age, but today, I feel younger than ever!"

The session also highlighted the mental benefits of dance helping seniors feel more connected, confident, and mentally active. Dance has been proven to stimulate memory and cognitive functions, making it an ideal activity for seniors.



The Role of Meditation – Calming the Mind

After the exhilarating dance session, it was time to slow down and reconnect with inner peace. Ms. Abhilasha Dangi, an experienced meditation trainer, guided the participants into a mindful relaxation practice.

She explained the importance of mental well-being in overall health, emphasizing that a calm and relaxed mind leads to a healthier body. The meditation session focused on:

- Deep breathing exercises to reduce stress and anxiety
- Mindfulness techniques to increase awareness of the present moment
- Visualization exercises to cultivate positive emotions and gratitude

As seniors closed their eyes and followed the instructor's voice, a deep sense of tranquillity filled the room. Their breathing slowed, their faces softened, and a sense of peace replaced any lingering tension.

The impact was immediate many participants felt lighter, more at ease, and refreshed. Some even shared that they had never practiced meditation before but found it surprisingly powerful.

One senior citizen reflected, "I had forgotten what it feels like to simply sit in peace. Today, I felt a deep sense of calm that I haven't experienced in years."

Engaging in Conversations – The Social Aspect of Health

Following the meditation session, participants gathered for an engaging discussion on health and wellness. Many shared personal experiences, tips, and small lifestyle changes that had positively impacted their well-being.

Key takeaways from the discussion included:

- The importance of staying hydrated and maintaining a balanced diet
- The benefits of daily movement, even simple activities like walking or stretching
- The need for regular health check-ups and preventive care
- What social interactions and community engagement contribute to mental health

A senior citizen highlighted,

"We often focus only on medicine and treatments, but today, I realized that movement, joy, and peace of mind are just as important for good health."

The session reinforced that good health is not just about preventing illness, it is about actively nurturing the mind, body, and spirit.

Fostering a Health-Inclusive Community

The impact of the session was profound and far-reaching. The seniors left with newfound motivation to incorporate physical activity and mindfulness into their daily routines. More importantly, they felt a sense of belonging and support from their fellow participants.

This session was not just about exercise and meditation; it was about empowerment. It was about proving that every individual, regardless of age, can enhance their quality of life.

One participant summed it up perfectly, "I came here thinking I was too old to start something new. But today, I realized that every day is an opportunity to care for myself, to move, to smile, and to live fully."

The SWATANTRA Senior Citizen Program continues to be a beacon of transformation, proving that healthy aging is not just a concept; it is a joyful, vibrant reality that every individual deserves.

With movement, mindfulness, and a strong sense of community, we are building a health-inclusive society where every senior citizen thrives with energy, purpose, and happiness.

Empowering Senior Citizens Through Awareness

In a world that is constantly evolving, awareness becomes a crucial tool for empowerment. For senior citizens, being informed about rights, opportunities, and community engagement plays a vital role in shaping a fulfilling and secure life.

The final session of the SWATANTRA Senior Citizen Program at ISBR Business School, Bangalore, focused on general awareness, a topic that touches every aspect of an individual's life. This session was designed to equip senior citizens with knowledge about social initiatives, legal rights, and opportunities for active participation in society.

It was led by Mr. Adish from Inspire India, Dr. Veena Shenoy, and Mr. Jalvath, an advocate each bringing their expertise to create an interactive and insightful experience. Their collective efforts provided the attendees with valuable knowledge, fostering confidence and independence in their journey through aging.



A World of Opportunities – Insights from Mr. Adish

The session began with Mr. Adish from Inspire India, who spoke passionately about various initiatives designed to improve the quality of life for senior citizens. He emphasized that aging should never be associated with limitations

but rather with new beginnings, new roles, and a renewed sense of purpose.

He introduced programs and support systems that focus on elderly well-being, ranging from:

- Healthcare and wellness initiatives
- Community engagement programs
- Skill development and learning opportunities
- Financial planning and security measures

His session provided a fresh perspective on aging, shifting the focus from dependency to empowerment and self-sufficiency. Seniors were encouraged to explore hobbies, participate in social initiatives, and take advantage of available programs to lead an active and enriched life.

One participant expressed, "I had no idea that there were so many opportunities for us to remain engaged and active. This session has truly opened my eyes to the possibilities ahead."

The Role of Senior Citizens in Sustainable Development – A Talk by Dr. Veena Shenoy

Dr. Veena Shenoy, a well-respected advocate of social responsibility, took the stage next to talk about the importance of social consciousness and the role of senior citizens in Sustainable Development Goals (SDGs).

She highlighted how seniors can continue making meaningful contributions to society, sharing insights on:

- Employment opportunities and second careers
- Volunteering in community projects
- Mentorship programs where seniors can guide younger generations
- The significance of lifelong learning and self-growth



Her message was clear: aging does not mean stepping away from life's responsibilities; it means finding new ways to contribute and stay engaged. The attendees were inspired to view retirement as a transition into an impactful phase of life where they could become mentors, community leaders, and advocates for change.

A senior citizen shared, "I always thought retirement was about resting, but today, I realize that I still have so much to offer. I want to use my experience to contribute positively to my community."

Understanding Legal Rights – Insights from Advocate Mr. Jalvath

Legal awareness is one of the most critical aspects of senior citizen empowerment, and Mr. Jalvath, a respected advocate, took the stage to shed light on key legal rights and protections for the elderly.

His session covered important topics such as:

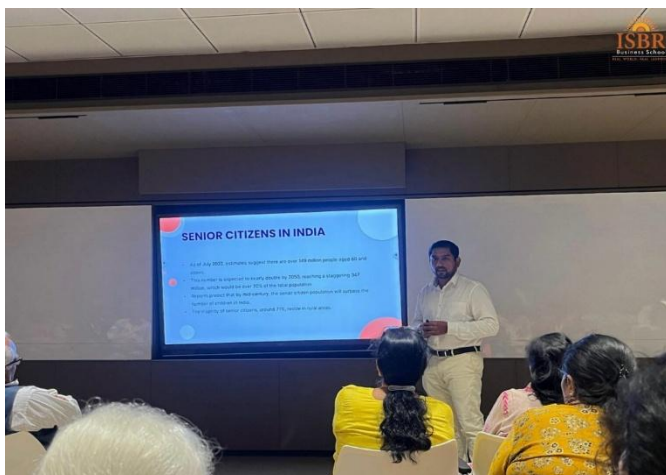
- State government policies and initiatives supporting senior citizens
- Legal provisions that safeguard the financial and physical well-being of elders
- The process of writing a will and planning one's estate
- Steps to take in cases of elder abuse or financial exploitation

His discussion on estate planning and writing a will was particularly well received. Many participants had misconceptions and doubts about the legal aspects of passing on their assets, and his expert guidance provided clarity and reassurance.

One participant noted, "I always felt confused about legal matters, but today, I feel more confident about securing my future and ensuring my family is protected."

A Transformational Experience – The Power of Awareness

As the session came to an end, there was a newfound sense of empowerment among the participants. Knowledge had replaced uncertainty, and the senior citizens felt equipped with the tools to take charge of their lives with confidence.



This final session of the SWATANTRA program was not just about providing information it was about igniting a sense of self-reliance and assurance in every participant. It encouraged them to embrace aging with dignity, knowledge, and the power to make informed choices.

One senior reflected, "Today, I walk away with more than just knowledge I leave with confidence, hope, and the belief that I can continue to live a purposeful and secure life."

The SWATANTRA Senior Citizen Program has been a beacon of change, fostering knowledge, awareness, and self-empowerment. With this session, we take one more step toward building a society that respects, values, and supports its elders a society where aging is not just about growing older, but about continuing to thrive.

This is not the end, but rather the beginning of a new, informed, and empowered journey for every senior citizen who participated. Together, we move towards a future where age is celebrated, wisdom is shared, and life remains full of possibilities.

Celebrating Wisdom and Growth – The Grand Finale of SWATANTRA

There are few moments in life as fulfilling as seeing learning transform lives, bridging generations, and fostering a spirit of growth and empowerment. The SWATANTRA Senior Citizen Program was one such journey, a remarkable initiative that proved age is never a barrier to knowledge, connection, and self-development.

As the sun rose on August 4, 2024, there was a sense of accomplishment, excitement, and celebration in the air. This was no ordinary day; it was graduation day, a moment that marked the culmination of eight weeks of dedication, curiosity, and transformation.

A Journey of Learning, Growth, and Community

The SWATANTRA Senior Citizen Program, an initiative driven by the Happy Folks Club in collaboration with ISBR Business School, was designed with a singular mission to empower senior citizens with knowledge, skills, and confidence.

For seven consecutive weeks, a meticulously crafted curriculum provided the participants with insights into digital literacy, financial security, communication, mental and physical well-being, cybersecurity, and legal awareness. But this program was more than just lessons; it was an experience, an opportunity to engage, interact, and rediscover the joys of learning in a supportive and dynamic environment.

Each session was thoughtfully curated, incorporating:

Skill development workshops: Practical learning experiences tailored to the needs of senior citizens.

Engaging training sessions: Led by industry experts, ensuring a deep and enriching knowledge-sharing process.

Innovatively crafted games: Designed to make learning fun and interactive, enjoyably reinforcing key concepts.



Fun-filled activities:
To encourage social connection, laughter, and a sense of belonging.

The success of the program was not just in the knowledge imparted, but in the impact it created, the joy on the faces of the participants, the

friendships formed, and the confidence instilled in each senior citizen.

One participant shared, "This program reminded me that learning has no age limit. Every session was a new adventure, and I feel so much more connected to the world around me now."

The Grand Graduation – A Day of Celebration

Graduation day was not just a formal conclusion to the program; it was a celebration of resilience, growth, and the pursuit of lifelong learning. The senior participants arrived with a sense of pride, accompanied by their families, eager to embrace the moment and receive the recognition they had worked so hard for.

The event began with a heartfelt welcome, where the organizers expressed gratitude to the senior citizens for their enthusiasm, dedication, and willingness to step into a new phase of learning.

One by one, the participants shared their experiences, their stories of newfound confidence, and the joy of acquiring new skills. Some spoke about how they now felt empowered to navigate the digital world, while others expressed gratitude for the lessons on health, legal rights, and financial planning.

"Before this program, I was hesitant to use online banking and digital tools. Now, I confidently handle my transactions and even teach my grandchildren how to stay safe online," said one participant with a proud smile.



Then came the most awaited moment, the conferring of certificates. As each senior citizen walked up to receive their certificate, the room erupted in applause, acknowledging not just their achievement but their courage to embrace learning at this stage of life.

The energy in the hall was electric, filled with happiness, nostalgia, and a collective sense of achievement. The joy was evident, not just among the participants but also among their families, the organizing team, and the trainers who had worked tirelessly to make this program a success.

One of the trainers reflected, "Seeing the smiles and confidence in our senior citizens today is the biggest reward we could ask for. They have proven that learning is timeless, and growth is a lifelong journey."

A Lasting Impact and a Promising Future

As the SWATANTRA program officially came to a close, there was one key takeaway for everyone present: this was not the end, but the beginning of something even greater.

The initiative had planted the seeds of continuous learning, creating a community of empowered senior citizens who now saw themselves as active contributors to society. It was a movement toward inclusivity, respect, and opportunities for the elderly, ensuring that they remain an integral part of the evolving world around them.



As the event ended with laughter, photographs, and promises to stay connected, one thing was clear: the SWATANTRA Senior Citizen Program was not just a training initiative; it was a transformative experience that had left a lasting imprint on everyone involved.

With renewed spirits and a wealth of new knowledge, the graduates walked away, not just with certificates but with a renewed sense of purpose, joy, and confidence in the future.

And so, the journey of SWATANTRA continues not in a classroom but in the lives of every senior citizen who participated, inspired, and embraced the limitless possibilities ahead.

Donate Blood, Save Lives – Advancing SDG 3: Good Health & Well-Being

The gift of life is precious, and there are few acts of kindness as impactful as donating blood. A single unit of blood can mean the difference between life and death for someone in critical need. Recognizing this profound responsibility, Team SDG Impact at ISBR Business School, Bangalore, took a significant step toward promoting health and well-being by organizing a Blood Donation Camp on September 21, 2024.

This initiative, in collaboration with Narayana Health and Rotary Bangalore Health City, was a testament to the power of collective action in saving lives and strengthening healthcare systems. Through this effort, **105 units of blood** were collected, reaffirming ISBR's commitment to Sustainable Development Goal 3: Good Health and Well-Being.

A Tradition of Compassion and Commitment

The blood donation drive at ISBR Business School was not just an isolated event but an ongoing commitment. The foundation for this initiative was laid in the previous year, when 120



units of blood were collected in a similar camp. This continuity symbolizes an enduring promise to contribute to healthcare and emergency medical needs.

Each year, millions of people worldwide require blood transfusions due to accidents, surgeries, childbirth complications, and medical conditions such as anemia, cancer, and hemophilia. The demand for safe and adequate blood supply is ever-growing, making such initiatives invaluable.

By organizing this camp annually, ISBR Business School ensures that students, faculty, and community members come together for a cause that directly impacts lives, reinforcing the idea that small actions, when multiplied, create significant change.

The Journey of a Blood Donor

The day of the camp was marked by enthusiasm, purpose, and a shared sense of responsibility. Volunteers arrived early to set up the venue, ensuring that the space was welcoming, hygienic, and well-equipped for donors. The event was meticulously planned, with medical professionals from Narayana Health overseeing every step to ensure donor safety and adherence to all health protocols.

As participants arrived, they were guided through a step-by-step process, beginning with a pre-donation health check-up. Doctors and medical staff assessed each donor's hemoglobin levels, blood pressure, and overall health status to confirm their eligibility. This process reassured donors, particularly first-time participants, that their safety was of the utmost priority.

Once cleared for donation, individuals were directed to comfortable donation stations, where trained medical professionals carefully drew blood. The entire process took approximately 10-15 minutes per donor, but its impact was immeasurable.

Some donors, especially those participating for the first time, expressed a mix of nervousness and excitement. However, the supportive atmosphere and guidance from medical experts eased their concerns. Many donors left the station feeling a deep sense of fulfillment, knowing that their contribution could save a life.



The Power of Community and Collaboration

A key factor in the success of the Blood Donation Camp was the unwavering support from partner organizations. The collaboration between ISBR Business School, Narayana Health, and Rotary Bangalore Health City brought together resources, expertise, and a shared vision for improving healthcare accessibility.

A special note of appreciation goes to Bhanu Prakash from Narayana Health, whose dedication and guidance played a crucial role in ensuring that the event ran smoothly. The involvement of Rotary Bangalore Health City further amplified the reach of the initiative, reinforcing the importance of partnerships in achieving global health goals.

Beyond logistical support, the event was driven by the passion and dedication of student volunteers. These young changemakers took charge of registration, awareness campaigns, donor coordination, and post-donation care, demonstrating the true essence of community-driven impact. Their collective efforts ensured that every donor felt valued, appreciated, and encouraged to continue their commitment to blood donation in the future.

A Ripple Effect of Change

One of the most profound aspects of the blood donation drive was the realization that every unit of blood collected had the potential to save up to three lives. This knowledge resonated deeply with the participants, strengthening their resolve to continue supporting such initiatives.

The event also served as a platform for raising awareness about the importance of voluntary blood donation. Many donors expressed a newfound understanding of how regular blood donation not only helps recipients but also benefits the donor's own health, including:

- Stimulating blood cell production, keeping the body's circulatory system active and healthy.
- Reducing harmful iron stores, lowering the risk of certain diseases.
- Providing free health check-ups, allowing donors to stay informed about their health status.

Through conversations, posters, and expert talks, attendees learned about common misconceptions surrounding blood donation, such as concerns over weakness or health risks.

By dispelling these myths, the event encouraged more individuals to embrace blood donation as a lifelong habit.



A Legacy of Hope and Healing

As the event concluded, there was an overwhelming sense of gratitude, not just from the organizing team but also from the hospitals, families, and patients who would benefit from these donations.

The Blood Donation Camp at ISBR Business School was more than just an event; it was a symbol of compassion, a movement toward a healthier society,

and a testament to the power of community action.

With each passing year, the initiative continues to grow, inspiring more people to step forward and contribute. The legacy of the Donate Blood, Save Lives campaign is not just in the numbers, but in the countless lives touched, the awareness spread, and the collective commitment to making the world a healthier place.

As the day ended and volunteers packed up, one thing was clear: this was not the end, but the beginning of another chapter in ISBR's journey toward advancing global health and well-being.



Swachh Bharat Abhiyaan – A Commitment to Cleanliness and Social Responsibility

Mahatma Gandhi once said, “Sanitation is more important than independence.” His vision of a clean and self-reliant India encompassed not only external cleanliness but also internal purity, clean thoughts, clean habits, and a clean society. Inspired by this ideology, ISBR Business School proudly joined the Swachh Bharat Abhiyaan, aligning with the nation’s efforts toward a cleaner and more responsible India.

The Swachh Bharat campaign at ISBR was not merely a ritualistic observance; it was a deeply

immersive and transformative experience. Held from September 30 to October 4, 2024, the event aimed to go beyond physical cleanliness and promote a shift in mindset and behavior. The theme set by the Government of India this year, Swabhav Swachhata Sanskaar Swachhata, perfectly captured this essence. It urged individuals to recognize that cleanliness is not just about our



surroundings but also about our values, morals, and actions.

Redefining Cleanliness – Beyond Just Sweeping Streets

At ISBR, we firmly believe that education is not confined to textbooks. It is about instilling values, shaping mindsets, and nurturing responsible citizens. Taking this philosophy forward, our Swachh Bharat campaign extended beyond cleanliness to address a crucial societal concern: Women’s Safety.

In recent years, the rise in crimes against women has been alarming. As an institution shaping the future leaders of tomorrow, ISBR saw this as an opportunity to spark meaningful discussions, spread awareness, and instill values of respect and responsibility among students. With a diverse student body of over 1,000 individuals, we understand the pivotal role we play in molding character and attitudes. Thus, the campaign became a dual-purpose initiative, embracing both environmental and social responsibility.

A Week of Impactful Initiatives

The week-long campaign was meticulously planned, integrating various social initiatives and interactive activities to engage students, faculty, and staff. Each day was dedicated to a specific cause, creating a multi-dimensional approach to cleanliness and awareness.

1. **Say No to Plastics (SUP):** Plastic pollution is one of the biggest threats to our planet. To address this, ISBR launched a ‘Say No to Plastics’ drive, where students actively spread awareness about Single-Use Plastics (SUPs) and their devastating impact on the environment. The campaign encouraged students to switch to sustainable alternatives like cloth bags, steel bottles, and biodegradable packaging. A pledge was also taken to eliminate plastic waste from campus.

2. **No Food Waste Campaign:** Food wastage is a pressing concern in India, where millions suffer from malnutrition and hunger. Through this initiative, students were encouraged to adopt responsible eating habits. Posters, awareness sessions, and real-time discussions emphasized portion control, mindful consumption, and food redistribution initiatives. A partnership was formed with local NGOs to donate surplus food from the campus cafeteria to those in need.
3. **Clean Campus Drive:** True to the spirit of Swachh Bharat, a campus-wide cleaning drive was organized. Students, faculty, and administrative staff enthusiastically participated, picking up litter, beautifying the premises, and ensuring that every corner of ISBR reflected the message of cleanliness and orderliness. This was not just a symbolic act but a step towards cultivating a permanent habit of maintaining a clean and green environment.
4. **Art from Waste:** Creativity and sustainability came together in the Art from Waste competition. Students were challenged to create innovative and useful products from discarded materials. The event showcased incredible talent and ingenuity, proving that waste can be transformed into art, utility, and inspiration. The competition reinforced the concept of upcycling and responsible waste management.
5. **Skits on Women's Safety A Call to Action:** The grand culmination of the Swachh Bharat Abhiyaan at ISBR was a series of powerful skits on Women's Safety. Students enacted real-life scenarios, depicting the struggles faced by women in society and the urgent need for change. The performances were deeply moving, leaving the audience reflecting on their roles in creating a safer world for women. These skits not only spread awareness but also sparked crucial conversations about gender sensitivity, consent, and the collective responsibility of society in ensuring safety for all.

Guest of Honor – Insights and Inspiration

The event was graced by Ms. Sheril Christopher, EHS Head at 3M India, a renowned expert with over two decades of experience in Environmental, Social, and Governance (ESG). Her address to the students was both inspiring and thought-provoking. She emphasized that sustainability is not just a corporate responsibility but a personal commitment.

Alongside her, senior faculty members and student leaders shared their insights, reinforcing the need for continuous efforts in social and environmental causes. The discussions highlighted how small, consistent actions can lead to a larger impact.



The Ripple Effect – Beyond One Week

The Swachh Bharat Abhiyaan at ISBR was not just a one-time campaign. It was a movement aimed at creating a culture of cleanliness, responsibility, and social consciousness. The week's initiatives set the foundation for long-term impact, with students continuing their efforts beyond the event.

- Sustainability clubs were formed, ensuring that waste management and plastic-free initiatives remained active year-round.
- Workshops on gender sensitivity and women's safety became a regular part of the curriculum.
- Ongoing partnerships with NGOs ensured that the food donation program continued to support the underprivileged.

A Legacy of Responsibility

As the curtains closed on this impactful week, the spirit of Swabhav Swachhata Sanskaar Swachhata continued to resonate among students and faculty. The message was clear: cleanliness is not just about sweeping streets; it is about cleansing our thoughts, attitudes, and actions.

The Swachh Bharat Abhiyaan at ISBR Business School was more than just an event; it was a commitment, a responsibility, and a step towards a better society. By integrating environmental consciousness with social awareness, the initiative empowered students to become change-makers in their communities.

As ISBR moves forward, the mission remains steadfast to uphold the values of cleanliness, sustainability, and safety, creating a world that is not just cleaner but also kinder and more just.





ISBR's Commitment to SDG 4: Quality Education

ISBR Business School stands as a strong advocate of the United Nations Sustainable Development Goal 4: Quality Education. The institution believes that education is the foundation upon which societies progress and individuals discover their purpose. At ISBR, learning goes far beyond the boundaries of classrooms; it is a transformative process that shapes responsible global citizens who think critically, act ethically, and contribute meaningfully to the world around them.

The essence of quality education at ISBR lies in its learner-centric approach. The institution cultivates a dynamic academic environment where curiosity is encouraged, creativity is celebrated, and collaboration is a core value. Students are empowered to take ownership of their learning, to question, innovate, and challenge conventional boundaries. The focus is not just on acquiring knowledge, but on developing wisdom, the ability to apply learning to real-world challenges with empathy and integrity.

ISBR's commitment to SDG 4 is reflected in its continuous pursuit of inclusivity and accessibility in education. The school recognizes that true quality education must be equitable, providing opportunities for learners from all walks of life to thrive. It promotes a culture where diversity of thought, background, and experience is embraced as a strength. By ensuring that education is inclusive, ISBR prepares its learners to engage respectfully with global perspectives and to work collectively toward a sustainable and peaceful future.

The institution also places great emphasis on bridging the gap between academic theory and practical relevance. Through interdisciplinary learning and industry exposure, ISBR equips its students with the competencies needed to navigate an ever-evolving world. It nurtures future-ready leaders who possess not only intellectual depth but also social consciousness, individuals capable of driving change in their organizations and communities.

A defining aspect of ISBR's educational philosophy is its focus on lifelong learning. The institution encourages the continuous pursuit of growth, adaptability, and personal development. In a world of constant transformation, ISBR inspires its students to remain learners at heart, open-minded, inquisitive, and eager to explore new horizons. This mindset aligns with the vision of SDG 4, which emphasizes education as an ongoing journey that empowers individuals throughout their lives.

Beyond academics, ISBR views education as a powerful tool for human development and societal progress. The institution strives to instill in its learners a sense of purpose and responsibility to use their knowledge not just for personal success, but to uplift others and create meaningful impact. Every learning experience is therefore designed to encourage compassion, ethical leadership, and a deep respect for humanity.

Through its progressive pedagogy, inclusive culture, and unwavering dedication to human potential, ISBR Business School continues to contribute to SDG 4 in a purposeful and impactful manner. The institution stands as a beacon of quality education, inspiring individuals to dream, learn, and lead with integrity, while building a future where knowledge empowers and education transforms lives.



Financial Literacy & Investment Wisdom: An Expert Talk on Mutual Funds

In today's rapidly evolving financial landscape, understanding how to grow and manage personal wealth has become an essential life skill. As part of our commitment to empowering individuals with practical financial knowledge, we are proud to present an Expert Talk on Financial Literacy, with a focused lens on Mutual Funds. This enlightening session will be led by none other than Dr. Balaji Rao DG, a distinguished figure in the domain of finance, who brings with him a wealth of experience and expertise. Dr. Rao is the Co-Founder and Director of OSAT Knowledge Pvt. Ltd., and also serves as a Knowledge Partner with HDFC Mutual Funds, an esteemed name in the mutual fund ecosystem. With decades of engagement in financial markets, advisory roles, and educational initiatives, Dr. Rao's insights are grounded in both academic rigor and real-world application.

The session promises to demystify the concept of mutual funds for both novices and seasoned investors alike. Dr. Rao will break down the mechanisms of mutual fund investments, how they work, the various categories, associated risks, and the potential returns. Emphasis will be placed on helping participants understand how to align their investment goals with the right kind of mutual fund, whether it be equity-based, debt-oriented, or a hybrid fund. Additionally, attendees will gain insight into important considerations such as fund performance metrics, market cycles, risk diversification, and tax implications. Through practical illustrations and relatable examples, Dr. Rao will also address common myths and misconceptions that often deter people from investing wisely.

One of the most valuable aspects of the session will be Dr. Rao's approach to instilling a strategic and long-term perspective in personal finance. Rather than merely promoting products or technical jargon, he advocates for a holistic understanding of financial well-being, encouraging individuals to think critically, plan systematically, and invest prudently. Participants will learn how to assess their risk appetite, set financial goals, and use mutual funds as a vehicle for achieving those goals. Whether you're planning for retirement, saving for a child's education, or simply looking to build a secure financial future, this talk is designed to equip you with the tools to make informed decisions.

What makes this event truly unmissable is the opportunity it offers to engage with one of the finest minds in financial education. Dr. Rao's engaging style, coupled with his ability to simplify complex financial concepts, ensures that every participant, regardless of their prior knowledge, will walk away with greater confidence and clarity in their investment journey. In a world where financial decisions can often feel overwhelming, this Expert Talk serves as a beacon of knowledge, guidance, and empowerment.

We warmly invite you to be part of this transformative learning experience. Do not miss this golden opportunity to enhance your financial literacy and take a step closer to achieving financial independence through informed investment decisions.



HR Conclave 2024: Agile HR Navigating the Future of Work

The rapidly transforming world of work is reshaping the way organization's function, and at the heart of this transformation lies Human Resources, a dynamic domain that is constantly evolving to meet the challenges of a changing workforce, disruptive technologies, and global uncertainties. In response to these profound shifts, ISBR Business School is proud to host the "HR Conclave: Agile HR Navigating the Future of Work," a two-day intellectual gathering scheduled for the 19th and 20th of January, 2024, from 10:00 AM to 4:00 PM. This event promises to be a pivotal platform for HR professionals, thought leaders, academicians, students, and industry practitioners to converge, collaborate, and converse about the future directions of human capital management.

The HR Conclave is designed as a comprehensive and forward-thinking forum that delves into the theme of agility in HR. With agility becoming a cornerstone of organizational resilience and employee engagement, the event will focus on how Human Resource practices are evolving to support flexible, responsive, and people-centric workplace strategies. The sessions will explore a wide range of topics from talent acquisition in a digital age to fostering diversity and inclusion, from employee well-being and performance enablement to the strategic use of data and AI in decision-making. Participants will gain actionable insights into how organizations can adopt agile frameworks to create adaptive, high-performing cultures.

One of the key highlights of the conclave will be its expertly curated panel discussions, which will bring together a diverse set of voices from across industries to address pressing questions about the HR landscape. These panels will provide a 360-degree view of the trends, challenges, and innovations shaping the world of work. Complementing these discussions are keynote addresses by prominent HR leaders and visionaries who will share their unique perspectives and experiences. Their inspiring narratives will offer not only knowledge but also the motivation to rethink conventional approaches and embrace future-ready HR strategies.

In addition to thought-provoking content, the Conclave offers a unique opportunity for attendees to expand their professional network, interact with peers, and exchange best practices. Students aspiring to enter the HR field will benefit immensely from direct exposure to industry thought processes and the chance to engage in dialogue with experienced professionals. For practitioners, it is a chance to rejuvenate their strategic thinking and align themselves with the latest methodologies that are redefining workforce management.

The HR Conclave 2024 is more than just an event it is a movement towards understanding and mastering the future of work. It represents ISBR's commitment to creating platforms that bridge academia and industry, fostering a learning environment that prepares individuals for real-world challenges. As we stand at the intersection of tradition and transformation, this conclave will serve as a compass guiding HR leaders and aspirants toward agility, innovation, and sustainability in the workplace.

So, mark your calendars and be part of this transformative experience. Let us come together to explore, learn, and lead the future of Human Resources with purpose and passion.



Fostering Entrepreneurial Spirit: A Glimpse into the Intercollege Business Plan Competition at ISBR

In the spirit of nurturing innovation and fostering entrepreneurial ambition among its students, the Institution's Innovation Council (IIC) at ISBR Business School recently organized the highly anticipated Intercollege Business Plan Competition. This event, a cornerstone initiative under the broader vision of promoting innovation and entrepreneurship on campus, turned out to be a remarkable success. Held with great enthusiasm and participation, the competition created an electrifying atmosphere across the institution as students came together to present groundbreaking business ideas that reflected creativity, strategic thinking, and a profound understanding of emerging market needs.



The competition served as a vibrant platform for students to step beyond the confines of traditional classroom learning and engage in the real-world simulation of building a business from scratch. Participants were invited to ideate, research, and pitch original business plans that addressed pressing issues, introduced disruptive models, or explored untapped opportunities. The event witnessed a surge of entrepreneurial energy as teams passionately showcased their business models, each uniquely tailored with detailed value propositions, market analysis, financial projections, and operational strategies.

As the event unfolded, the ISBR campus became a melting pot of ideas and innovation. The presentation sessions were a testament to the institution's thriving culture of excellence, where students not only demonstrated their academic knowledge but also translated it into viable, scalable ventures. The competition attracted a wide array of submissions across diverse industries such as fintech, sustainable fashion, healthcare innovation, social entrepreneurship, and tech-based services, reflecting the diverse interests and aptitudes of ISBR's student community.

The judging panel comprised faculty experts, industry mentors, and successful entrepreneurs who brought with them years of experience in the startup ecosystem. Their role was instrumental in evaluating the feasibility, originality, and impact potential of each business plan. The panel appreciated the quality of work presented, often remarking on the depth of research, the innovativeness of solutions, and the confidence with which the teams pitched their ideas. More than just a contest, the competition evolved into a valuable learning experience for all, with mentors offering constructive feedback and guidance aimed at refining ideas and encouraging further development.

While every participant showcased immense dedication and talent, a few teams stood out for their exceptional vision, clarity of execution, and potential for real-world impact. These winning teams were celebrated for their impressive grasp of business fundamentals and their



unwavering drive to create meaningful change. Their achievements not only earned them accolades but also inspired their peers to think boldly and act entrepreneurially.

The Intercollege Business Plan Competition underscored ISBR's unwavering commitment to



building a future-ready, innovation-driven academic environment. It echoed the institution's mission to empower students with the skills, mindset, and motivation to lead in a competitive global economy. As the event came to a close, what remained was a strong sense of purpose and a renewed enthusiasm for entrepreneurial exploration.

Congratulations to all participants, and a heartfelt shout-out to the winners whose entrepreneurial spark lit up the campus. The journey of innovation has only just begun, and ISBR looks forward to nurturing many more changemakers in the days to come.



Empowering Innovation Through Knowledge: ISBR's Faculty Development Program on Patent Writing and Filing

In an era where innovation drives progress and intellectual property shapes the future of economies, ISBR Business School continues to stay at the forefront of academic excellence and research empowerment. On 1st February 2024, the institution took a significant stride in fostering a culture of innovation by hosting a Faculty Development Program (FDP) on Patent Writing and Filing. This engaging and meticulously organized program was a powerful blend of knowledge-sharing, skill-building, and motivation, thoughtfully curated to equip faculty members with the tools to transform their groundbreaking ideas into protected intellectual property.

The highlight of the day was the presence of the world-renowned Dr. Ramesh Chandra, celebrated globally as the highest research patent holder. With a vast and inspiring body of



work, Dr. Chandra brought unmatched expertise to the session, demystifying the often-complex world of patents. His presence not only elevated the stature of the event but also made a profound impact on every participant in the room. Dr. Chandra's ability to translate technical jargon into clear, actionable steps made the program both accessible and impactful. He led the session with humility and clarity, using relatable examples drawn from real-world scenarios to explain the intricacies of patent writing and filing.

Throughout the program, Dr. Chandra shared insights into the key components of a successful patent application starting from ideation and documentation to drafting, legal structuring, and the importance of novelty and prior art searches. He emphasized the need for meticulousness in drafting claims and the strategic approach to protecting inventions in both national and international jurisdictions. The faculty attendees were not only educated on the legal and procedural aspects of patenting but were also encouraged to adopt an innovation-first mindset. What truly stood out was Dr. Chandra's message that innovation is not confined to science and technology alone, but can stem from any discipline including management, social sciences, and interdisciplinary research.

The Faculty Development Program sparked a new wave of enthusiasm across ISBR's academic community. Faculty members left the session feeling inspired and empowered, with many expressing renewed interest in exploring research avenues and protecting their original contributions. For some, the session served as the first step in their patent journey; for others, it offered clarity and direction for ideas already in development. The program provided a solid



foundation for ISBR's ongoing efforts to enhance research output and contribute meaningfully to the global innovation ecosystem.

By organizing this insightful FDP, ISBR Business School reaffirmed its commitment to nurturing intellectual curiosity and supporting faculty in their pursuit of innovation and excellence. It underscored the institution's belief that behind every great idea lies the potential for social, economic, or technological transformation and that with the right knowledge, those ideas can be safeguarded and scaled. The event was not just a session on patent writing; it was a catalyst for creative exploration and academic empowerment.

As the program concluded, what remained was a strong sense of direction, encouragement, and purpose. ISBR now stands more prepared than ever to support and celebrate the innovations of its faculty today, tomorrow, and for years to come.



Bridging Policy and Practice: ISBR's Post-Budget Panel Discussion in Collaboration with ELCIA

ISBR Business School and ISBR College reaffirmed their commitment to fostering dialogue between industry and academia by hosting a distinguished Post-Budget Panel Discussion on 2nd February 2024. Organized in collaboration with the Electronics City Industries Association (ELCIA), this high-impact event served as a vital platform to analyze and interpret the Union Budget through the lens of experienced professionals and seasoned industry experts. It was not merely an academic discourse, but a living embodiment of ISBR's motto, Real World. Real Learning brings actionable insights directly into the classroom and onto the campus.

The panel featured a remarkable lineup of speakers, each of whom brought a unique perspective shaped by deep experience and professional accomplishments. The discussion was graced by the presence of Mr. CA K. Raghu, the former President of the Institute of Chartered Accountants of India and current head of Raghu and Associates. His authoritative



understanding of fiscal policy, taxation, and regulatory frameworks provided the audience with a nuanced interpretation of the budget's implications for individuals and enterprises alike. Joining him on the dais was Mr. Gobinath Pathmanathan, the founder of Yosanáy Fintech, whose forward-looking insights shed light on the evolving landscape

of financial technology and the policy shifts likely to influence it.

Equally impactful was Mr. P. N. Shetty, CEO of RupeeBoss, a platform that plays a pivotal role in addressing the credit needs of MSMEs across India. His on-ground perspective added depth to the conversation on how the budget supports small businesses, entrepreneurship, and grassroots financial inclusion. Another prominent voice in the panel was that of Cdr. Pratap Pawar, Ph.D. Director of HR and IT at GS Labs, and a Navy Commander turned technocrat. Dr. Pawar's multi-faceted expertise in leadership, defense, and innovation enriched the discussion, particularly in areas concerning skill development, digital infrastructure, and cybersecurity. The panel was skillfully moderated by Mr. Kirron Bindu, a respected faculty member at ISBR Business School and a consultant for MSMEs, whose adept facilitation ensured a balanced and engaging discourse.

The event also held special significance due to the presence of ISBR's top academic leadership. Dr. Anand Agrawal, Executive Director of ISBR Business School, and Dr. Nila Chotai, Director of Academics, lent their wisdom and encouragement to the proceedings. They were joined by Dr. Lakshmi, Principal of MBA programs, and Mr. Shiva Prakash, Professor of Practice at ISBR, both of whom continue to shape the academic vision of the institution. Their



involvement underlined ISBR's ethos of integrating policy and practice into curriculum and pedagogy.

The panel discussion concluded with a warm vote of thanks delivered by Dr. Venkatesh Narasimha, Head of the Department for General Management and HR. He expressed sincere gratitude to the panelists, dignitaries, and students, acknowledging the value of

such engagements in shaping future-ready business leaders. The event stood as a testament to ISBR's unwavering commitment to bridging the gap between theory and practice, empowering students with not just knowledge but context, experience, and vision.



Fostering Entrepreneurial Literacy: ISBR's Knowledge Session on Problem-Solution Fit and Product-Market Fit

In alignment with the United Nations Sustainable Development Goal 4, Quality Education, ISBR Business School, in partnership with the Institution's Innovation Council (IIC), proudly hosted an insightful knowledge session titled "Achieving Problem-Solution Fit & Product-Market Fit" on 14th February 2024. The event, held from 2:00 PM to 5:00 PM, marked a critical step in enhancing the innovation capabilities and entrepreneurial mindset of students and aspiring business professionals. With the ever-evolving landscape of global markets and the increasing need for resilient, problem-solving innovators, this session embodied the essence of SDG 4: ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.

The guest speaker for this impactful event was Mr. Sudarsan R V, a dynamic entrepreneur and Co-Founder of Pondy Bistro and Proxy & Co, a venturesome enterprise engaged in storage, relocation, and gifting services. Drawing from his extensive experience in launching and scaling businesses across diverse sectors, Mr. Sudarsan brought the session to life with practical insights, real-life anecdotes, and a structured framework for understanding two critical components of startup success: Problem-Solution Fit and Product-Market Fit. His engaging delivery, seasoned with humour and clarity, made these complex concepts accessible to all attendees, regardless of their academic or professional backgrounds.

Mr. Sudarsan emphasized the importance of identifying genuine problems before jumping into product development, a common pitfall in many startup journeys. He guided students through the process of validating customer pain points, iterating on solutions, and gauging market readiness. Participants were exposed to the rigorous discipline of customer discovery, early-stage feedback loops, value proposition design, and how to determine if a product resonates strongly enough with a target segment to warrant scaling efforts. These discussions were deeply aligned with the learning outcomes of contemporary business education and entrepreneurial training, empowering students to think beyond textbooks and approach problem-solving with a real-world orientation.

What distinguished this session was its interactive nature and its strong pedagogical intent. Students were not merely passive recipients of information but active participants in scenario-based exercises and reflective dialogue. The collaborative structure of the event fostered critical thinking, creativity, and communication skills, pillars of modern education that are indispensable in today's innovation-driven economy. Faculty members and startup enthusiasts alike noted the session's ability to bridge theoretical understanding with hands-on application, making it a quintessential example of applied learning in higher education.

In hosting this session, ISBR reaffirmed its mission to cultivate a learning environment that nurtures innovation, instills practical business acumen, and prepares future leaders for complex global challenges. It further showcased the institution's commitment to integrating the goals of sustainable development, particularly SDG 4, into its academic and extracurricular fabric. By bringing industry practitioners like Mr. Sudarsan into its knowledge ecosystem, ISBR continues to elevate the quality and relevance of education offered to its students.

As the session concluded, the energy and excitement among participants were palpable. Students walked away not only with a deeper understanding of entrepreneurial frameworks but



also with the confidence and clarity to navigate their innovation journeys. Events like these are a testament to ISBR's vision of delivering education that truly transforms.



Learning Beyond Boundaries: ISBR's Rural Marketing Immersion in Vanakanahalli

In an inspiring demonstration of Sustainable Development Goal 4, Quality Education, ISBR Business School continues to redefine the contours of experiential learning through its immersive field-based curriculum. On 14th February 2024, MBA students from ISBR took a significant step outside the traditional classroom, journeying into the heart of rural India for a hands-on learning experience in Vanakanahalli, a vibrant village in Anekal Taluk. With more than 500 households forming a diverse socio-economic microcosm, the village became a living laboratory where students examined the real-world dynamics of rural marketing.



Led by the ever-innovative Professor of Practice, Mr. Shiva Prakash, this learning initiative exemplified ISBR's commitment to bridging academic theory with practical exposure. The "Village Katta" or local "Nukkad," traditionally a hub for communal exchange, served as the central learning space, providing students with a culturally rich and organically engaging

environment. This space, both literal and symbolic, nurtured dialogue, interaction, and critical observation, turning an ordinary weekday into a transformative educational encounter.

At the core of this field visit was the concept of contextual marketing, understanding the nuances, preferences, and economic patterns that distinguish rural consumers from their urban counterparts. ISBR students, through direct engagement with community members, explored the socio-cultural and infrastructural realities that influence consumer behaviour in rural India. They learned firsthand the significance of trust, word-of-mouth influence, limited brand exposure, purchasing power constraints, and the rising impact of mobile connectivity and digital access. These insights deepened their understanding of the strategic adaptations required for product positioning, pricing, promotion, and distribution in non-urban markets.

This initiative also powerfully reinforced the goals of SDG 4 by offering inclusive and equitable quality education rooted in relevance, cultural sensitivity, and hands-on experience. It empowered students with critical skills beyond textbook knowledge, empathy, adaptability, field communication, and practical problem-solving. By engaging with the rural community not as passive observers but as active learners, students internalized the ethical responsibility of inclusive marketing and the importance of sustainable value creation for underserved populations.

Furthermore, the visit illustrated the broader purpose of education to cultivate informed, thoughtful professionals who understand that business success is intrinsically linked to social understanding and community upliftment. Rural India, often perceived as a challenge in marketing circles, was recast by the ISBR MBA cohort as a realm of opportunity, innovation,



and untapped potential. The learning extended to both students and villagers, in a mutually enriching exchange of perspectives and ideas.



ISBR's Rural Marketing class in Vanakanahalli stands as a vibrant example of education that transcends institutional walls and embraces the world as its classroom. It reflects the school's enduring mission to create leaders who are not only academically proficient but also socially conscious and globally aware. By seamlessly aligning curriculum with SDG 4, ISBR reaffirms its position at the

forefront of transformative education, one that prepares students to lead with knowledge, compassion, and vision.



Empowering Young Minds Through Cyber Awareness: ISBR's Digital Literacy Outreach in Rural Karnataka

In a rapidly digitizing world, ensuring the safety and awareness of young learners in the online environment has become an essential extension of holistic education. In alignment with Sustainable Development Goal 4, Quality Education, ISBR Business School demonstrated its commitment to inclusive, relevant, and future-ready learning by organizing a transformative Cyber Safety Awareness Campaign in Gubbi village, Tumakuru district, Karnataka. In collaboration with the LetsTagOn Foundation and the India Literacy Project, and with the institutional support of DIET Tumakuru under the District Educational Transformation Program, this campaign marked a milestone in digital literacy outreach, significantly amplifying ISBR's impact beyond campus walls.



Conducted over three intensive days, the 17th, 18th, and 19th of January 2024, this initiative reached an impressive 7500+ students across 44 government schools. The campaign specifically targeted children in Grades 8, 9, and 10, many of whom were first-generation digital users navigating newly acquired devices following the educational shifts brought on by the pandemic. The sessions were thoughtfully designed to be interactive and activity-based, ensuring that complex concepts around digital safety, cyberbullying, identity theft, misinformation, and secure browsing were presented in engaging and age-appropriate ways. This dynamic methodology not only reinforced learning outcomes but also sparked curiosity, discussion, and critical thinking among the young participants.

The campaign's success was fuelled by the energy, compassion, and dedication of ISBR's student volunteers, who took ownership of the initiative with remarkable professionalism. By stepping into the role of peer-educators and mentors, these MBA students embodied the institution's ethos of experiential learning, service leadership, and knowledge sharing. Their engagement with schoolchildren, many of whom had limited exposure to structured digital safety training, was not only impactful but also deeply rewarding. It reinforced the value of empathy and communication in education, essential skills for any responsible business leader in today's socially complex world.



Beyond the immediate reach of 7500 students, the campaign had a powerful multiplier effect. As part of the post-session engagement, children were encouraged to carry the conversation forward into their homes and communities. Through storytelling, skits, and peer sharing, the knowledge disseminated during the sessions rippled through an estimated 30,000 individuals, enhancing digital literacy at the grassroots. In doing so, ISBR's initiative actively promoted



inclusive education practices, creating a safer and more informed society through the empowerment of youth.

This landmark effort underscores ISBR Business School's unwavering dedication to SDG 4, specifically its aim to ensure that education not only reaches every learner but is also



meaningful, relevant, and adaptable to the challenges of the 21st century. It also reaffirms the institution's belief in education as a vehicle for social transformation.

By equipping rural children with the tools to safely navigate the digital space, ISBR is helping build a generation that is not only academically capable but also digitally responsible and resilient.

In a world where digital threats continue to grow alongside opportunities, such initiatives are not merely supplementary; they are essential. And through efforts like the Cyber Safety Awareness Campaign, ISBR Business School continues to lead by example in delivering real-world, real learning with lasting social impact.



Crafting the Future of Inquiry: ISBR's 4-Day Orientation Workshop on Research Proposal Writing

At the heart of academic excellence lies the ability to pose meaningful questions and craft compelling research narratives. Embracing this foundational principle, ISBR Business School embarked on a transformative journey through its four-day orientation workshop titled “How to Write a Strong Research Proposal?” The event served as a gateway into the world of scholarly research for budding scholars and academic enthusiasts, reaffirming ISBR’s unwavering commitment to nurturing intellectual curiosity, critical thinking, and evidence-based inquiry. With the renowned Dr. Raja Sankaran, a distinguished academic and research mentor, guiding the workshop, participants were taken through an immersive exploration of the research landscape, equipping them with both the conceptual frameworks and practical tools necessary to produce high-quality research proposals.

Held over four enriching days, the workshop drew participation from students and early-career researchers eager to navigate the often-daunting task of formulating a research proposal that is not only methodologically sound but also socially relevant and academically robust. Dr. Sankaran, widely acknowledged for his ability to distill complex research paradigms into digestible and actionable knowledge, served as an intellectual beacon throughout the session. His teaching methodology blended theoretical depth with real-world examples, enabling participants to see the interplay between research questions, literature review, hypothesis formulation, methodology design, and proposal structuring.

From identifying research gaps to aligning proposals with institutional and funding body expectations, the workshop tackled the intricacies that define successful academic writing. Special emphasis was placed on clarity of objectives, ethical considerations, and the importance of a well-articulated problem statement. Participants were encouraged to critique sample proposals, engage in peer review exercises, and present their own research ideas for feedback, turning the workshop into a collaborative space of intellectual exchange and growth.

This initiative reflected ISBR’s broader educational mission of producing not just managers or professionals, but thought leaders capable of contributing meaningfully to their disciplines and society at large. The workshop also aligned closely with Sustainable Development Goal 4 (Quality Education) by fostering skills essential for academic inquiry and lifelong learning. In empowering students to approach research with confidence and integrity, ISBR is laying the groundwork for evidence-driven leadership and responsible innovation across sectors.

Beyond technical competence, the workshop instilled in its participants a deeper respect for the research process and a realization that strong proposals are not merely bureaucratic requirements but the blueprints of impactful exploration. Dr. Sankaran’s insights underscored the transformative potential of research when rooted in purpose, precision, and passion. As students internalized these lessons, they left the workshop not only with sharper writing skills but also with the vision to pursue research that matters, research that speaks to global challenges, advances disciplinary knowledge, and inspires positive change.

ISBR’s four-day orientation on research proposal writing was more than just an academic event; it was a launchpad for future scholars and innovators. As participants begin to draft their own proposals, they do so with the confidence that they are no longer navigating the terrain of research alone they have been guided, mentored, and inspired to ask questions that could change the world.



Celebrating a Legacy of Dairy Revolution: Amul at 50 – A Tribute by ISBR

On February 27th, 2024, ISBR Business School and ISBR College came together to commemorate a monumental milestone in the Indian industry, the 50th anniversary of Amul India, a brand that has redefined rural empowerment and cooperative enterprise. The session, skilfully facilitated by Prof. Shiva Prakash, was more than a celebration; it was an immersive



educational experience that took students on a journey through the history, innovation, and socio-economic significance of Amul. What began as a modest cooperative initiative by the Kaira District Milk Union has, over the decades, transformed into a global dairy powerhouse, known not just for its products but

for its revolutionary model that placed power in the hands of farmers. This milestone provided the perfect canvas for students to reflect on the dynamics of cooperative success, rural development, and strategic marketing.

The event opened with a captivating visual presentation that traced Amul's journey from the visionary leadership of Dr. Verghese Kurien to the organization's meteoric rise as a household name in India and beyond. Archival videos and historical footage gave students a visceral sense of Amul's roots, its challenges, and its eventual triumphs. These visuals set the stage for a vibrant group discussion in which students actively shared their interpretations of Amul's strategic decisions, branding innovations, and the brand's alignment with the values of inclusivity and rural progress. The discourse allowed students to connect classroom theories with real-world outcomes, especially how marketing, supply chain management, and cooperative governance can converge to create an economic movement.

Guiding the interactive portion of the session, Prof. Shiva Prakash deepened the conversation by highlighting the core pillars of Amul's enduring legacy. With his signature style of contextual storytelling and strategic analysis, he illustrated how Amul's model empowered dairy farmers, ensured fair pricing, and disrupted market monopolies all while establishing a brand identity rooted in trust, quality, and Indian pride. Students explored the brand's iconic advertising journey, particularly the Amul girl campaign, understanding how creative communication played a key role in building public affection and loyalty. Discussions also extended to Amul's role in shaping rural markets, generating employment, and boosting local economies, making it an exemplary case of inclusive growth.

The session didn't merely dwell on past glories; it opened up conversations about the future. Students were encouraged to think critically about how Amul's cooperative model could be adapted to other sectors, the importance of sustainable practices in agri-business, and the evolving expectations of rural consumers in the digital age. In reflecting on Amul's success



story, participants also examined the broader implications for India's economic development, rural empowerment, and social equity.

This commemorative event encapsulated ISBR's mission of Real World, Real Learning, aligning seamlessly with Sustainable Development Goal 4 (Quality Education). By connecting historical innovation with modern strategic thinking, the session offered students a nuanced understanding of how business models rooted in community and cooperation can drive long-term, equitable development. In honouring Amul, ISBR celebrated not just a brand but a movement that continues to inspire generations of changemakers.



Empowerment Through Inclusivity: Creating Change Together – A Global Dialogue at ISBR

In a world increasingly defined by diversity, equity, and a collective responsibility to build inclusive ecosystems, ISBR Business School proudly curated a powerful panel discussion titled “Empowerment Through Inclusivity: Creating Change Together.” This thought-provoking session, held as part of the prestigious International Conference on Global Innovations: Sustainable Practices and Emerging Trends, brought together some of the most forward-thinking minds from industry, advocacy, and academia. The event served as a vibrant convergence of global voices committed to fostering inclusive growth and building organizations where every individual feels valued, heard, and empowered. It provided a platform for open discourse, knowledge-sharing, and mutual reflection on how inclusivity can shape not only corporate policies but the very fabric of our societies.

Moderated with grace and insight by Rtn Veena Shenoy, Head of SDGs Impact at ISBR Business School, the session brought to the fore pressing conversations around diversity, inclusion, equity, and belonging. The stage was graced by five remarkable panellists whose collective wisdom spanned various sectors and global perspectives. Mr. Chella Pandian Pitchai, Global Head of DEI & Leadership Development at Biocon Biologics, opened the discussion by emphasizing the need for organizations to embed inclusivity into leadership frameworks. Drawing from Biocon’s inclusive hiring practices and leadership development programs, he shared how DEI is not merely a corporate agenda but a catalyst for innovation and trust.

Following this, Ms. Anita Prasad, Founder of Rainbow Angels, brought an empathetic and activist lens to the panel. She spoke with passion about the systemic challenges faced by the LGBTQIA+ community and how grassroots efforts, when empowered with institutional support, can bring about long-term societal transformation. Her work through Rainbow Angels exemplifies the vital connection between community engagement and policy advocacy in advancing equity. Mr. Mohan Kumar, Consultant at Wipro Ltd, added another dimension to the discussion by reflecting on his experience navigating organizational change and policy implementation. He highlighted the need for cross-generational and cross-cultural dialogue within corporations to ensure truly inclusive work environments.

Ms. Natasha Shirazi, Culture, Diversity & Inclusion Lead for APJ & GC at Dell Technologies, shared strategic insights on creating psychologically safe workspaces and leveraging technology to foster a sense of belonging. Her case studies from Dell’s global operations illustrated how inclusivity drives business success and team cohesion. The final speaker, Mr. Rey C Thomas, Head of Diversity & Inclusion at NASSCOM Foundation, concluded the panel with a compelling call to action for industries to move from intent to impact. He emphasized measuring inclusivity efforts with accountability metrics and emphasized partnerships between academia, civil society, and corporate entities to catalyze deeper transformation.

The session resonated deeply with the values of Sustainable Development Goal 10 (Reduced Inequalities) and Sustainable Development Goal 5 (Gender Equality), underscoring ISBR’s unwavering commitment to real-world education that transcends the classroom. By facilitating this meaningful exchange, ISBR reaffirmed its role as a crucible for progressive thought and impactful action. The dialogue reminded all attendees that inclusivity is not a checkbox but a shared responsibility one that empowers individuals and transforms institutions alike.



A Triumph Against Polio: ISBR Students Champion Global Health at Majestic Station

On March 3rd, 2024, the sprawling corridors of Majestic Railway Station in Bangalore transformed into a hub of purposeful action, as students from ISBR Business School united with E Club Green City, Rotaract Ulsoor, and Rotary Tumkur in the "End Polio Now" campaign. What unfolded was not merely a vaccination drive but a moving demonstration of youth leadership, compassion, and the power of collective responsibility. The event, meticulously coordinated across 10 to 12 booths strategically placed within one of the busiest railway stations in the country, aimed to administer the life-saving polio vaccine to children aged 0 to 5. Within this dynamic environment, ISBR students emerged as pillars of dedication and efficiency, their presence marking a powerful convergence of academic purpose and humanitarian service.

As the campaign gathered momentum, the station's usual hum of transiting passengers was infused with a renewed sense of urgency and hope. ISBR students, armed with not just information but an unwavering resolve, ensured that each child who passed through the station received their two critical drops of the oral polio vaccine. For many students, this initiative represented their first active involvement in a public health campaign of this scale. The experience was both humbling and empowering, as they witnessed firsthand the importance of last-mile delivery in healthcare and the challenges faced in community outreach. Their ability to manage crowds, engage families, comfort children, and administer vaccines (under supervision) reflected not only their training but their sense of empathy and social duty.

Beyond the logistics and planning, the true essence of the drive lay in the interactions, the gentle assurance given to anxious parents, the playful distractions used to ease infants' fears, and the respectful collaboration with health professionals and Rotary members. Through their active involvement, the students moved from being mere observers of public health narratives to agents of real change. Their commitment contributed directly to the global mission of eradicating polio, a disease that once crippled millions but is now on the verge of being consigned to history. This campaign also resonated strongly with Sustainable Development Goal 3, Good Health and Well-being, by highlighting the crucial role youth and educational institutions can play in supporting healthcare systems.

The ISBR students' participation in the "End Polio Now" campaign stands as a testimony to the transformative power of community-based learning. It was an initiative that went beyond textbooks and classrooms, allowing students to engage with society at a grassroots level and, in doing so, understand the broader implications of global health equity. Their efforts serve not only as a benchmark for civic engagement but also as a reminder that real education is measured not just in academic achievements but in the impact, one leaves on the world.



"End Polio Now" campaign



Walking Towards Wellness and Unity: ISBR's SPIRIT ERASMUS Walkathon for Health and Inclusion

On the 3rd of March 2024, ISBR Business School proudly etched a new chapter in its global journey of collaboration and social responsibility by hosting a transformative Walkathon in association with the SPIRIT ERASMUS Project, an initiative sponsored by the European Union. This inspiring event was the product of an international alliance between ISBR and Spirit Club partners from Cyprus, Spain, Portugal, Indonesia, and Sri Lanka. What began as a simple walk soon evolved into a compelling symbol of global unity, holistic health, and community empowerment. The Walkathon welcomed participants from all walks of life, Spirit Club members from across the globe, local Rotaract members, ISBR alumni, faculty, staff, and students, who came together in a spirited demonstration of solidarity and shared purpose.

The event commenced with an impactful talk on health and wellness delivered by Rtn Veena Shenoy, the Head of Impact Goals at ISBR. Her address highlighted the increasing importance of preventive healthcare, especially in the context of Non-Communicable Diseases (NCDs), which have emerged as a pressing concern in both developed and developing nations. She emphasized the importance of integrating wellness into our daily lives, not just as a matter of personal responsibility, but as a collective social mission. Her insights were grounded in the broader framework of the United Nations Sustainable Development Goal 3, Good Health and Well-being, reinforcing the idea that wellness is integral to sustainable progress.

Adding to the depth of the occasion, Dr. Manish Kothari, Managing Director of ISBR Business School, offered a stirring reflection on India's historical journey toward freedom, drawing parallels between past movements like the Dandi March and present-day calls for health justice and global unity. Dr. Kothari's words served as a poignant reminder that individual actions, such as Mahatma Gandhi's salt march, can spark widespread change, and that today's seemingly modest acts, like a walk for health, can ripple outwards with significant impact.

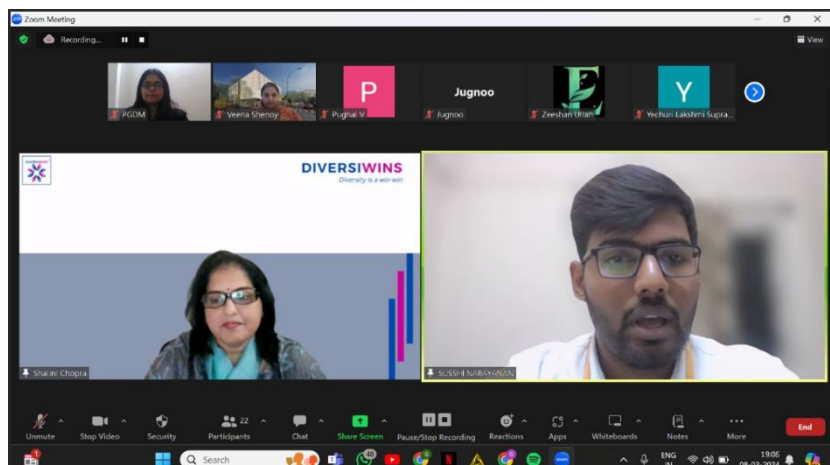
The Walkathon itself covered a symbolic two-kilometer route, bringing together an intergenerational and international mix of participants. As groups walked side by side, conversations flowed, cultural barriers dissolved, and an atmosphere of inclusivity flourished. The shared experience fostered a sense of connectedness not only to one another but also to a greater global vision one that envisions a healthier, more empathetic world. Smiles, laughter, and palpable enthusiasm illuminated the pathway as each participant contributed to a collective momentum aimed at raising awareness around wellness and NCD prevention.

The success of this Walkathon was measured not in steps taken but in hearts touched, perspectives shifted, and the enduring message that wellness transcends borders. As a proud partner of the SPIRIT ERASMUS Project, ISBR Business School continues to champion initiatives that blend education, activism, and international collaboration. This walk was not just a celebration of health, but a meaningful stride towards cultivating a community of global citizens dedicated to sustainable, inclusive, and compassionate living.



Empowering Women: Be, Believe, Achieve – A Celebration of Strength and Purpose

On the evening of March 8th, 2024, ISBR Business School stood proud as it hosted a transformative expert talk to mark International Women's Day, in collaboration with two pioneering organizations championing diversity and inclusion, G100: Diversity & Inclusion and WICCI – Women's Indian Chamber of Commerce and Industry (Startup Council). Themed "Empowering Women: Be, Believe, Achieve," the event was more than just a commemoration; it was a celebration of resilience, inspiration, and the endless potential of women to lead, uplift,



and transform communities. The highlight of the evening was the presence of the distinguished guest speaker, Ms. Shalini Chopra, Founder of DiversiWins and a passionate advocate of humanism, whose life and leadership philosophy resonate deeply with inclusivity, empowerment, and purpose-driven change.

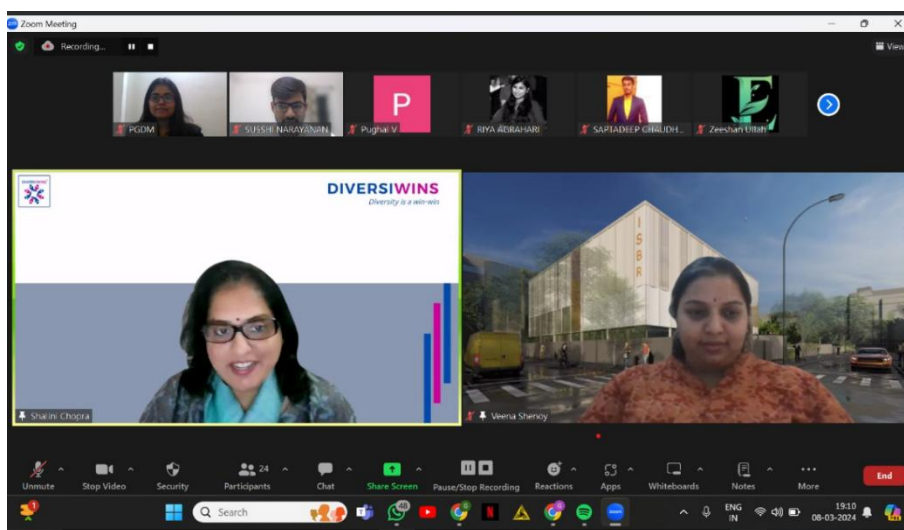
The session began at 7:00 PM with a warm welcome that reflected the spirit of solidarity and empowerment. As a thought leader with a deep commitment to gender parity and equity in workplaces and beyond, Ms. Chopra brought to the platform a wealth of experience, authenticity, and a call to action that resonated across the audience. Her talk, punctuated by personal narratives, professional insights, and actionable strategies, served as both a mirror and a map, reflecting the challenges women continue to face while laying out pathways to navigate them. She emphasized that empowerment begins from within by choosing to "be" unapologetically, to "believe" unshakably in one's worth, and to "achieve" fearlessly in the face of societal constraints.

Ms. Chopra's discourse was particularly impactful for the aspiring young women professionals and students in the audience. She dismantled the myths around leadership being a privilege rather than a right and instead, redefined it as a mindset rooted in compassion, collaboration, and courage. In doing so, she aligned her message with the goals of Sustainable Development Goal 5 (Gender Equality) and SDG 4 (Quality Education), reiterating the critical need to cultivate environments where education empowers individuals regardless of gender, and where inclusive leadership becomes the norm, not the exception.

The evening was not just about listening; it was a dynamic, participatory experience. Attendees engaged in thoughtful dialogue, asked questions, and shared reflections, turning the event into a vibrant knowledge exchange. The energy in the room was palpable as individuals from diverse academic and professional backgrounds, students, faculty, entrepreneurs, and social change-makers connected through shared aspirations and collective goals.



By hosting such events, ISBR Business School continues to uphold its commitment to inclusive education and leadership development. Through collaborations with global platforms like G100 and WICCI, ISBR fosters a culture that champions equity and holistic growth. The International Women's Day session with Ms. Shalini Chopra not only inspired but also empowered each participant to become an agent of change, echoing the belief that when women rise, communities thrive and societies flourish.





Igniting Innovation: ISBR's Inter-College Entrepreneurial Challenge Unites Young Visionaries

ISBR Business School, in a powerful collaboration with the Institute Innovation Council, TiE Bangalore, and the Atal Incubation Centre, recently hosted an electrifying Inter-College Competition that brought together the entrepreneurial aspirations of young minds from across 26 colleges in Bangalore. Designed to promote collaboration, creativity, and startup thinking, the competition was a dynamic convergence of innovation, mentorship, and spirited competition, showcasing ISBR's ongoing commitment to fostering real-world learning and advancing the United Nations' Sustainable Development Goal 4, Quality Education.



The event served as a platform for students to transform their ideas into impactful ventures through structured mentorship and hands-on learning experiences. Participating teams were invited to engage in intensive boot camps and innovation workshops, led by ISBR faculty and supported by a dedicated group of senior student mentors. These sessions emphasized critical aspects of entrepreneurial development, such as market research, business modelling, financial forecasting, and pitch design, preparing teams to bring clarity and professionalism to their innovative ideas. This unique learning opportunity not only enhanced technical know-how but also instilled confidence and collaboration among the budding entrepreneurs.

Following two rigorous elimination rounds, six exceptional teams rose to the top and earned their place in the grand finale. The final round was nothing short of inspiring as these finalists presented their start-up concepts to an esteemed panel of industry experts and angel investors. The jury featured Mr. Chirag Gandhi, Founder of ASG GLOBAL, LLC, and a renowned angel investor, alongside Mr. Prateek Madhav, Co-Founder and CEO of AssisTech Foundation (ATF), both of whom brought valuable insights and critical feedback to the table. Their presence elevated the experience for the participants, offering not only evaluation but also mentorship and encouragement.

In a closely contested showdown, Team “Dostbin” from BMS Institute of Technology and Management emerged as the champions of the competition. Led by Narasimha Murthy D S, R. Venkatesh, and Shumail Ali Khan, the team impressed the judges with their practical and sustainable solution aimed at transforming waste disposal and segregation, and was awarded a cash prize of INR 25,000. Securing the runner-up title was Team “Gau Plaster” from Christ College, represented by Pranav A and Sidhanth Wantamutte. Their idea, grounded in sustainable construction materials using cow dung, earned them the second prize and a cash



award of INR 15,000. Both projects showcased a deep understanding of sustainability, innovation, and social impact.

This event not only celebrated entrepreneurial talent but also reinforced the value of experiential learning and peer-to-peer collaboration in higher education. By creating such a dynamic ecosystem, ISBR Business School continues to build bridges between academia and industry, nurturing the innovators and leaders of tomorrow. The Inter-College Competition exemplified the power of mentorship, cross-institutional collaboration, and the pursuit of meaningful, purpose-driven innovation, leaving a lasting impact on all participants and attendees alike.





Bridging Vision and Action: ISBR's Hybrid Round Table on Collaborative Strategies for Growth

On the 9th of March 2024, ISBR Business School took a bold step forward in thought leadership and academic-industry engagement by hosting a Hybrid Round Table Conference on the theme “Collaborative Strategies for Driving Growth and Adaptability.” This timely and intellectually charged event convened a dynamic mix of industry leaders and academic experts, offering deep insights into strategies that fuel organizational resilience and long-term growth in a rapidly evolving business environment.

Set in a hybrid format to encourage widespread participation, the event commenced at 2:00 PM (IST) and brought together an eclectic panel of distinguished professionals from diverse sectors. At the heart of the round table were voices that shape today's industry narratives: Dr. Manish Kothari, Managing Director of ISBR Business School; Santosh Kurella, Business Head at Intertek; Nikhil M Sasikumar, Product Manager at Salesforce; Perna Singh, the innovative Founder of Homeshomme; and Anshitha Sharma, Success Manager at Sprinklr. This powerful confluence of thought was moderated with poise and insight by Prof. Anand Agrawal, Executive Director at ISBR Business School.

The conversation unfolded around a central theme: the imperative for cross-sector collaboration and adaptability in a global economy increasingly defined by disruption and innovation. Each panelist brought forth unique perspectives shaped by their industries and experiences. Dr. Manish Kothari emphasized the evolving role of academia in shaping agile, future-ready leaders who can drive inclusive growth. Santosh Kurella offered perspectives from quality assurance and testing, underlining how businesses must integrate compliance with innovation to maintain competitiveness.

Nikhil M Sasikumar introduced critical insights from the world of technology, elaborating on how digital transformation can be leveraged not just as a tool for efficiency but as a foundation for scalable and adaptable growth strategies. Perna Singh shared her entrepreneurial journey, focusing on how creativity, consumer insight, and sustainability coalesce to create meaningful businesses. Anshitha Sharma's contribution centered on client success in a digitally connected world, offering case-based strategies on how brands can sustain loyalty and relevance amid shifting expectations.

The hybrid nature of the conference allowed for seamless interaction between physical attendees and virtual participants, fostering a truly inclusive and interactive experience. A series of probing questions and lively dialogue ensured the session remained dynamic and participatory, echoing ISBR's commitment to democratized knowledge sharing.

This Round Table Conference stood out not just for its content but for its capacity to converge theory with real-world practice. It reinforced ISBR Business School's role as a hub of thought leadership where academia and industry collaborate meaningfully to co-create knowledge, anticipate trends, and cultivate adaptive leaders for the future. It also aligned with the institution's ongoing pursuit of the United Nations Sustainable Development Goals, especially SDG 4, Quality Education, and SDG 17, Partnerships for the Goals.

The event left an indelible mark on all who attended, serving as both a learning platform and a call to action for forward-thinking strategies in the face of global change.



Data-Driven Futures: ISBR's Campus-to-Corporate Summit on Data Science

On March 8th, 2024, ISBR Business School once again reaffirmed its commitment to bridging the gap between academia and industry through the highly anticipated Campus-to-Corporate Summit, this time, diving deep into the dynamic world of Data Science. The summit brought together students and industry leaders for a transformative session centered around one of the most rapidly evolving and impactful domains of the digital age. The highlight of the event was an insightful and engaging keynote by Mr. Rohit Sharma, a seasoned professional from PayPal, whose vast experience in the world of data-driven technologies gave students a rare inside view of the realities, challenges, and opportunities within the Data Science industry.

Held in a lively and intellectually charged environment, the summit served as a powerful platform for students to interact directly with Mr. Sharma, whose expertise illuminated the complexities of big data, machine learning, and artificial intelligence. He spoke at length about how data has transformed from being a passive asset to a vital strategic tool, enabling businesses to forecast trends, optimize operations, and deliver personalized customer experiences. His remarks not only demystified technical concepts but also emphasized the growing need for ethical considerations and responsible data usage in an era of rapid digital transformation.



The interactive nature of the summit encouraged a vibrant exchange of ideas. Students eagerly posed questions about career paths, technical skills, and the interdisciplinary nature of data science, receiving practical advice and inspiration in return. Mr. Sharma's ability to simplify intricate topics and tie them to real-world applications resonated strongly with the audience. From e-commerce optimization to fraud detection and customer behavior analytics, the discussion highlighted the vast landscape of possibilities that data science offers across sectors.

What set this summit apart was its ability to stimulate curiosity and fuel aspirations. The session acted as a catalyst, inspiring students to envision themselves not just as passive consumers of knowledge but as active contributors to the digital economy. The event emphasized that data science is not limited to coding or statistical modeling; it is a multifaceted field that welcomes thinkers, problem-solvers, storytellers, and innovators.

This Campus-to-Corporate Summit underscored ISBR's holistic educational vision, one that integrates industry exposure with academic learning, preparing students to meet the evolving demands of tomorrow's workforce. In alignment with the institution's broader mission to promote Sustainable Development Goal 4 (Quality Education), the summit contributed to skill enhancement, awareness building, and career readiness. By connecting students with trailblazers like Mr. Sharma, ISBR continues to nurture a learning environment that is both future-focused and grounded in real-world relevance.



As the event concluded, the room echoed with a sense of motivation and clarity. Students left not only with new knowledge but with a renewed drive to explore the world of data science more deeply. The summit served as a vivid reminder that with the right guidance, today's learners can become tomorrow's innovators.



From Campus to Salesforce: A Homecoming of Wisdom with ISBR Alumnus Mr. Nikhil M Sasikumar

On the promising afternoon of March 16, 2024, ISBR Business School proudly welcomed one of its most distinguished alumni, Mr. Nikhil M Sasikumar, back to the campus for an engaging and insightful session with current students. A member of the esteemed ISBR Think Tank and a prominent Product Manager at Salesforce.com, Mr. Nikhil is a member of the 2012 graduating batch, and his journey from student to industry leader stands as a testament to perseverance, adaptability, and strategic vision. His return to campus not only marked a heartwarming homecoming but also served as a beacon of inspiration for aspiring product managers and business leaders currently walking the same academic corridors he once did.

The session unfolded with an air of anticipation and excitement as students, faculty, and staff gathered to welcome Mr. Nikhil. With his characteristic humility and clarity, he began by recounting his formative years at ISBR, highlighting the environment of academic rigor, intellectual curiosity, and mentorship that laid the foundation for his career in product management. He emphasized how the school had provided him not just with a degree, but with a mindset geared toward innovation, problem-solving, and leadership.

Drawing from his rich professional journey, Mr. Nikhil elaborated on the intricacies of product management, offering students a behind-the-scenes look into the real-world dynamics of working at a global tech giant like Salesforce. He demystified the multi-layered role of a product manager, touching on the blend of creativity and analytical thinking it demands, the importance of stakeholder communication, and the ever-evolving nature of user experience and product lifecycle management. His practical insights and candid anecdotes offered a well-rounded perspective that bridged classroom theories with marketplace realities.

One of the most enriching aspects of the session was the interactive Q&A segment, where students posed thoughtful questions ranging from the evolution of product management as a discipline to the role of technology in driving innovation. Mr. Nikhil responded with thoughtful precision, encouraging students to develop a growth mindset and urging them to embrace cross-functional learning, technical fluency, and a user-centric approach to product development. His advice on navigating early career challenges and adapting to industry shifts resonated deeply with the attendees.

Beyond the technical takeaways, the session also served as a strong reminder of the strength of ISBR's alumni network and the impact it can have on nurturing future leaders. Mr. Nikhil's visit was more than just a lecture; it was a conversation rooted in shared identity and ambition, exemplifying the institution's culture of continuous learning and community-driven growth.

As the session concluded, students walked away with not just notes and advice but with a renewed sense of purpose. The presence of an alumnus who had once sat in their place and now led on the global stage was a powerful motivation. Mr. Nikhil's visit reaffirmed the ISBR ethos where dreams are nurtured, potential is transformed into performance, and every student is empowered to script their own success story.



Brewing Bonds and Bright Ideas: The FPM Coffee Connection at ISBR

On the serene morning of March 17, 2024, ISBR Business School hosted one of its most heartwarming virtual gatherings, “Brewing Bonds: Fellow Program in Management Coffee Connection.” The event, held online at 10:00 AM, was more than just a meeting; it was a celebration of academic camaraderie, intellectual exchange, and the simple joy of sharing coffee with like-minded scholars. True to its name, the Coffee Connection served as a symbolic blend of warm conversations, rich insights, and the timeless tradition of fellowship over a cup of coffee.

The session brought together scholars from across four prestigious batches of ISBR’s Fellow Program in Management (FPM), spanning from 2020 to 2023. Each batch carried its own unique stories, challenges, and academic triumphs. The gathering was an opportunity not only to revisit those journeys but also to reinforce a sense of continuity and community across different academic years. From seasoned researchers nearing the completion of their theses to newly inducted scholars just stepping into the world of academia, the event fostered a welcoming space for all.



ISBR’s Coffee Journal initiative served as a central theme of the morning. As part of this creative documentation, the journal captures reflections, inspirations, and milestones experienced by FPM scholars throughout their journey. The Coffee Connection gathering was thoughtfully aligned with this ongoing project, allowing participants to contribute memories, ideas, and reflections in real time, ensuring that every sip of coffee was accompanied by a meaningful story. These shared experiences are being carefully curated into the Coffee Journal, destined to become a lasting keepsake of ISBR’s research legacy.

The session was laced with casual elegance, encouraging participants to step away from the rigor of research and immerse themselves in authentic conversations. Discussions flowed freely from research methodologies and emerging trends in management studies to personal anecdotes, publishing tips, and future aspirations. Despite being held virtually, the warmth of the gathering was palpable. The participants, united by their shared commitment to scholarship, rekindled friendships and formed new academic connections that promise to transcend time and distance.

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Faculty members and program coordinators also joined the session, offering encouragement and reflecting on the evolution of the FPM journey at ISBR. Their presence added an intergenerational dimension to the gathering, providing students with valuable guidance and appreciation for their contributions to the institution’s academic fabric.

The “Brewing Bonds” event reaffirmed ISBR’s philosophy that meaningful learning extends beyond lecture halls and research papers. It is built on the foundation of human connections of peers, mentors, and scholars who come together not just to share knowledge but to uplift and inspire one another. The Coffee Connection was a vivid reminder that within every



conversation lies the potential to spark an idea, strengthen a bond, or simply brighten someone's day.

As the event drew to a close, participants left with full hearts and fuller cups, looking forward to the next conversation, the next collaboration, and the next coffee shared in the spirit of ISBR's scholarly community.



Navigating the Marketing Horizon: A Transformative Marketing Conclave at ISBR Business School

In a world where marketing is constantly evolving, staying ahead of the curve requires continuous learning, strategic adaptation, and innovation. Recognizing the importance of these factors, ISBR Business School recently hosted a dynamic and transformative two-day Marketing Conclave titled "Navigating the Marketing Horizon: Trends, Tactics, and Transformations." Held at the ISBR auditorium, the event provided an invaluable platform for industry leaders, academics, and thought influencers to delve deep into the rapidly changing marketing landscape and explore the latest trends shaping the industry.

The conclave was a convergence of minds, featuring four insightful panel discussions designed to cover a wide spectrum of marketing themes relevant to the current era. The event kicked off with an energizing discussion on "Digital Disruption in Marketing," where prominent leaders from diverse sectors shared their expertise. This session, moderated by Mr. Ankoor Dasgupta, Chief Marketing Officer at Shisham Digital Media Pvt. Ltd., included panellists such as Mr. Soumik Chatterjee, Head of Sales and Business Development at Elait, Mr. Shantanu Saha, Chief Marketing Officer at METRO Wholesale, Mr. Gaurav Nigam, Field Marketing Leader at Cisco, and Mr. Koustubh Kanade, Healthcare Leader. Together, they provided valuable insights into how businesses can leverage digital platforms for enhanced brand engagement, customer retention, and overall sales growth.



Another engaging discussion centered on "Customer-Centric Approaches," which brought together renowned industry experts such as Mr. Rohit Naidu S., Director at GIOSTAR India, Dr. Manjari Soni Bajpai, VP of Sales and Marketing at Spark Technology Group, Mr. Raj Mruthyanjayappa, Chairman and CEO of Anthology/Talisma, and Mr. Shiva Krishna HR, Director at CareerGyan. Moderated by Mr. Vijay Sharma, Vice President at Sonovision Aetos-

Ortec Group, this session delved into the importance of building customer-centric cultures that drive sustainable business growth. The panellists highlighted strategies to create deeper customer relationships, build loyalty, and tailor marketing strategies that prioritize customer satisfaction.

The next panel discussion on "Sustainability Marketing" explored the integration of sustainability into marketing strategies, an increasingly important focus for businesses aiming to meet both consumer expectations and environmental goals. Esteemed panellists, including Ayushi Mona, Director of Marketing at Delhivery, Ms. Anitha Shankar, Founder of Astu Eco, and Mr. Shridhar N. Upadhye, Senior General Manager at Homelane, shared insights into how sustainability can be woven into marketing efforts, driving value for both businesses and



society. This session was also moderated by Mr. Ankoor Dasgupta, who provided expert direction as the panel shared actionable insights on making sustainability a core part of marketing strategies.

The final panel discussion, "Agile Marketing and Rapid Innovation," offered a fresh perspective on how companies can adapt to the fast-changing market environment. Industry leaders such as Mr. Tanmay Batabyal, Head of Marketing at Niral Networks, Mr. Abdu Salam, Director at Microtec Events, Ms. Divya Rangenahalli, Founder of MediaConnect, Mr. Jaydip Sikdar, Consulting CMO at Prescience Decision Solutions, and Mr. Shoan Shinde, Marketing Leader, examined strategies for fostering innovation within organizations. The session, moderated by Dr. Anand Agrawal, Executive Director at ISBR Business School, emphasized the need for agility and innovation as key drivers of marketing success in the modern world.

The ISBR Marketing Conclave proved to be a highly enriching event, exemplifying ISBR Business School's dedication to providing a platform for thought leadership and industry collaboration. By bringing together experts from various domains, the conclave ignited meaningful conversations that will influence the future of marketing practices, inspiring attendees to embrace the latest trends, strategies, and innovations that will shape the industry moving forward.



Collaborative Strategies for Driving Growth and Adaptability: A Hybrid Round Table Conference at ISBR Business School

On Saturday, March 9, 2024, ISBR Business School hosted a transformative Hybrid Round Table Conference on the theme "Collaborative Strategies for Driving Growth and Adaptability." The event, held at 2:00 PM (IST), brought together a distinguished panel of experts from both industry and academia to discuss the evolving dynamics of business growth and the importance of adaptability in today's fast-paced and ever-changing environment.

The panel featured key thought leaders, including Dr. Manish Kothari, Managing Director of ISBR Business School, Mr. Santosh Kurella, Business Head at Intertek, Mr. Nikhil M Sasikumar, Product Manager at Salesforce, and Dr. Presnth Bhardwaj, Professor and Head of the Centre of Excellence in Retailing and Analytics (COERA) at ISBR Business School. These esteemed speakers shared their invaluable insights, experiences, and strategies on how businesses can thrive by embracing collaborative approaches and fostering a culture of



adaptability. Their discussions ranged from leveraging technology for sustainable growth to building strong cross-functional teams that drive innovation in complex markets.

Moderated by Prof. Anand Agrawal,

Executive Director of ISBR Business School, the session was designed to create an open dialogue about the challenges and opportunities businesses face in the modern world. Through a mix of real-world examples and theoretical frameworks, the panellists provided a comprehensive roadmap for success, emphasizing the need for strategic collaboration, adaptive leadership, and agility in business practices. The event offered practical solutions to common business hurdles while inspiring the audience to think creatively about how collaboration can be the catalyst for growth and resilience in the face of uncertainty.

This Hybrid Round Table Conference was a shining example of ISBR Business School's commitment to providing thought leadership and promoting a culture of collaboration and innovation in business education. By hosting such an event, ISBR further solidified its role as a leader in creating spaces for meaningful conversations between industry leaders and academic experts. The event also served as a powerful reminder of the importance of cross-sector collaboration in driving innovation, improving productivity, and enhancing business outcomes in an increasingly interconnected world.

Attendees, who participated both in-person and virtually, left the event with a renewed sense of purpose and a deeper understanding of how to implement collaborative strategies in their professional contexts. The discussions not only focused on growth and adaptability but also reinforced the importance of continuous learning and adaptation in the business world. The insights shared by the panelists offered invaluable lessons for students, professionals, and



entrepreneurs alike, empowering them to lead with agility and adapt to the ever-changing demands of the global business landscape.

Overall, the Hybrid Round Table Conference hosted by ISBR Business School was a resounding success, inspiring attendees to embrace collaboration as a key driver of success in their professional endeavors.



Bridging Industry and Academia: A Co-Teaching Session on Human Capital Management at ISBR Business School

ISBR Business School, Bangalore, recently hosted an enlightening Industry-Academia Interaction session as part of its Human Capital Management course for the PGDM Batch of 2023-25. This special co-teaching session brought together an exceptional group of HR professionals, Mr. Ashish Banka, Head of Human Capital at Cradlewise, and Ms. Rasna Kapoor, Senior Manager- HR Business Partner at Razorpay, who, alongside ISBR's esteemed HR faculty, shared their extensive industry expertise with students.

The session was designed to offer a unique blend of practical insights and academic knowledge, creating an immersive learning experience for students enrolled in the Human Capital Management course. Mr. Ashish Banka and Ms. Rasna



Kapoor, both seasoned professionals with significant experience in human resources, brought real-world examples and cutting-edge practices to the classroom. Their rich backgrounds in managing human capital, optimizing organizational structures, and developing talent strategies gave students a deep understanding of the HR landscape in today's rapidly evolving business environment.

Dr. A. Narasima Venkatesh, Professor and Head of the Department of HRM and General Management at ISBR Business School, provided expert academic perspectives, connecting theoretical concepts with practical applications. The synergy between the industry experts and academic faculty created a dynamic and engaging environment, allowing students to gain a comprehensive understanding of how human capital management aligns with organizational success.

Throughout the session, students had the invaluable opportunity to explore emerging HR trends, innovative practices, and effective strategies for optimizing human resources. Topics discussed included talent acquisition and retention, leadership development, diversity and inclusion, and the role of technology in transforming HR functions. Students were also encouraged to think critically about the challenges faced by HR professionals and explore solutions for creating sustainable and inclusive workplace cultures.

The co-teaching format not only bridged the gap between industry and academia but also provided students with practical tools and strategies to succeed in their future HR careers. The session highlighted the importance of blending academic knowledge with industry practices to create well-rounded professionals who are equipped to meet the demands of today's fast-paced business world.

This Industry-Academia Interaction was part of ISBR Business School's ongoing efforts to foster strong relationships between academia and the corporate world. By providing students



with opportunities to interact with industry leaders, ISBR ensures that its curriculum remains relevant and responsive to the ever-changing needs of the business world. Students walked away from the session with a deeper understanding of human capital management, ready to

apply their knowledge in real-world situations and contribute to the success of organizations.

ISBR Business School's commitment to blending academic rigor with industry relevance continues to shape its students into leaders who are well-prepared to drive change and make an impact in the world of business. Stay tuned for more exciting collaborations that



bridge the gap between theory and practice, offering students valuable exposure to industry experts and trends.



Fostering Inclusive Leadership: ISBR Launches DEIB Certification Program in Collaboration with ISTD

In response to the growing emphasis on inclusive leadership and the pressing global call for Diversity, Equity, Inclusion, and Belongingness (DEIB) within corporate ecosystems, ISBR Business School, through its Department of Human Resource Management and General Management, embarked on a powerful educational initiative in partnership with the Indian Society for Training and Development (ISTD), Bangalore Chapter. This significant collaboration culminated in the launch of the DIVERSITY, EQUITY, INCLUSION & BELONGINGNESS CERTIFICATION PROGRAM (DEIBCP), a well-structured and forward-thinking certification course designed specifically for the first-year students of the PGDM Batch 2023–25.

Launched on March 02, 2024, the DEIB Certification Program stands as a testament to ISBR's progressive vision and its commitment to nurturing socially responsible business leaders.



Under the guidance and academic stewardship of Dr. A. Narasima Venkatesh, Professor and Head of the Department of HRM and General Management at ISBR Business School, the program was meticulously crafted to ensure that students not only grasp the theoretical constructs of DEIB but are also empowered to apply these principles in real-world workplace scenarios. The

sessions were marked by thought-provoking content and interactive engagements that emphasized the multifaceted dimensions of inclusion and belonging in today's corporate structures.

Enriching the academic experience were two of the industry's most respected voices in the DEIB space: Ms. Suja Warriar, Former HR Manager - Diversity, Equity and Inclusion at Infosys Ltd, Bangalore, and Mr. Aravind Warriar, HR Lead People & Culture at Volvo, Bangalore. Their presence brought immense value to the program, as they shared their lived experiences, organizational strategies, and actionable frameworks for embedding DEIB values into business operations. Ms. Warriar and Mr. Warriar emphasized the importance of empathy, cultural intelligence, and inclusive decision-making as foundational elements of leadership in the 21st-century workplace.

The DEIBCP created a dynamic learning environment where students explored critical themes such as unconscious bias, inclusive recruitment, cultural sensitivity, psychological safety, and equitable organizational practices. More than just lectures, the sessions encouraged active participation through case studies, role-plays, scenario analysis, and reflective dialogues that inspired students to challenge assumptions and internalize the significance of inclusive leadership. The program cultivated a new lens through which students could view organizational success, not solely as a function of profitability, but also as a reflection of inclusivity and respect for diverse perspectives.

By integrating this certification program into its academic offerings, ISBR has taken a proactive step toward shaping a new generation of leaders who are not only business-savvy but also



socially conscious. The DEIBCP underscores ISBR's belief that diversity is not merely a checkbox on a corporate agenda but a strategic imperative that drives innovation, engagement, and long-term sustainability. As the corporate world continues to evolve, programs like these will serve as catalysts for transformational change, enabling students to become champions of equity and inclusion in every sphere of influence.

Through the DEIB Certification Program, ISBR Business School once again reaffirms its role as a pioneer in inclusive management education, empowering students with the mindset, skillset, and heart set to lead with purpose in an increasingly diverse and interconnected world.





Empowering Future Leaders: ISBR's Transformative Immersion Program at IIM Nagpur

In a pursuit to broaden managerial horizons and enrich the academic journey with real-world exposure, ISBR Business School proudly facilitated a Management Immersion Program for its students at the prestigious Indian Institute of Management Nagpur (IIM Nagpur) from April 1st to April 5th, 2024. This intensive week-long program provided an exceptional opportunity for students to explore the depth of management education through a practical and immersive experience, reinforcing ISBR's commitment to nurturing global business leaders.

The immersive program was meticulously designed to offer students a dynamic learning environment that extended beyond traditional classrooms. Under the mentorship of distinguished IIM Nagpur faculty, students were introduced to key themes in leadership, strategic thinking, and managerial decision-making. Each session blended theory with



application, enabling students to analyse complex business challenges through hands-on exercises and engaging live case studies. The academic rigour and insightful faculty interactions fostered a deep understanding of the nuanced decision-making processes that define successful business leadership.

Beyond the academic engagements, students were given the unique opportunity to immerse themselves in the vibrant campus life of IIM Nagpur. They participated in a range of student-led club activities, which not only allowed them to witness the cultural and creative pulse of the institution but also cultivated interpersonal connections and camaraderie. This exposure to diverse extracurricular activities played a crucial role in enhancing their leadership and collaborative skills hallmarks of any successful management professional.

A significant highlight of the program was the industrial visit to NOVASys Solar Panel manufacturing and distribution facilities located in Nagpur. This visit provided students with valuable insights into the renewable energy sector, particularly the intricacies involved in the production and distribution of solar technology. As sustainability continues to gain prominence across industries, this visit underscored the relevance of integrating sustainable practices into modern business strategies. Students observed real-time operational processes and engaged with industry experts, enabling them to understand how innovation and sustainability can co-exist in a competitive market.

The Management Immersion Program at IIM Nagpur was more than an academic journey; it was a transformational experience that empowered ISBR students with critical skills, industry exposure, and a broadened worldview. The combination of structured learning, experiential visits, and student interactions provided a holistic platform for personal and professional development. As students returned to ISBR Business School, they brought back not only



enhanced knowledge and inspiration but also a renewed sense of purpose to contribute meaningfully to the evolving business landscape.

This initiative reflects ISBR's vision of bridging academic theory with practical insights and of creating leaders who are adaptive, forward-thinking, and socially responsible. By participating in such esteemed immersion programs, ISBR students are continuously equipped to face the challenges of the global business environment and are empowered to lead with impact and integrity.



Shaping the Future of Work: ISBR's Insightful HR Panel Discussions on Change Management and Organizational Learning

On April 16th, 2024, ISBR Business School reaffirmed its commitment to thought leadership and industry-academic collaboration by hosting two enriching panel discussions centered on the transformative landscape of Human Resources (HR). With a focus on the rapidly evolving role of HR professionals in today's dynamic organizational environment, the sessions brought together industry leaders, scholars, and aspiring HR professionals to explore the strategic importance of HR in change management and organizational learning.



The first session, titled “Navigating Change: The Evolution of HR’s Role in Change Management,” delved into the increasing responsibilities HR professionals’ shoulder in an era marked by constant disruption and technological advancement. As businesses across sectors grapple with volatility and uncertainty, the panel underscored HR’s strategic repositioning from

administrative support to central agents of transformation. Esteemed speakers shared real-world examples of how HR departments have evolved into agile and proactive entities, championing employee engagement and fostering organizational resilience during times of change. The conversation highlighted tools and strategies HR leaders are employing to manage resistance, build trust, and communicate change effectively across all levels of the organization. Discussions revolved around redefining traditional HR boundaries, integrating people analytics, and leveraging technology to drive smoother transitions and sustained change adoption.

Following this, the second panel discussion, titled “HR as Architects of Organizational Learning and Improvement,” explored the role of HR in cultivating a learning ecosystem that nurtures innovation and continuous development. The panellists, composed of experienced HR practitioners and organizational development experts, provided compelling insights into how HR is no longer just a facilitator of training programs but a key architect in designing systems for institutional learning. Participants examined the growing emphasis on knowledge sharing, upskilling, and reskilling as essential components of future-ready organizations. The discussion placed particular focus on aligning learning initiatives with organizational goals, the use of learning management systems, and fostering a growth mindset within the workforce. The evolving expectations of employees, especially millennials and Gen Z, toward purposeful work and personal development were also explored, pointing to the need for more adaptive and personalized learning frameworks.

Throughout both discussions, the atmosphere was one of collaboration, intellectual curiosity, and strategic foresight. Participants engaged in lively exchanges, posed thought-provoking



questions, and shared best practices across industries. The sessions facilitated meaningful dialogue around the challenges of implementing cultural shifts, managing generational diversity, and staying ahead of talent trends. By connecting theoretical insights with industry realities, the panel discussions proved to be a valuable experience for both students and professionals seeking to understand and navigate the complexities of modern HR practices.

ISBR Business School, through these impactful engagements, continues to position itself as a hub of knowledge exchange and innovation. The discussions not only emphasized the expanding scope of HR but also inspired future leaders to embrace their roles as change enablers and learning champions in the modern workplace. As the HR function continues to evolve, platforms like these play a pivotal role in preparing students to lead with empathy, insight, and strategic acumen.





Charting International Pathways: ISBR's Informative Exchange Program Guidance Session

The International Office at ISBR Business School recently orchestrated an enlightening session tailored to the vibrant aspirations of students preparing for exchange programs at esteemed foreign partner universities, presenting a gateway to global academic and cultural immersion. In this meticulously curated event, distinguished representatives from Campus France, Mr. Yash Khakhar and Ms. Kanika Kataria, lent their considerable expertise and experience to guide our enthusiastic students through the multifaceted journey of international education. The session unfolded as an invaluable reservoir of insights and practical guidance, addressing both the academic intricacies and the subtle cultural nuances that prospective exchange students must navigate to thrive in a foreign academic environment.

Exchange programs represent unique opportunities for students to broaden their intellectual horizons and immerse themselves in diverse cultural milieus, thereby fostering lifelong connections and enhancing their global employability. However, the process of transitioning to a different academic system, adapting to a new cultural setting, and managing the logistical complexities involved in such endeavours can often seem overwhelming. Recognizing these challenges, the International Office designed this session to empower students with the necessary tools to confidently embark on their international journey. Mr. Khakhar and Ms. Kataria shared their insights on a broad spectrum of topics, ranging from the academic expectations and application procedures at partner institutions to practical tips on cultural adaptation and communication in a multicultural context. Their guidance demystified many of the common uncertainties that students face, including how to interpret and bridge the differences between educational systems, manage time zone challenges, and fully leverage the networking opportunities that arise during exchanges.



Throughout the session, every facet of the exchange process was meticulously addressed. Discussions covered strategies for preparing robust applications, tips for securing financial aid and scholarships, and best practices for adjusting to a new lifestyle and academic pace. In addition, the presenters illuminated critical cultural subtleties that could otherwise lead to misunderstandings. They emphasized the importance of sensitivity towards local customs and traditions, sharing anecdotes that underlined how mutual respect and curiosity can transform potential cultural barriers into opportunities for growth. By offering a comprehensive overview of both the academic and cultural dimensions of exchange programs, the session not only enhanced students' readiness for international study but also instilled in them a sense of confidence and excitement about their future experiences abroad.

This informative session stands as a testament to ISBR Business School's unwavering commitment to preparing its students for a truly globalized world. By bridging the gap between



academic ambition and practical execution, the International Office, in collaboration with Campus France, has set a new benchmark in facilitating international exposure and cross-cultural competency. With the guidance provided by Mr. Khakhar and Ms. Kataria, students are now better equipped to navigate the intricate web of challenges that come with studying overseas, ensuring that they embark on their journeys as informed, adaptable, and globally minded individuals. In doing so, ISBR not only furthers its mission of providing world-class education but also nurtures future leaders who are prepared to make a positive impact on an interconnected global stage.



Fostering Inclusive Workspaces: A Thought Leadership Session by Dr. Veena Shenoy at WiREnet Knowledge Series

Continuing its commitment to insightful discourse and thought leadership, WiREnet World hosted its monthly Knowledge Series session on July 26, 2024, featuring a powerful and thought-provoking talk by Dr. Rtn Veena Shenoy, SDG's Impact Head at ISBR Business School, Bangalore. The session, titled "Creating Inclusive Spaces for a Thriving Workplace," brought together professionals, educators, and students to delve deep into the intersection of inclusion, sustainability, and organizational purpose. It marked a meaningful occasion, commencing with a solemn tribute to India's brave soldiers on the 25th anniversary of Kargil Vijay Diwas, underscoring the themes of unity, respect, and shared purpose that would permeate the conversation that followed.



permeate the conversation that followed.

Dr. Veena Shenoy's address set the tone for a reflective and forward-thinking dialogue on the role of inclusivity in shaping modern workplaces. She began by articulating the foundational connection between inclusive spaces and the United Nations Sustainable Development

Goals (SDGs), highlighting how inclusivity is not only a moral imperative but a strategic driver of sustainable development. Emphasizing that true inclusivity extends beyond policy into the lived experiences of employees and stakeholders, she outlined how organizations that embed diversity and belonging into their core values are better equipped to achieve long-term success and resilience.

The session also shed light on the crucial balancing act between Environmental, Social, and Governance (ESG) factors, framing them as interdependent pillars necessary for building robust and ethical institutions. Dr. Shenoy illustrated how inclusive practices directly influence ESG performance, particularly in the social dimension, by promoting fairness, equity, and mutual respect. She encouraged organizations to assess their workplace culture through the lens of inclusivity, challenging them to identify gaps and implement strategies that foster open dialogue, psychological safety, and equitable access to opportunities.

A key theme throughout Dr. Shenoy's presentation was the power of purpose-driven leadership in creating inclusive experiences. Drawing on real-world examples and case studies, she illustrated how successful organizations prioritize stakeholder well-being, not just shareholder returns. She emphasized that when inclusivity is practiced authentically, it creates a ripple effect that enhances client satisfaction, employee engagement, community trust, and overall organizational performance. These inclusive ecosystems, she noted, become catalysts for innovation and sustainable growth.

Moreover, Dr. Shenoy highlighted the role of educational institutions, such as ISBR Business School, in preparing the next generation of leaders to embrace inclusivity as a core management principle. She spoke about the importance of experiential learning, industry-academia



collaboration, and social impact initiatives that embed inclusion into the academic fabric. Her insights inspired attendees to rethink their organizational environments and to advocate for inclusive change within their spheres of influence.

In essence, the WiREnet Knowledge Series session served as a powerful reminder that creating inclusive spaces is not a one-time initiative but an ongoing journey of growth, empathy, and shared purpose. Dr. Veena Shenoy's impactful address left the audience with a renewed commitment to fostering workplaces where every individual can thrive, aligning organizational success with broader societal progress.



Exploring Innovation and Intrapreneurship: ISBR Students Visit 3M Research & Development Center

On July 29, 2024, students from ISBR Business School were offered a remarkable opportunity to witness innovation in action during a study tour to the 3M Research & Development Center, located in the bustling hub of Electronics City, Bangalore. This immersive educational experience, guided by the esteemed Dr. Arokiaraj Jesudoss, Senior General Manager at 3M, provided the students with an in-depth understanding of the company's groundbreaking technologies, business strategies, and sustainability practices.

The visit began with a tour of the Customer Knowledge Center, a vibrant space where science meets practicality. Here, students delved into the core philosophies and operational strategies that have made 3M a global leader in diversified technology. The center served as a portal into 3M's multifaceted world, showcasing the brand's ingenuity across a wide spectrum of industries. From healthcare to safety, industrial technology to consumer products, the tour offered a sweeping view of the company's diverse product portfolio and its impact on daily life.



Students were introduced to innovative product categories that exemplify 3M's scientific approach to problem-solving. In healthcare, they learned about advanced solutions designed to enhance patient care and clinical efficiency. In the realm of safety, demonstrations included reflective sheeting for road signs, emphasizing visibility and protection. The industrial technology section highlighted

robotics and adhesives, showcasing 3M's role in streamlining manufacturing and operational efficiency. Furthermore, students explored cutting-edge applications in the automotive and electronics sectors, as well as the company's iconic consumer products, such as Post-it Notes and Scotch Tape. These small yet powerful tools have become staples in households and offices worldwide.

A significant highlight of the visit was learning about 3M's pioneering "15% Culture," a hallmark of its innovative spirit. Rooted in the McKnight Principles, this philosophy encourages employees to dedicate up to 15% of their time to pursue passion projects outside their assigned duties. It reflects 3M's trust in its people and belief in the power of autonomy and creativity. Dr. Jesudoss eloquently explained how this intrapreneurial culture has led to some of the company's most successful innovations, reinforcing the importance of curiosity and initiative in the workplace.

Equally inspiring was 3M's unwavering commitment to sustainability. Students were introduced to the company's forward-thinking initiatives aimed at reducing carbon footprints and promoting recyclable products. From materials used in manufacturing to energy-efficient



processes, 3M is setting benchmarks in environmental responsibility, making it a model for companies seeking to balance profit with purpose.

This enriching study tour was more than just a visit it was an eye-opener into the potential of science, technology, and innovation when driven by values and vision. The students of ISBR Business School left with not only a deeper appreciation for 3M's contributions to society but also a renewed enthusiasm for their own academic and professional journeys. They extend heartfelt gratitude to Dr. Arokiaraj Jesudoss for his time, insights, and hospitality, which made this experience both informative and inspiring.

At ISBR, such transformative learning opportunities continue to shape future leaders, empowering them to navigate and contribute meaningfully to an ever-evolving world.

ISBR's Commitment to SDG 5: Gender Equality

ISBR Business School strongly upholds the principles of the United Nations Sustainable Development Goal 5: Gender Equality. The institution recognizes that gender equality is not just a social ideal but a fundamental human right and a powerful driver of progress. ISBR envisions a world where every individual, regardless of gender, has the freedom, respect, and opportunity to achieve their full potential. This vision forms the foundation of the institution's philosophy and practices, shaping a campus culture rooted in equity, inclusion, and empowerment.

At ISBR, gender equality is woven into the fabric of education and leadership. The institution fosters an environment that celebrates diversity and ensures equal participation of all genders in academic, professional, and social spaces. It actively promotes a mindset where capabilities, not gender, define success. Every individual is encouraged to express themselves freely, pursue their ambitions confidently, and contribute meaningfully to the collective growth of the community.

The school's commitment to SDG 5 goes beyond policy; it is reflected in the attitudes and values cultivated within the campus. ISBR works to dismantle stereotypes, challenge bias, and nurture respect across all levels. It emphasizes that gender equality is not about comparison or competition, but about collaboration and balance. By promoting fairness and empathy, the institution ensures that both men and women learn to be allies in advancing equality, creating a culture where empowerment is shared, not divided.

Education at ISBR is designed to empower individuals with awareness and understanding of gender sensitivity and inclusiveness. The institution integrates discussions on equity, respect, and diversity into its academic and interpersonal framework. This approach enables students to develop emotional intelligence and social awareness qualities essential for leading in an interconnected world. By shaping professionals who value inclusion and equality, ISBR contributes to building organizations and societies that are more just, innovative, and compassionate.

The institution also recognizes the vital role of women in leadership and decision-making. It continually strives to create equal opportunities for growth, representation, and voice. Women at ISBR are encouraged to lead, influence, and inspire, proving that leadership knows no gender. This culture of empowerment fosters confidence and breaks barriers, ensuring that every individual's contribution is valued and respected.

ISBR's advocacy for gender equality also extends to encouraging men to be active participants in the conversation. The school nurtures a sense of responsibility among all students to stand against discrimination, support fairness, and champion inclusivity. In doing so, ISBR builds a generation of leaders who understand that equality benefits everyone it enhances creativity, collaboration, and the collective strength of communities.

Through its inclusive policies, balanced opportunities, and culture of respect, ISBR Business School continues to embody the spirit of SDG 5. The institution's vision is clear to cultivate a future where equality is not an exception but a norm, where education empowers individuals to rise beyond boundaries, and where every person stands as a symbol of dignity, strength, and shared humanity.

Empowering Women to Be, Believe, and Achieve: An International Women's Day Celebration at ISBR

On the momentous occasion of International Women's Day, March 8th, 2024, ISBR Business School, in proud collaboration with G100: Diversity & Inclusion and WICCI - Women's Indian Chamber of Commerce and Industry Startup Council, hosted a deeply inspiring and transformative expert talk titled “Empowering Women: Be, Believe, Achieve.” This special event, held at 7:00 PM, brought together students, faculty, and guests in a shared celebration of women's achievements and the collective pursuit of gender equality, inclusion, and empowerment.

At the heart of this empowering evening was the distinguished guest and keynote speaker, Ms. Shalini Chopra, a fierce advocate for humanism and the visionary founder of DiversiWins. Known for her unwavering commitment to diversity, equity, and inclusion, Ms. Chopra brought her wealth of experience, passion, and powerful storytelling to the ISBR platform. Her presence and words ignited a profound sense of purpose among attendees, inspiring them to break boundaries and believe in their limitless potential.

The session served as more than just a commemorative event; it was a rallying cry to embrace one's authentic self, to challenge societal norms, and to champion the cause of inclusive leadership. Ms. Chopra eloquently spoke about the pillars of empowerment: self-awareness, belief in one's capabilities, and the courage to pursue goals with conviction. Drawing from her own experiences and extensive work in leadership development, she provided actionable strategies for personal and professional growth, especially for aspiring women leaders navigating modern workplaces.

A key highlight of the evening was Ms. Chopra's emphasis on the power of community, collaboration, and empathy. She reinforced how organizations and institutions can play a pivotal role in creating environments where everyone, irrespective of gender, feels valued, heard, and empowered. Her insights on human-centric leadership, inclusive policies, and the role of conscious entrepreneurship resonated deeply with the audience, prompting reflective conversations and a collective call to action.

Throughout the session, Ms. Chopra's passion for inclusive growth and equitable opportunities was evident. She encouraged students to dream fearlessly and act purposefully, to lift others as they climb, and to become ambassadors of positive change in their communities and careers. The event also offered a unique platform for students to interact directly with a trailblazer in the field, ask thought-provoking questions, and gain clarity on building resilience and leadership acumen in a complex and ever-evolving world.

As the evening drew to a close, attendees left with inspiration and the tools and mindset to catalyse change, both within and beyond themselves. The session reaffirmed ISBR Business School's commitment to fostering inclusive spaces, supporting gender equity, and nurturing future leaders who are empathetic, informed, and impact-driven.

“Empowering Women: Be, Believe, achieve” was more than a title; it was a movement in motion, an affirmation of the strength, potential, and brilliance that women bring to the world. ISBR stands as a beacon of such empowerment, striving to continuously celebrate, support, and amplify women's voices across all spheres of life.

Advancing Gender Equity and Inclusion: ISBR Business School Partners with WANITA for a Global Impact

ISBR Business School is proud to announce its strategic partnership with WANITA, a pioneering global platform dedicated to fostering gender diversity, equity, and inclusion. This timely and meaningful collaboration marks a significant step in ISBR's ongoing mission to champion social transformation through education and community engagement. Anchored in shared values and a common vision for a more inclusive future, this alliance is purposefully aligned with three key United Nations Sustainable Development Goals: SDG 5, Gender Equality, SDG 10, Reduced Inequalities, and SDG 17, Partnerships for the Goals. Together, ISBR and WANITA aim to amplify awareness and action, striving toward the ambitious goal of reaching 10 billion people across the globe with messages of inclusion, humanity, and equity.

As part of this powerful collaboration, ISBR and WANITA will work hand-in-hand to promote the ILIGHT program, an inclusive learning initiative focused on online courses that explore themes such as gender equality, human dignity, and peace.



ILIGHT is designed to empower learners of all ages and backgrounds to better understand and address the complexities of identity, representation, and fairness in both personal and professional contexts. Through these accessible and thought-provoking modules, participants will be encouraged to cultivate empathy, challenge unconscious biases, and embrace diversity as a core strength in building cohesive communities and resilient organizations.

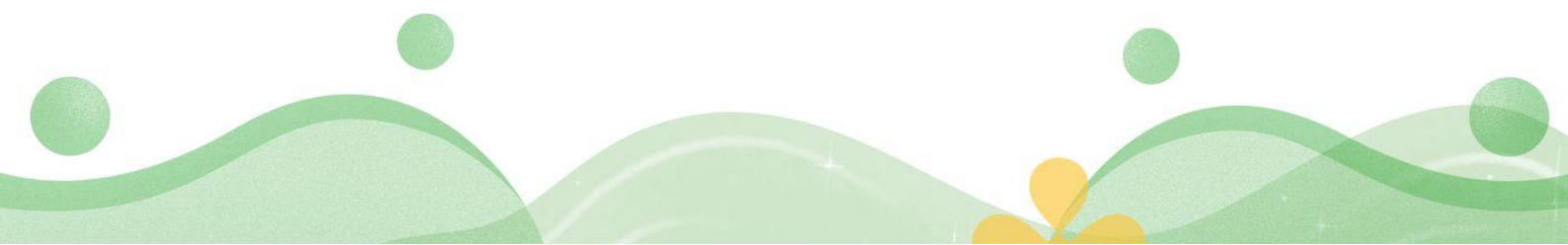
This partnership represents more than just a symbolic commitment it is a call to action. By integrating the ILIGHT program into its broader curriculum and outreach strategies, ISBR Business School is demonstrating how academic institutions can play a transformative role in shaping the social consciousness of future leaders. Through lectures, workshops, and digital engagements, students, educators, and professionals will be provided with the tools to lead inclusively, make equitable decisions, and inspire social change within their spheres of influence.

The collaboration also sets a precedent for how academic institutions and international networks can come together to tackle systemic issues and promote global citizenship. By joining forces with WANITA, ISBR gains access to a wide-reaching network of like-minded organizations, experts, and advocates dedicated to advancing gender equity and inclusive development. This partnership will not only strengthen ISBR's global footprint but also enrich the learning experience for its students, positioning them at the forefront of ethical and socially responsible leadership.

In an era where inclusion is no longer a choice but a necessity, the ISBR WANITA partnership emerges as a beacon of hope and progress. As we champion the principles of dignity, equality, and peace, we invite our students, alumni, faculty, and global community to be part of this

transformative journey. Let us come together to support the ILIGHT program and spread its message far and wide, creating ripples of change that extend beyond borders and generations.

Stay tuned for exciting updates and opportunities to get involved. Together, we can illuminate minds, bridge divides, and create a world where everyone, regardless of gender, background, or identity, can thrive with dignity and purpose.



Building Bridges to an Inclusive Future: Dr. Veena Shenoy Represents ISBR at DEI&B Workshop

On September 2, 2024, Dr. Rtn Veena Shenoy, the esteemed Head of SDG's Impact at ISBR Business School, Bangalore, was invited as a distinguished speaker at the impactful DEI&B (Diversity, Equity, Inclusion, and Belongingness) workshop titled "Building Bridges: Inclusive Pathway to a Better Tomorrow." The event, held at Christ University's Bangalore Central Campus, was organized in collaboration with the Women's Indian Chamber of Commerce and Industry (WICCI), bringing together leading voices in academia, industry, and civil society to explore actionable strategies for creating more inclusive environments. The workshop was



strategically aligned with two vital United Nations Sustainable Development Goals, SDG 5: Gender Equality and SDG 10: Reduced Inequalities, underscoring its relevance in today's rapidly evolving social landscape.

Dr. Veena Shenoy's contribution to the session was both thought-provoking and empowering. Speaking from her extensive experience in the space of sustainability and social impact, she emphasized that accessibility is the cornerstone of any authentic effort toward equity. Her talk highlighted the importance of designing inclusive systems that accommodate diverse needs, remove systemic barriers, and uplift marginalized voices, especially in educational institutions and corporate settings. She argued that the journey toward inclusion cannot be confined to policy declarations or symbolic gestures; instead, it must be anchored in tangible actions that reflect empathy, shared responsibility, and a commitment to continuous improvement.

Drawing upon real-world examples and ongoing initiatives at ISBR Business School, Dr. Shenoy illustrated how inclusive leadership practices can be embedded within academic curricula, student engagement, and institutional culture. She pointed to ISBR's integration of SDGs in everyday pedagogy and the school's consistent efforts in championing gender parity, LGBTQIA+ rights, and support for underrepresented communities. These efforts not only enrich the student experience but also prepare future leaders to build organizations that thrive on diversity and shared purpose.

Throughout the workshop, Dr. Shenoy engaged with a diverse panel of speakers who echoed the need for intersectional approaches to equity and inclusion. The dialogue explored multiple dimensions of DEI&B from gender justice and inclusive infrastructure to mental health and workplace belonging, laying out a comprehensive roadmap for creating environments where all individuals feel valued and empowered. The panellists collectively underscored that inclusion is not a destination but a dynamic process that requires collaboration, innovation, and courage.

The event served as a vibrant platform for learning, unlearning, and collective commitment. It resonated deeply with the audience, inspiring both reflection and action among students, faculty, policymakers, and business leaders in attendance. For ISBR Business School, Dr.



Veena Shenoy's participation marked yet another milestone in its mission to drive societal impact through meaningful partnerships and thought leadership.

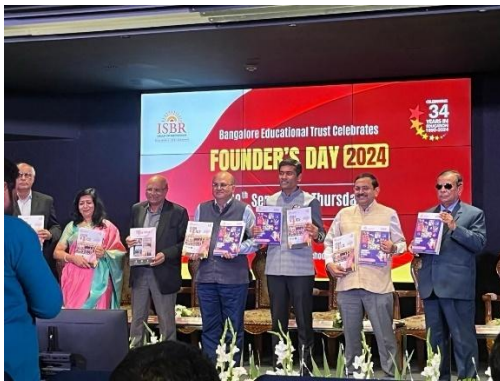
As the world navigates increasingly complex social challenges, events like "Building Bridges" remind us that inclusivity is not just a moral imperative but a catalyst for sustainable growth and human

progress. ISBR remains committed to building these bridges within classrooms, boardrooms, and communities for a better, more equitable tomorrow.

Illuminating a Path Toward a Better World: Launch of ISBR's iLIGHT Book on Humanity, Inclusivity, and Peace

On September 12, 2024, ISBR Business School proudly marked a transformative milestone with the launch of the "iLIGHT Book on Humanity, Inclusivity, and Peace," a publication that embodies the institution's enduring commitment to advancing the United Nations Sustainable Development Goals (SDGs). The launch of this powerful initiative stands as a testament to ISBR's ongoing efforts to create a more just, inclusive, and peaceful world through education, awareness, and purposeful collaboration. The event brought together thought leaders, educators, and changemakers to celebrate not only the release of a book but the culmination of a deeply impactful journey toward social transformation.

The iLIGHT initiative, conceptualized in partnership with the Anita Humanitarian Foundation, has been central to ISBR's SDG-aligned mission. This collaborative endeavour specifically advances SDG 4: Quality Education, SDG 5: Gender Equality, SDG 10: Reduced Inequalities, and SDG 17: Partnerships for the Goals. At its core, iLIGHT emphasizes the necessity of fostering inclusivity, promoting peace, and cultivating a deep sense of shared humanity. The newly launched book serves as both a scholarly and emotional compilation of perspectives, experiences, and knowledge aimed at addressing some of the most pressing social challenges of our time.



With meticulously curated contributions from a diverse team of authors, scholars, and students, the iLIGHT Book is more than a literary project; it is a beacon of empathy and understanding. The content spans a wide range of themes, including LGBTQIA+ rights, gender equity, community resilience, intercultural dialogue, and inclusive education. Each chapter reflects the voices of those who dare to dream of a better world and who work relentlessly to dismantle systems of exclusion and inequality.

Through poignant storytelling, research insights, and practical recommendations, the book provides readers with the tools and inspiration to lead with compassion and integrity in their personal and professional lives.

The launch ceremony was a celebration of vision and collaboration, with heartfelt gratitude extended to Dr. Anita Prasad, Founder of the Anita Humanitarian Foundation, whose leadership and dedication provided the foundational spark for the project. ISBR also recognized the tireless efforts of Dr. Veena Shenoy, Head of SDG's Impact at ISBR Business School, who played a pivotal role in coordinating the initiative and guiding it to fruition. Their unwavering belief in the power of education and inclusivity has made the iLIGHT project a shining example of what can be achieved when passionate individuals unite under a shared purpose.

As ISBR Business School continues its journey of impact-driven education, the iLIGHT Book stands as a symbol of the institution's unwavering commitment to embedding the SDGs into its academic, cultural, and social fabric. It invites readers from across the globe to join the movement toward a more equitable and peaceful future one that is lit not by the glow of privilege, but by the radiance of understanding, acceptance, and collective action.



Promoting Equity and Respect: POSH Training at ISBR Business School

In its continued pursuit of fostering equitable and inclusive learning environments, ISBR Business School remains steadfast in integrating the United Nations Sustainable Development Goals (SDGs) into its academic and developmental initiatives. A prominent demonstration of this commitment was reflected in the recent POSH (Prevention of Sexual Harassment) training session held on September 21, 2024, exclusively for the Human Resources students at ISBR. This initiative was strategically aligned with SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, and SDG 10: Reduced Inequalities, signaling the institution's proactive role in shaping professionals who are not only competent in their fields but also socially responsible and ethically grounded.

The session was led by the distinguished Dr. Elizabeth Chacko, a recognized authority on workplace inclusivity and legal frameworks surrounding sexual harassment. Dr. Chacko delivered an engaging and insightful training program that emphasized the crucial role of awareness, proactive engagement, and responsibility in cultivating safe, inclusive, and respectful workplaces. She guided students through the intricacies of the POSH Act, elaborating on its legal mandates, real-world implications, and practical applications across diverse workplace settings. Her approach balanced theoretical understanding with practical insights, empowering students to internalize the values of justice, empathy, and equality.



A standout aspect of the training was the integration of real-world case studies and role-playing scenarios. Students were presented with actual workplace dilemmas that challenged them to think critically, empathize deeply, and respond appropriately to instances of misconduct and discrimination. This participatory learning environment allowed students to step into the roles of HR professionals, sensitizing them to the complexities and emotional dynamics involved in handling sexual harassment cases. By simulating professional settings and responses, the session succeeded in not only imparting legal literacy but also fostering a strong moral compass in future HR leaders.

The POSH training program underscored the interconnectedness of gender justice, safe working conditions, and inclusive professional cultures. It echoed the essence of SDG 5 by advocating for gender parity and the elimination of all forms of violence and harassment against women and marginalized communities. SDG 8 was reinforced through the emphasis on establishing dignified, productive workplaces that thrive on mutual respect. Similarly, SDG 10 was woven into the discussion by challenging discriminatory attitudes and encouraging equitable treatment across hierarchical and demographic divides.

The students of ISBR Business School emerged from the session not only enriched in knowledge but also empowered to champion equity and safety in their future workplaces. The event left an indelible impression, nurturing a generation of HR professionals equipped with

the knowledge, empathy, and resolve to lead transformative change. ISBR extends its sincere gratitude to Dr. Elizabeth Chacko for her profound contribution to this cause. Her leadership has instilled a deep understanding among the students about their critical role in upholding values that transcend policies values that lie at the heart of a just, inclusive, and progressive society.



ISBR's Commitment to SDG 10: Reduced Inequalities

ISBR Business School firmly believes that equality and inclusion are the cornerstones of a progressive and harmonious society. In alignment with the United Nations Sustainable Development Goal 10, Reduced Inequalities, the institution is deeply committed to creating an ecosystem where diversity is celebrated, differences are respected, and every individual is allowed to thrive. ISBR envisions an environment where fairness and dignity are not privileges but the natural state of human interaction.

At ISBR, the idea of reducing inequalities extends beyond representation it is about empowerment, access, and voice. The institution recognizes that education plays a transformative role in bridging societal divides and enabling individuals to overcome barriers of background, identity, or circumstance. Through its inclusive approach, ISBR ensures that every learner, regardless of social, cultural, or economic differences, feels valued, supported, and respected. Equality, for ISBR, is not merely a goal but a lived experience within its campus culture.

The institution fosters an atmosphere that encourages mutual understanding, empathy, and collaboration among its diverse community of students, faculty, and staff. ISBR embraces people from varied walks of life, different regions, languages, and perspectives, and brings them together under one roof, united by shared values of respect and inclusivity. This diversity enriches the academic environment, broadens worldviews, and helps individuals appreciate the strength that lies in differences.

ISBR's commitment to SDG 10 is also reflected in its continuous efforts to remove barriers to learning and leadership. The institution promotes equal growth opportunities, ensuring that merit and integrity define progress. It encourages fair participation in decision-making, leadership roles, and academic platforms, empowering individuals to contribute based on their abilities and aspirations rather than their social identities.

Beyond equality in opportunity, ISBR emphasizes equality in mindset. The school inspires its community to challenge bias, question stereotypes, and practice empathy in daily interactions. By nurturing awareness and understanding, ISBR Molds individuals who can identify and address inequalities not just within institutions but in the broader social and professional landscape. This approach instills a sense of moral responsibility among students preparing them to become leaders who uplift others and contribute to inclusive growth.

The institution's culture also advocates for compassion-driven leadership. ISBR believes that true success lies in enabling others to succeed. Every student is encouraged to be a bridge-builder someone who listens, includes, and uplifts. By cultivating such values, ISBR ensures that its graduates carry forward the spirit of equality into their careers and communities, promoting workplaces and societies that are just and balanced.

In essence, ISBR Business School's work toward SDG 10 is rooted in its belief that reducing inequalities begins with education that empowers and unites. Through inclusive practices, equitable opportunities, and a culture of respect, ISBR continues to stand as a beacon of social harmony. The institution's vision is clear a future where diversity is not just accepted but celebrated, and where equality becomes the foundation of human progress and shared success.

Championing Inclusivity Through Sport: Reflections on the State Level Wheelchair Cricket Tournament

It was an honour and a truly uplifting experience to be part of the Karnataka Wheelchair Cricket Association during the recent State Level Wheelchair Cricket Tournament, a day that will remain etched in memory for its powerful display of resilience, unity, and the indomitable spirit of sportsmanship. The event served not only as a platform for fierce competition but also as a shining example of what inclusive sports can achieve when supported by communities and institutions committed to accessibility and equality. Organized with great care and collaboration, the tournament brought together exceptional athletes from across the state, each demonstrating remarkable talent and unwavering determination, despite physical challenges that might have otherwise limited their participation in mainstream sporting events.

The day unfolded with electrifying energy as the players took to the field, their wheelchairs becoming vehicles of empowerment and their bats and balls, instruments of hope and ambition. Every over bowled and every run scored spoke volumes not just of sporting prowess but of years of perseverance, training, and belief. The atmosphere was charged with enthusiasm, with spectators cheering on their favourite teams and marvelling at the speed, strategy, and skill on display. More than just a match, it was a celebration of human potential and a firm rebuttal of the notion that disability should ever be a barrier to passion or performance.

Witnessing the sheer dedication of the players was both humbling and inspiring. These athletes, many of whom have had to overcome significant social and physical barriers, stood as symbols of courage and possibility. Their presence on the cricket field was a powerful reminder that when opportunities are inclusive, excellence knows no bounds. The tournament also highlighted the importance of community support, adaptive infrastructure, and policy advocacy in enabling such empowering events to take place. Volunteers, organizers, families, and spectators came together seamlessly to create an environment of mutual respect and enthusiastic participation.

Such initiatives hold profound implications for the broader dialogue around accessibility and inclusivity. Wheelchair cricket and adaptive sports in general challenge conventional norms and advocate for a world where ability is redefined, and everyone has a fair chance to thrive. Events like this tournament reinforce the need to integrate inclusive practices across societal platforms, not only in sports but in education, employment, and public services as well.

A heartfelt thank you goes out to all those who worked tirelessly behind the scenes and on the field to make the State Level Wheelchair Cricket Tournament a resounding success. From the organizers and sponsors to the volunteers and the athletes themselves, each individual played a vital role in transforming a vision of inclusivity into a powerful and palpable reality. As we reflect on the joy, connection, and resilience that marked the day, let us also renew our commitment to building a world where inclusive sports are celebrated and supported, not as exceptions, but as norms. Together, we move forward, fostering accessibility, unity, and a shared love for the game.

Celebrating Senior Citizens: The Launch of the Happy Folks Club and SWATANTRA Program at ISBR Business School

On May 12, 2024, ISBR Business School proudly launched the Happy Folks Club and hosted the Senior Citizens Summit, a pioneering initiative envisioned by our Managing Director, Dr. Manish Kothari. This groundbreaking event brought together more than 100 senior citizens to celebrate and embrace the idea that age is no limitation to living a fulfilling, dignified life. The summit stood as a resounding affirmation of our dedication to the United Nations Sustainable Development Goals, particularly SDG 3: Good Health and Well-Being, SDG 10: Reduced Inequalities, and SDG 17: Partnerships for the Goals. The vision was clear: to reshape the ageing narrative and foster a vibrant, inclusive community where every senior citizen can flourish.

The summit was graced by eminent guests and speakers who contributed significantly to its success. Ms. Rama N.S., CEO of the Electronic City Industries Association (ELCIA), honoured us as the chief guest. Her presence highlighted the growing collaboration between academia and industry towards creating more inclusive spaces for the elderly. Also joining the summit were three renowned speakers who conducted inspiring sessions for our senior participants. Mrs. Seema, a well-known Zumba trainer, invigorated the audience with an engaging and joyful Zumba session, highlighting the importance of physical activity at any age. Dr. Vasudha M Sharma, Co-founder and Head of Medical Services at Vivekananda Health Global (VHG), shared vital insights on holistic health and well-being for the elderly, while Mr. Chella Pandian Pitchai, Global Head of Diversity, Equity & Inclusion at Biocon Biologics, offered an impactful talk on inclusion, personal growth, and values that support a thriving community.

The success of the Happy Folks Club Summit was made possible under the insightful mentorship of Rtn. Dr. Veena Shenoy, Head of SDGs Impact at ISBR Business School. Her guidance ensured that the summit was not just an event, but a transformative movement. The initiative was brought to life by an enthusiastic team of 12th-grade interns Siddharth Kothari, Harshita Bhansali, Siddharth Tandle, Ravela Martin, Mudit R, Vineet Jain, Sasha Borker, Advika Patel, and Sidh N Jain, who displayed remarkable leadership, creativity, and compassion in coordinating every detail of the event. Their youthful energy and commitment to social impact played a critical role in building a program that resonated deeply with the senior participants.

The vision behind the Happy Folks Club gained tremendous momentum through strategic partnerships with Rotary Bangalore Health City and Rotary Bangalore Ulsoor. Their collective support elevated the impact and outreach of the summit. Rtn Yogesh Goyal and Rtn Siddharth Agarwal from Rotary Bangalore Health City, along with Mr. Steevan Pinto, NIPM President Mangalore, and Rtn Mohan Kumar from Rotary Bangalore Ulsoor, were pivotal in mobilizing support, creating awareness, and ensuring a seamless experience for everyone involved. Additionally, the continued backing from ELCIA and Biocon reaffirmed the belief that strong, inter-organizational partnerships can lead to meaningful societal change.

Following the summit, ISBR Business School was delighted to announce the launch of the SWATANTRA Senior Citizen Program” on June 16, 2024, as a core offering of the SDGs Impact Initiative. Designed as a seven-week educational journey, SWATANTRA is an inclusive program that empowers senior citizens with crucial life skills in today’s rapidly evolving world. It offers sessions on digital literacy, financial literacy, communication skills, cybersecurity

awareness, health and nutrition, mental well-being, and general awareness. These modules aim to bridge the generational digital divide, equip seniors with confidence in everyday interactions, and foster a sense of community learning. The program culminates in a celebratory graduation day where participants, joined by their families, receive certificates and share their learning experiences, an emotionally enriching moment for everyone involved.

Through the Happy Folks Club and SWATANTRA initiatives, ISBR Business School continues to reaffirm its belief that education, respect, and inclusivity should be extended to all members of society, regardless of age. These programs are more than just events or classes they are symbols of our unwavering commitment to building a digitally and socially inclusive society. With gratitude to our partners, mentors, student leaders, and community stakeholders, we look forward to continuing this journey of inclusion, dignity, and transformative learning for all.

Fostering Inclusivity for a Thriving Workplace: Dr. Veena Shenoy Speaks at WiREnet Knowledge Series

In alignment with its commitment to fostering knowledge-sharing and leadership development, WiREnet World hosted another powerful session as part of its monthly Knowledge Series on July 26, 2024. This edition was marked by both a patriotic tribute and a visionary discourse, beginning with a solemn commemoration of the 25th anniversary of Kargil Vijay Diwas. Attendees paused to honour the valour and sacrifice of India's soldiers, a reminder of the courage and resilience that serve as foundational pillars of a strong society. It was against this backdrop of remembrance and reverence that the session transitioned to a discussion on building strength through inclusion, an equally vital component of a thriving and progressive nation.

The keynote speaker for the day was Dr. Rtn Veena Shenoy, a widely respected thought leader and the Head of SDGs Impact at ISBR Business School, Bangalore. With a deep understanding of the intersection between education, leadership, and social impact, Dr. Shenoy delivered an enlightening talk titled "Creating Inclusive Spaces for a Thriving Workplace." Her presentation was not only intellectually enriching but also deeply inspiring, rooted in practical examples and global frameworks. She opened by laying the foundation for the importance of inclusivity in professional settings, asserting that workplaces must go beyond compliance and actively foster environments where every individual feels seen, heard, and valued.

Dr. Shenoy eloquently tied the concept of inclusivity to the Sustainable Development Goals (SDGs), emphasizing that a truly inclusive workplace contributes directly to the realization of SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, and SDG 10: Reduced Inequalities. Drawing from her extensive experience in institutional development and community engagement, she explained how inclusive environments are not just ethical imperatives but strategic imperatives. She highlighted the growing global trend where organizations that prioritize diversity and inclusion report higher innovation, better decision-making, and increased employee satisfaction.

A key theme in her talk was the integration of Environmental, Social, and Governance (ESG) factors into workplace culture. Dr. Shenoy emphasized that ESG is not merely a compliance checklist or investment criterion, but a holistic framework that guides organizations toward long-term sustainability. She stressed the need to balance these three pillars to create workplaces that are not only economically productive but also environmentally conscious and socially responsible. "An inclusive space," she said, "is one where ESG becomes embedded in everyday decision-making from leadership strategy to team collaboration, and from employee wellness initiatives to client engagement models."

What set her talk apart was her focus on purpose-driven leadership. She discussed how organizations rooted in purpose naturally attract talent that is passionate, innovative, and resilient. Dr. Shenoy illustrated this point with examples of companies that have successfully embedded inclusive practices into their organizational DNA, transforming the way they engage with stakeholders. Whether through equitable hiring practices, transparent governance, or community outreach programs, these organizations are reaping the benefits of building trust and empathy into their culture.

Furthermore, Dr. Shenoy addressed the need to reimagine leadership in today's dynamic global landscape. In her view, inclusive leadership is about creating a safe space for dialogue, dissent, and discovery. It involves embracing multiple perspectives, recognizing unconscious bias, and actively dismantling systemic barriers that hinder progress. She encouraged attendees to be catalysts of change within their circles, advocating for policies, processes, and practices that celebrate diversity and promote belonging.

Her session concluded with a powerful call to action for leaders and professionals across sectors. "Inclusion is not a box to tick, it is a way of being," she declared. "If we are to build resilient, future-ready organizations, we must lead with empathy, act with integrity, and grow through collaboration." This message resonated deeply with participants, many of whom engaged in a lively question-and-answer session following her address.

As the event drew to a close, the audience was left not just with insights but with a renewed sense of responsibility. Dr. Veena Shenoy's presence at the WiREnet Knowledge Series served as a reminder that every effort toward creating inclusive spaces contributes to a broader vision of equity and excellence. Her talk was more than a lecture, it was a movement, a momentum toward workplaces that honour every voice and empower every individual to thrive.

Shaping Responsible Leaders: ISBR MBA Students 2024–26 Embrace Social Responsibility Through Environmental and Social Learning

At ISBR Business School, the journey of the MBA batch 2024–26 commenced not just with lessons in management and leadership but with a transformative introduction to social responsibility, an essential trait of 21st-century leaders. As part of the institution's commitment to building socially conscious professionals who go beyond boardrooms and bottom lines, students were immersed in powerful experiential learning sessions addressing environmental sustainability and social inclusivity.

**WORKSHOP ON
SUSTAINABILITY & SOCIAL CHANGE**
For the MBA 2024-26 Batch
Dates: 19 & 27 August

Key Take-aways
Nurture today's youth to be Socially Responsible Citizens - be in Society or at the Corporate World

With Global Warming causing unprecedented catastrophe to the environment today, it is a Clarion Call by UNDP to ensure a **CALL FOR ACTION** before it is too late

UNDP Guidelines. India's Target of Netzero by 2030. Green House Gases. WasteManagement- Reduce, Reuse, Recycle, Refuse. Sustainability initiatives at work places across all domains to ensure market dominance. Circular Economy & ESG. Corporate Social Responsibility- Career Opportunities. Be a Social Change Agent

Conducted By
Shiva Prakash
Promoter: THINKTANK Inc.

Guest Speakers
Vishal Kodail
Founder: India Roots Foundation
Nagraj
Founder: Indian Plogman Army

Program Organisers
Dr. Nila Chotali
Director
Dr. K S Lakshmi
Principal
Dr. Shabista Booshan
IIC-Convenor

One of the highlights of this early journey was an insightful and energizing session led by Nagraj, the founder of the Indian Ploggers Army. Known for his relentless drive to clean up public spaces and instil eco-consciousness across India, Nagraj has earned widespread recognition from both government and corporate entities for his mission-driven activism. His presence brought a wave of inspiration to the campus, as he passionately shared his journey from being a concerned citizen to a national environmental influencer. Through compelling anecdotes and impactful visuals, he illustrated the pressing reality of environmental degradation, emphasizing the role each individual plays in reversing the trend.

The core message of Nagraj's session centered on one transformative mantra: "My Waste, My Responsibility. Your Waste, Your Responsibility. Our Waste, Our Responsibility." This slogan, simple yet profound, underscored the collective and individual roles we all play in waste management. Students, moved by the message and its urgency, pledged to uphold these values, not just as part of a classroom exercise, but as a lifestyle and leadership choice. The moment was both symbolic and substantive, reflecting ISBR's broader commitment to cultivating future leaders who align with Sustainable Development Goals (SDGs), especially SDG 3: Good Health and Well-Being, SDG 11: Sustainable Cities and Communities, and SDG 12: Responsible Consumption and Production.

Alongside this pledge, the students also vowed to eliminate Single-Use Plastics (SUP) from their daily routines. This commitment aligns with India's growing anti-plastic movement and emphasizes sustainable consumption habits that reduce the environmental burden. In reinforcing their resolve, students embraced the 4R Principle: Reduce, Reuse, Recycle, and Refuse. Each 'R' was not treated merely as an acronym, but as a step toward living more mindfully and responsibly. Whether it was opting for reusable bottles, refusing plastic bags, or recycling stationery, the students explored actionable ways to incorporate these principles into their campus and future corporate lives.

This eye-opening session followed another recent milestone in the social development journey of the MBA cohort: an interaction with Vishal Kodail, a social warrior who champions the dignity and rights of the LGBTQIA community. Vishal's session was equally compelling, shedding light on the systemic challenges faced by sexual and gender minorities and urging students to foster empathy, inclusivity, and advocacy in their professional spheres. His stories

of resilience and grassroots impact humanized the cause and inspired students to view leadership through a lens of equity and justice.

Together, these back-to-back sessions signalled a powerful beginning to the ISBR MBA experience, not just preparing students for careers but priming them for citizenship in a global society that is diverse, interconnected, and in urgent need of ethical leadership. By confronting real-world issues through firsthand narratives and committing to actionable



pledges, the students are already on a path to becoming changemakers, individuals who will innovate not just for profit, but for purpose.

At ISBR, such initiatives are not standalone events but integral to the pedagogy that nurtures heart and mind alike. These sessions embody the school's mission to integrate SDG consciousness into management education, ensuring that sustainability, inclusivity, and human values are embedded into the DNA of every graduate. As these students continue their two-year journey, they carry with them not just textbooks and case studies, but lived experiences and value systems that will shape the kind of leaders they will become, leaders who will drive organizations that care, act, and transform.

The foundation has been laid. The journey toward responsible, inclusive, and impactful leadership has truly begun.

Advancing Inclusion Through Knowledge: ISBR's iLIGHT Book and the Journey Towards SDG 10

The launch of the “iLIGHT Book on Humanity, Inclusivity, and Peace” on September 12, 2024, marks a pivotal milestone in ISBR Business School's ongoing commitment to advancing the United Nations Sustainable Development Goals, with a concentrated emphasis on SDG 10 Reduced Inequalities. As we celebrated this significant achievement on the occasion of Founder's Day, we reflected not only on the book's publication but on the deeply rooted purpose it represents: a reaffirmation of our pledge to build a more just, inclusive, and equitable society through education, awareness, and action.

ISBR's mission to reduce inequalities stems from a belief that institutions of learning must go beyond the confines of academics to become catalysts of social change. The iLIGHT initiative, conceptualized in collaboration with the Anita Humanitarian Foundation, represents this ethos. It was born from an intent to amplify voices that are too often marginalized and to create space for diverse narratives on humanity, inclusivity, and peace to converge. Through the pages of this publication, we aim to educate and sensitize our academic community and the wider public to the subtle and overt inequities that persist across gender, caste, class, orientation, and ability.

The relevance of SDG 10 in today's socio-economic climate cannot be overstated. From disparities in access to education and healthcare to systemic exclusion in employment and representation, inequalities continue to inhibit the growth and dignity of individuals and communities. The iLIGHT Book brings these issues into the spotlight by capturing lived experiences, critical perspectives, and actionable strategies aimed at dismantling structures of oppression and building inclusive frameworks. Through a thoughtfully curated mix of essays, case studies, reflections, and interviews, the book calls for empathy-driven policies and grassroots activism that put equity at the core of development.

The book's contributors, academicians, researchers, students, activists, and community leaders, delve deep into the multidimensional nature of inequality. The narratives underscore how interconnected systems of discrimination perpetuate poverty, limit opportunities, and entrench marginalization. At the same time, they spotlight resilience, resistance, and innovation from within disadvantaged groups, offering hope and direction. Importantly, the book does not just examine inequality as a statistic or policy issue, but as a human story, one that demands attention, engagement, and transformation.

Spearheaded by Dr. Veena Shenoy, Head of SDG's Impact at ISBR Business School, and Dr. Anita Prasad, Founder of the Anita Humanitarian Foundation, the iLIGHT project brought together a diverse team of authors, editors, and facilitators who worked tirelessly to ensure that the final product echoed authenticity and purpose. Their leadership anchored the initiative in both academic rigor and social relevance, ensuring the final compilation served as both a learning resource and a call to action. By engaging with complex themes through an intersectional lens, the book fosters greater understanding of how various identities gender, sexuality, age, ethnicity, and economic status interact with and influence experiences of inequality.

The launch event itself was more than a ceremonial occasion; it was a celebration of collaboration, consciousness, and commitment. It brought together changemakers from across sectors, education, social work, public policy, and business, united by a common vision of a

more inclusive world. The discussions that followed the launch served as a springboard for future initiatives, partnerships, and dialogues, reaffirming that ISBR's work in the social impact space is ongoing and ever-evolving.

Looking ahead, ISBR Business School envisions the iLIGHT Book not as an end, but a beginning, an anchor for future initiatives aimed at driving equity across educational institutions, corporate ecosystems, and community landscapes. As we continue to engage with SDG 10 through curriculum development, workshops, community engagement, and advocacy, the book will serve as a foundational text, guiding our students, faculty, and partners toward a deeper understanding of inclusivity and justice.

In essence, the iLIGHT Book stands as both a mirror and a beacon. It reflects the societal inequalities that persist and the progress yet to be made, while also illuminating the pathways to equity through informed, compassionate action. At ISBR, we are proud to be shaping leaders and learners who not only acknowledge these truths but are inspired to be agents of transformative change.

Equity Through Empathy: Blood Donation and the Broader Pursuit of Reducing Health Inequalities

On September 21st, 2024, ISBR Business School's Team SDG Impact once again demonstrated its commitment to social equity by organizing a successful Blood Donation Camp in collaboration with Narayana Health and Rotary Bangalore Health City. While the event's alignment with SDG 3 – Good Health and Well-being – was clearly at its core, the underlying ethos reached deeper into the structural disparities addressed by SDG 10: Reduced Inequalities. With 105 units of blood collected this year, the initiative not only supported immediate healthcare needs but also contributed to the long-term vision of making essential medical services more accessible, especially to underserved populations.

Access to blood transfusions in India remains uneven, with marginalized communities, rural populations, low-income families, and individuals without insurance frequently encountering barriers in critical moments. A single unit of donated blood can mean the difference between life and death, particularly for patients from vulnerable backgrounds facing surgery, trauma, childbirth complications, or chronic conditions like thalassemia. Therefore, the simple act of blood donation, when scaled and systematized, becomes a powerful equalizer in healthcare, bridging the gaps for those who may otherwise be left behind.

What distinguishes ISBR's initiative is not just the quantity of blood collected but the framework through which it was organized an inclusive and student-led effort under the SDGs Impact banner, deeply rooted in values of compassion, responsibility, and justice. The event brought together diverse stakeholders: medical professionals, nonprofit advocates, young students, and community volunteers. Their collaboration symbolized a microcosm of what SDG 10 strives to achieve, eliminating barriers that prevent equal access to opportunities and benefits, whether in health, education, or dignity.

The Blood Donation Camp also reflects the principle that reducing inequalities is not solely the domain of policy it requires active civic engagement and moral leadership at every level. By engaging students in meaningful roles during the planning and execution stages, ISBR is equipping future leaders with firsthand experience in service-driven initiatives. This exposure cultivates empathy and a nuanced understanding of the structural dimensions of inequality, such as the inequitable distribution of healthcare infrastructure, stigmas around blood donation, or a lack of awareness in certain socioeconomic groups.

Importantly, this year's blood drive followed the successful 2023 camp, where 120 units were collected, indicating continuity and a strengthening of community trust. While the numbers might appear modest on a national scale, their ripple effect is profound. Each unit represents a patient potentially saved and a family that remains whole. Moreover, these efforts are emblematic of what localized action can achieve in pursuit of global goals, especially when executed with intentional inclusivity and intersectionality.

Key to the event's success were partnerships that transcended institutional boundaries. Bhanu Prakash from Narayana Health, along with steadfast supporters from Rotary Bangalore Health City, played an instrumental role in not just logistics but in fostering a collaborative spirit. These multi-sectoral partnerships are central to SDG 17: Partnerships for the Goals, and they enhance the reach, impact, and sustainability of efforts targeted at reducing inequalities. ISBR's approach thus serves as a replicable model of how educational institutions can act as

integrators, connecting healthcare providers, community organizations, and student bodies to address pressing societal issues.

Furthermore, the initiative also indirectly addressed educational inequality. The students who participated, many of whom come from different states and social backgrounds were exposed to real-world applications of the SDGs. For some, it was their first experience witnessing how systemic inequities manifest in healthcare. For others, it was a moment to reflect on their privilege and commit to being change-makers. Education, when coupled with action, becomes a transformative force, building not only knowledge but character.

Looking ahead, the goal is not just to increase units of blood collected each year but to make the initiative even more inclusive, inviting participation from underrepresented communities, extending outreach to nearby villages, and raising awareness through regional languages and grassroots campaigns. By doing so, ISBR aims to deepen the event's alignment with SDG 10, ensuring that the benefits of good health and emergency medical support are shared equitably across all layers of society.

In conclusion, the Blood Donation Camp at ISBR Business School was far more than a logistical success; it was a reaffirmation of a shared responsibility to stand for equity and justice in health. It serves as a reminder that sustainable development is not just about global strategies but about everyday acts of kindness, organized with vision and executed with integrity. Through initiatives like this, we inch closer to a world where health is a right, not a privilege, where no one is left behind simply because of who they are or where they come from.



ISBR's Commitment to SDG 17: Partnerships for the Goals

ISBR Business School believes that meaningful change cannot happen in isolation; it thrives through collaboration, shared purpose, and collective action. In alignment with the United Nations Sustainable Development Goal 17 Partnerships for the Goals, ISBR places strong emphasis on building bridges between institutions, communities, industries, and individuals to accelerate progress toward a more sustainable and inclusive world. The institution views partnerships not merely as alliances but as dynamic relationships rooted in trust, innovation, and shared responsibility.

At the heart of ISBR's philosophy lies the belief that every partnership must contribute to creating long-term impact. The school recognizes that education is most powerful when it connects ideas with action and transforms learning into measurable outcomes for society. By fostering relationships across academic, governmental, corporate, and social sectors, ISBR ensures that the goals of sustainability, equality, and growth are pursued collectively rather than individually. Each collaboration serves as a channel to exchange knowledge, share resources, and co-create solutions to the pressing challenges of our time.

ISBR's approach to partnerships is guided by the spirit of inclusivity and purpose. The institution encourages dialogue, cooperation, and exchange among diverse stakeholders, understanding that true innovation emerges when different perspectives converge. Through a culture of openness and mutual learning, ISBR empowers its community to think beyond boundaries and to recognize the value of unity in diversity. These collaborations extend across academic disciplines and social domains, bridging theory with practice and vision with execution.

The institution also promotes global thinking with local relevance. It believes that while partnerships may span geographies, their ultimate goal should be to uplift lives at the community level. By integrating sustainability into education and leadership, ISBR prepares individuals who can nurture relationships based on empathy, ethics, and impact. The institution inspires its learners to view partnerships as a pathway to building a better world where collaboration replaces competition, and shared progress becomes the measure of success.

ISBR's culture of partnership is also deeply human in nature. It emphasizes respect, accountability, and the belief that progress is most meaningful when everyone grows together. The school instills in its students and faculty the understanding that real change happens when knowledge is shared and collective action is taken. This spirit of cooperation strengthens ISBR's role as a contributor to the broader ecosystem of sustainable development, where every connection made serves a greater good.

Through its collaborative ethos, ISBR Business School continues to exemplify the essence of SDG 17, forging purposeful relationships that transcend boundaries and unite people for common goals. The institution stands as a hub for shared ideas and mutual growth, where education becomes a platform for partnership and progress. ISBR's vision is clear and enduring: to empower individuals and organizations to work together for a sustainable, inclusive, and equitable future, proving that when partnerships thrive, humanity advances.



Building the Future of Work Through Strategic Collaboration: The ISBR HR Conclave and the Spirit of SDG 17

On the 19th and 20th of January 2023, ISBR Business School reaffirmed its standing as a thought leader in management education by organizing the “HR Conclave: Agile HR Navigating the Future of Work.” More than just an academic gathering, this two-day event was a bold demonstration of Sustainable Development Goal 17: Partnerships for the Goals. By bringing together corporate leaders, HR experts, policymakers, and academic scholars under one roof, ISBR catalyzed a multi-stakeholder dialogue that examined the pressing challenges and transformative opportunities in the rapidly evolving world of work. Through this conclave, ISBR didn’t just talk about the future it convened the minds that are actively shaping it.

The central theme of agility in HR couldn’t have been timelier. In an age where digital disruption, remote work models, evolving employee expectations, and AI-driven decision-making are redefining the workplace, the conclave served as a compass for navigating uncertainty. The panels and keynote sessions provided deep dives into not only what lies ahead but also how organizations can create agile, responsive, and inclusive HR frameworks that align with broader global goals. Each session was carefully curated to foster learning, provoke thought, and encourage collaborative innovation. However, beyond the ideas and insights, what truly stood out was the collaborative architecture that powered this conclave an embodiment of SDG 17 in action.

SDG 17 emphasizes the importance of partnerships among governments, civil society, academia, and the private sector in achieving the 2030 Agenda. The HR Conclave mirrored this ethos perfectly. Representatives from multinational corporations, start-ups, non-governmental organizations, and educational institutions took the stage, not as isolated voices, but as interconnected agents of change. ISBR created a platform where these varied perspectives not only coexisted but converged toward actionable pathways for a more resilient and inclusive future of work. For example, sessions on agile HR practices in global corporations were immediately followed by panel discussions with grassroots organizations sharing the challenges of HR innovation in the nonprofit sector. This deliberate curation allowed for a richer, more equitable exchange of knowledge and experience.

One particularly impactful aspect of the conclave was the diversity of representation. Emerging HR professionals sat alongside seasoned veterans. Gender diversity, generational perspectives, and cross-cultural representation gave the discussions a global resonance. This diversity did not happen by accident; it was the result of deliberate partnerships and outreach, especially through ISBR’s SDG Impact team and its extended network of corporate and social sector collaborators. In this way, the conclave not only upheld but also activated SDG 17’s call for inclusive partnerships built on shared values and mutual accountability.

The partnerships formed and strengthened at the conclave also had ripple effects beyond the two-day event. Several organizations-initiated discussions with ISBR’s academic leadership to co-create curriculum modules, internships, and long-term projects focused on the future of human capital development. These partnerships are crucial not only for student learning but for integrating sustainability principles into organizational culture. By investing in the development of future HR professionals who are well-versed in sustainability, inclusion, and agility, ISBR and its partners are making long-term contributions to the goals outlined in Agenda 2030.



Furthermore, ISBR's commitment to sustainability extended to the very logistics of the event. From digital event brochures and reusable materials to eco-conscious catering and inclusive access for participants with disabilities, the HR Conclave lived its values. It was not just a meeting of minds but a living model of operationalizing SDGs within institutional events. This is critical because SDG 17 is not only about external collaborations; it's about internal alignment, ensuring that institutions model the change they advocate for.

Ultimately, the HR Conclave was a powerful reminder that the future of work is not a solitary journey for any one sector or institution. It is a shared endeavour that demands collective intelligence, cross-sectoral collaboration, and a steadfast commitment to equity and sustainability. ISBR's initiative stands as a beacon of what educational institutions can achieve when they assume the role of conveners, collaborators, and catalysts for meaningful partnerships. In doing so, ISBR continues to elevate the dialogue around SDGs from theory to practice, from aspiration to implementation, showing that the future of work, when navigated together, is not just sustainable but profoundly transformative.



Nurturing Innovation through Intellectual Property: ISBR's Faculty Development Program on Patent Writing and Filing

On February 1, 2024, ISBR Business School proudly organized a transformative Faculty Development Program centered on the crucial theme of "Patent Writing and Filing." This initiative reaffirmed ISBR's unwavering commitment to fostering a culture of innovation, research excellence, and intellectual property awareness among its academic community. To equip faculty with the tools and insights required to translate their pioneering ideas into formalized patents, the session was both an enlightening and empowering experience for all participants.

The hallmark of the program was the presence of a distinguished guest speaker, Dr. Ramesh Chandra, recognized globally as the Highest Research Patent Holder. His extraordinary presence added immense value to the session, as he brought with him not just theoretical understanding but decades of practical experience in the field of patenting. Through his accessible and engaging teaching style, Dr. Chandra demystified the complex process of patent writing, explaining each phase with clarity and relevance. Using real-life case studies and practical illustrations, he broke down intricate legal and technical aspects into digestible insights, making the concept of intellectual property tangible and achievable for faculty across disciplines.

Dr. Chandra's session went beyond knowledge dissemination. It served as a catalyst, igniting a renewed spirit of creativity and innovation among ISBR's faculty members. For many participants, the program marked a paradigm shift from viewing patents as abstract, legalistic instruments to embracing them as powerful tools to protect and promote their original research and novel contributions. Faculty members were inspired to revisit their research with a new lens, recognizing the latent potential for patentable innovation in their ongoing work.

The session also delved into the step-by-step procedures involved in patent filing, right from ideation and documentation to technical drafting, submission processes, and intellectual property rights protections. Participants gained firsthand exposure to the protocols of both Indian and international patent frameworks. The knowledge imparted was not only theoretical but also included actionable strategies for idea evaluation, identifying patentable elements, conducting prior art searches, and ensuring compliance with the standards of patent authorities. Such granular insights were particularly beneficial for educators in management, technology, and interdisciplinary research, empowering them to transform abstract concepts into viable, legally recognized innovations.

More importantly, the Faculty Development Program was strategically aligned with the broader goals of the National Innovation and Startup Policy (NISP) and the Ministry of Education's emphasis on fostering innovation in higher education. By investing in faculty capacity-building initiatives like this, ISBR is taking a proactive stance in cultivating an academic environment where innovation is not just encouraged but systematically supported. The program underscores ISBR's role not just as an institution of learning but as an incubator of ideas and a launchpad for impactful solutions.

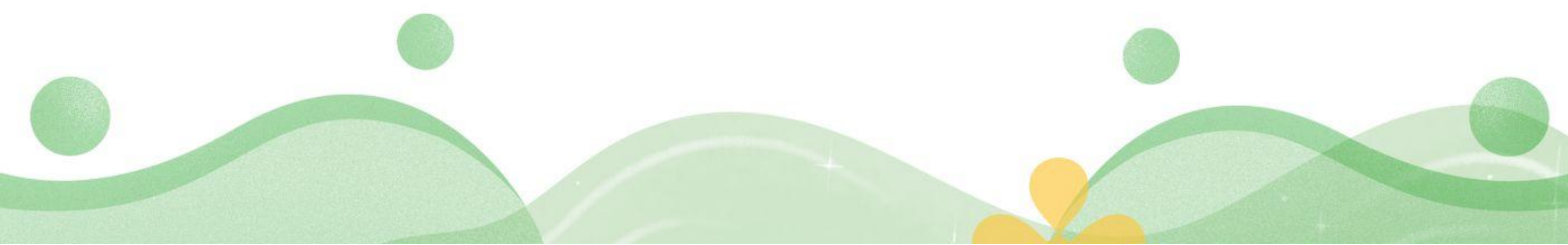
This workshop also emphasized the ethical and strategic dimensions of patenting, reminding faculty of their responsibility to generate solutions that are not only original but also socially



relevant. The conversation around patents was expanded to include sustainability, affordability, and accessibility, core values that reflect ISBR's commitment to inclusive development.

Furthermore, the program served as a platform for networking and future collaboration. Faculty from various departments shared their experiences and research interests, planting the seeds for potential interdisciplinary projects. The sense of community that emerged from this shared learning experience added another dimension to the event's success, as faculty members left the session not only more informed but also more connected and motivated.

In conclusion, ISBR's Faculty Development Program on Patent Writing and Filing was more than an academic workshop; it was a celebration of human ingenuity, an investment in intellectual capital, and a clear signal of ISBR's progressive outlook on research and innovation. With visionaries like Dr. Ramesh Chandra leading the charge, and with a passionate academic community ready to embrace the challenge, ISBR is setting a new benchmark in integrating intellectual property education into mainstream academia. The ripple effect of this initiative will undoubtedly be felt in the years to come, as faculty members transform their knowledge into patented innovations that serve society and contribute to the nation's progress in science, technology, and business.





Bridging Policy and Practice: ISBR's Post-Budget Panel Discussion in Collaboration with ELCIA

On 2nd February 2024, ISBR Business School and ISBR College jointly hosted a landmark Post-Budget Panel Discussion in collaboration with the Electronics City Industries Association (ELCIA), marking yet another step in ISBR's strong commitment to strengthening Industry-Academia engagement. The event brought together eminent thought leaders from the financial, technological, and entrepreneurial domains to analyze and interpret the implications of the Union Budget 2024. The event was a resounding success, reflecting ISBR's core philosophy of "Real World. Real Learning" by enabling students, faculty, and industry professionals to delve deep into contemporary economic developments and policy frameworks shaping India's future.

The distinguished panel featured Mr. CA K. Raghu, former President of The Institute of Chartered Accountants of India and Head of Raghu and Associates. Mr. Raghu's insights into the Budget's fiscal prudence, tax reforms, and their implications for economic stability were enlightening. His vast experience and deep understanding of the Indian financial ecosystem helped break down complex budgetary provisions for a student and faculty audience alike. Alongside him, Mr. Gobinath Pathmananthan, Founder of Yosaney Fintech, brought a technology-driven perspective to the panel. He explored how the Budget supports fintech innovation, digital banking, and financial inclusion, particularly in semi-urban and rural landscapes.

Mr. P N Shetty, CEO of RupeeBoss, highlighted the critical role of the Budget in empowering MSMEs India's economic backbone. He emphasized the urgent need for policy reforms and funding mechanisms tailored to the unique challenges of MSMEs, including access to affordable credit, simplified compliance, and capacity-building initiatives. Offering a distinctive voice on the panel was Cdr. Pratap Pawar, Ph.D., Director of HR and IT at GS Labs, whose unique background as a Navy Commander turned Technocrat provided an interdisciplinary view on the intersection of defense, technology, and workforce transformation. His thoughts on budgetary allocations towards skilling, digital infrastructure, and cyber-readiness were particularly relevant in the age of Industry 4.0.

The discussion was skillfully moderated by Mr. Kirron Bindu, Faculty Member at ISBR Business School and Consultant for MSMEs, who ensured the conversation remained accessible and relevant to a diverse audience. His insightful questions and strategic direction allowed panelists to explore topics in depth while drawing meaningful connections to real-world challenges and opportunities. Under his moderation, the dialogue unfolded across multiple dimensions of macroeconomic policy, entrepreneurship, financial literacy, digitization, and regulatory shifts, making it a multidimensional learning experience for attendees.

The event was further elevated by the gracious presence of ISBR's top academic leadership. Dr. Anand Agrawal, Executive Director of ISBR Business School, commended the initiative as a benchmark in ISBR's journey of making policy education experiential and impactful. Dr. Nila Chotai, Director of Academics, emphasized the importance of aligning academic discourse with policy shifts to keep students agile and informed. Dr. Lakshmi, Principal of the MBA Program, and Mr. Shiva Prakash, Professor of Practice, lent their support to the event and

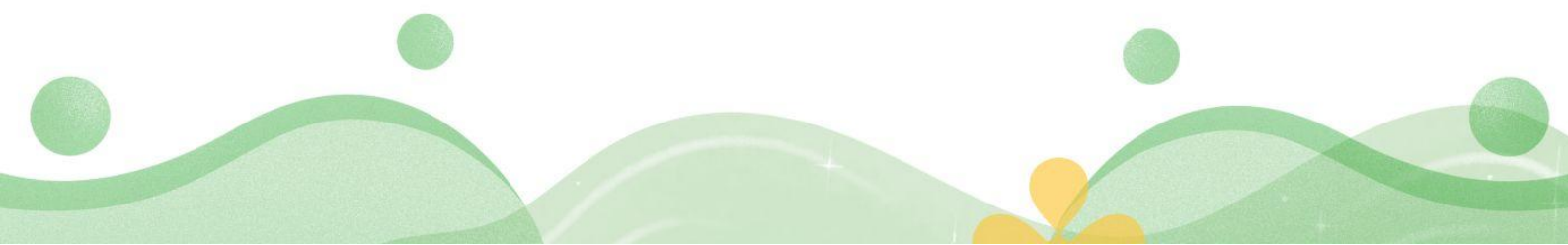


interacted actively with the panel, reinforcing ISBR's inclusive and collaborative academic environment.

As an institution that believes in shaping industry-ready professionals, ISBR constantly endeavors to expose its community to the evolving dynamics of governance, finance, and entrepreneurship. Events like the Post-Budget Discussion serve as live case studies, helping students understand not just the theoretical underpinnings of economic policy but also its lived impact across sectors. The panel discussion was particularly useful in demystifying budget jargon, analyzing sector-specific provisions, and understanding how macroeconomic decisions filter down to the organizational and individual levels.

The event culminated in a heartfelt vote of thanks delivered by Dr. Venkatesh Narasimha, Head of the General Management and Human Resource Department at ISBR Business School. He extended his gratitude to the esteemed panelists, the academic leadership, ELCIA partners, and the organizing team for making the event a vibrant success. His closing remarks highlighted the event's role in fostering critical thinking, evidence-based reasoning, and policy awareness among students.

In essence, the Post-Budget Panel Discussion was not just an academic event it was a real-time learning opportunity that bridged the worlds of theory and practice. It strengthened ISBR's legacy of preparing its students to navigate and lead within the complex intersections of government, business, and technology. As policy landscapes evolve, ISBR remains dedicated to staying ahead of the curve, facilitating informed discourse, and shaping socially responsible, industry-ready leaders of tomorrow.





Cyber Safety for the Future: ISBR's Rural Outreach for Digital Responsibility

In an era where the digital world is increasingly becoming a part of everyday life, especially in the aftermath of the global pandemic, it is imperative to empower children with the necessary knowledge and skills to navigate online spaces safely. ISBR Business School took a commendable step forward in this direction through its Mega Cyber Safety Awareness Campaign. Held in collaboration with the Let's Let's Tag on Foundation and India Literacy Project, this significant initiative was implemented in Gubbi village, Tumakuru district, Karnataka, reaching thousands of young minds over three impactful days: January 17th, 18th, and 19th, 2024.

This outreach program was not only an act of social responsibility but also an embodiment of ISBR's core values: education, empowerment, and social transformation. With the support of DIET Tumakuru under the District Educational Transformation Program, the campaign reached over 7,500 students from Grades 8, 9, and 10 across 44 government schools. The sessions conducted were activity-based and specifically curated to be age-appropriate, ensuring the messages of cyber hygiene, digital safety, and personal information security were conveyed in a manner that was both engaging and informative.

The need for such an initiative stems from the rapid increase in digital access following the pandemic. Governments and organizations distributed digital devices to ensure continuity in education, yet the mechanisms to educate children on safe internet usage lagged behind. ISBR recognized this gap and acted decisively. Through this campaign, ISBR student volunteers emerged as change agents, bringing awareness and knowledge directly to the grassroots level.

The sessions focused on various dimensions of online safety, understanding cyberbullying, phishing, personal data protection, responsible digital behavior, and recognizing unsafe online interactions. Students were not only educated on these matters but were also encouraged to become safety ambassadors in their communities. The ripple effect of this initiative extended far beyond the classroom. With students sharing their learnings at home, the campaign is estimated to have indirectly impacted over 30,000 people. This multiplier effect aligns perfectly with ISBR's broader vision of fostering socially responsible leadership and community development.

One of the most impactful aspects of the initiative was the role of student volunteers. These young leaders from ISBR Business School undertook the planning, coordination, and delivery of content, refining their own leadership and communication skills in the process. It was a practical learning experience that integrated classroom knowledge with fieldwork, allowing students to understand the real-world implications of education, social outreach, and civic responsibility.

Moreover, this campaign contributes meaningfully to the United Nations Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), and SDG 16 (Peace, Justice, and Strong Institutions). By focusing on students from rural government schools, the initiative helped bridge the digital literacy gap between urban and rural communities. It emphasized the principle that access to digital safety education should not be a privilege but a right for all children, regardless of their socio-economic background.



The collaboration with the LetsTagOn Foundation and India Literacy Project reflects ISBR's commitment to SDG 17 (Partnerships for the Goals), demonstrating how academic institutions, non-profit organizations, and government bodies can come together to create sustainable and scalable models for social impact. The campaign is a prime example of how educational institutions can play a pivotal role in community transformation while also enriching the experiential learning journey of their students.

ISBR Business School continues to uphold its vision of producing responsible leaders for tomorrow. The Mega Cyber Safety Awareness Campaign is not just a milestone for the institution but also a call to action for all stakeholders in the education ecosystem to prioritize digital safety as a fundamental component of modern learning. As we march forward in the digital age, initiatives like this ensure that our future generations are not only digitally connected but also digitally protected.



Global Innovations and Sustainable Futures: ISBR's International Conference on Emerging Trends

On March 1st, 2024, ISBR Business School proudly hosted its much-anticipated International Conference on “Global Innovations: Sustainable Practices and Emerging Trends,” drawing together scholars, practitioners, and thought leaders from around the world to engage in rich discourse on shaping a sustainable future. Held at the vibrant ISBR campus in Bangalore, the conference served as a confluence of diverse perspectives, featuring participants from countries such as Cyprus, Spain, Portugal, Indonesia, Sri Lanka, and India. This global representation underscored the conference's central mission to foster collaborative knowledge exchange across geographies, disciplines, and industries.

The conference was graced by the esteemed presence of Dr. Geetha Manjunath, Founder of Niramai Health Analytix, who attended as the Chief Guest. Her keynote address was one of the most inspiring highlights of the day, setting the tone for the sessions that followed. Dr.



Manjunath, a visionary in the field of healthcare technology, shared profound insights into how artificial intelligence and data-driven innovation can revolutionize early-stage cancer detection while remaining environmentally responsible and socially impactful. Her address emphasized the need to bridge technological advancement

with ethical responsibility and sustainability, a message that deeply resonated with the attendees and enriched the overall dialogue.

The conference's thematic framework revolved around two core pillars: sustainability and innovation. Throughout the day, these pillars were explored across various academic tracks, including Marketing, Artificial Intelligence, Human Resource Management, Finance, Healthcare, and Education. This interdisciplinary approach enabled scholars and industry professionals to explore intersections between technological advancement and sustainable development goals (SDGs), offering both theoretical frameworks and practical case studies to address current and future challenges.

One of the most notable aspects of the event was the diversity of research presented. With over 100 presentations delivered in hybrid mode, both online and offline, the conference provided a dynamic platform for exchange and collaboration. Each paper presented offered new dimensions to the conversation around global innovation, such as the integration of AI in marketing for sustainable consumer behavior, HRM strategies aligned with environmental responsibility, and the role of fintech in driving inclusive growth in emerging economies. Healthcare innovation was also a major area of focus, with case studies showcasing affordable diagnostic technologies, such as Niramai's AI-based breast cancer screening solution, which exemplifies how innovation can be both impactful and sustainable.

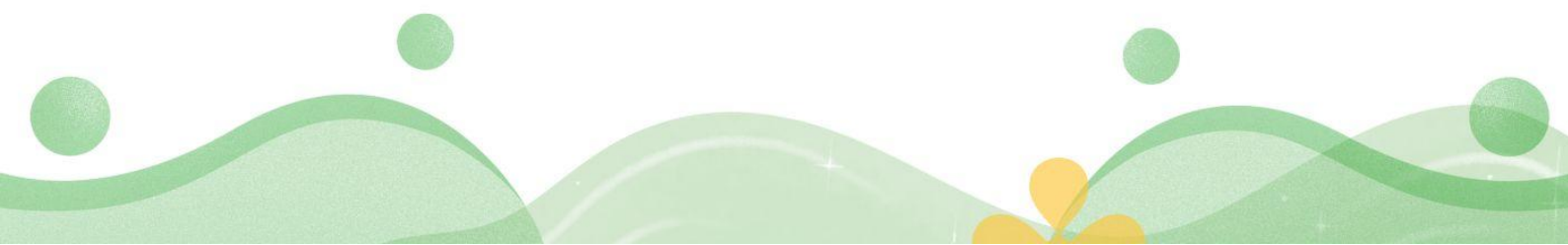


The event also served as a crucial opportunity for doctoral students and early-career researchers to showcase their work and receive feedback from seasoned academics and professionals. Through the vibrant paper presentation sessions, budding researchers gained visibility and insights that would shape their future academic endeavors. ISBR's emphasis on encouraging student-led innovation and thought leadership was apparent throughout the event, further solidifying its commitment to nurturing socially conscious global leaders.

Networking sessions and panel discussions brought together industry practitioners and academicians to deliberate on actionable strategies that can bridge the gap between research and practice. The collaborative tone of the conference not only strengthened ties among the participating institutions but also sowed seeds for future international partnerships. Many delegates expressed appreciation for ISBR's role in convening such an inclusive and impactful event, noting that the conference catalyzed cross-border dialogue and cooperative research initiatives.

In aligning with the United Nations Sustainable Development Goals, ISBR's International Conference demonstrated how academic institutions can become powerful drivers of global transformation. The event echoed the necessity of interdisciplinary research, inclusive policy-making, and ethical technological deployment to ensure that innovation serves the larger purpose of planetary and human well-being. The conference concluded with a valedictory session celebrating the best research papers, acknowledging the efforts of all contributors, and reaffirming ISBR's mission to be a thought leader in global education and sustainability.

Ultimately, the International Conference on "Global Innovations: Sustainable Practices and Emerging Trends" was more than just a scholarly gathering; it was a testament to ISBR's belief in the power of global collaboration, ethical innovation, and the role of education in shaping a sustainable world. As the discussions that took place on March 1st continue to reverberate through ongoing research and partnerships, ISBR remains committed to its vision of academic excellence with social impact at its core.





Eradicating Polio, Empowering Youth: ISBR Students Lead the Way in the “End Polio Now” Campaign

On March 3rd, 2024, amidst the dynamic hustle and bustle of Bangalore’s Majestic Railway Station, a significant humanitarian campaign unfolded, marking a powerful testament to youth engagement and social responsibility. The “End Polio Now” drive, an initiative grounded in compassion and public health, was carried out with fervent collaboration between ISBR Business School, E Club Green City, Rotaract Ulsoor, and Rotary Tumkur. This initiative, held in one of the busiest transportation hubs in South India, brought together service-minded students and community leaders to stand united against one of the world’s most crippling diseases polio. In a vibrant convergence of purpose and dedication, students from ISBR Business School emerged not only as participants but as pillars of execution and compassion, adding strength to the global movement that envisions a polio-free future.

The heart of the campaign beat across the station, where 10 to 12 strategically positioned booths were set up to administer polio vaccinations to children aged between 0 to 5 years. This meticulous setup, thoughtfully planned and executed, ensured high visibility and accessibility within the station’s vast and diverse crowds. The mission was simple yet deeply impactful deliver two vital drops of the polio vaccine to as many children as possible and, in doing so, prevent a disease that has historically devastated lives and communities. The students, adorned in volunteer vests and armed with knowledge and empathy, undertook this mission with utmost sincerity and efficiency. Their energy transformed an otherwise regular Sunday at Majestic Station into a milestone of public health awareness and action.

Beyond administering vaccinations, the students of ISBR took on multifaceted roles. They coordinated logistics, guided families to the booths, reassured anxious parents, educated commuters about the importance of polio eradication, and maintained records of the children vaccinated. Their tireless engagement, from morning until dusk, painted a vivid picture of youth involvement at its most impactful. In a world where student efforts are often confined to the classroom, these young changemakers stepped out into the real world, embodying ISBR’s vision of “Real World. Real Learning.” Their actions spoke volumes, blending academic values with practical execution to make a difference that extended far beyond the railway station’s boundaries.

This hands-on experience was more than just a service project for the students it was a transformative moment that offered lessons in empathy, community, and leadership. They bore witness to the deep trust communities place in health campaigns, observed firsthand the challenges of large-scale public service delivery, and appreciated the fine balance between empathy and efficiency in humanitarian work. The campaign gave them an unparalleled opportunity to develop not only organizational and communication skills but also emotional intelligence and cultural sensitivity. Moreover, it instilled in them a profound sense of civic duty one that cannot be replicated in textbooks or lecture halls.

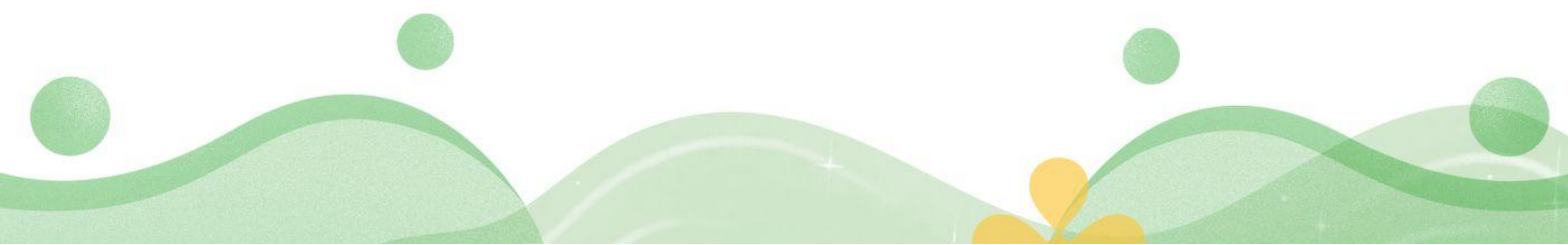
The impact of the campaign resonated widely. Every drop of vaccine administered represented a child protected, a family reassured, and a community strengthened against a preventable disease. But beyond the medical benefits, the presence of young, enthusiastic volunteers created a ripple effect of awareness and optimism. Their involvement encouraged other youth, passers-by, and community members to participate actively in health campaigns, thereby



reinforcing the importance of public responsibility and cooperation. The campaign not only vaccinated children but also vaccinated society against apathy and disengagement.

The collaboration between ISBR Business School and the partner organizations stands as a model of what institutions can achieve when academic vision aligns with social commitment. The initiative highlighted the power of grassroots action in supporting global causes and emphasized that student involvement is not just beneficial it is essential. The eradication of polio, once an ambitious dream, now appears closer to reality thanks to efforts like these. ISBR's contribution, led by its socially conscious students, exemplifies how educational institutions can serve as catalysts for meaningful change.

As the sun set on Majestic Railway Station that day, the echoes of gratitude, hope, and commitment lingered in the air. The “End Polio Now” campaign was not just a one-day event it was a powerful reminder that change begins with action, and that young people, when given the platform and purpose, can be the most influential changemakers. Through their work, the ISBR students didn't just contribute to a campaign; they became part of a global legacy of compassion, health, and humanity. Their story will inspire countless others to step forward, take initiative, and help build a safer, healthier world for generations to come.





Uniting for Health and Harmony: The SPIRIT ERASMUS Walkathon at ISBR Business School

On the vibrant morning of March 3rd, 2024, ISBR Business School stood at the heart of a remarkable and inspiring event that echoed far beyond the boundaries of its campus: a collaborative and symbolic 2-kilometre Walkathon that brought together people from different corners of the world in a harmonious stride towards better health and unity. This significant initiative was part of the SPIRIT ERASMUS Project, a prestigious international endeavour funded and supported by the European Union. As a proud partner of this project, ISBR joined hands with its Spirit Club counterparts from Cyprus, Spain, Portugal, Indonesia, and Sri Lanka to organize the Walkathon, with a singular objective of fostering global solidarity and advocating for improved health and well-being.

The event began with a deep sense of purpose and collective anticipation. As participants gathered, the air was charged with enthusiasm and camaraderie. The audience comprised a diverse and spirited mix of international guests, Rotaract, ISBR alumni, faculty members, administrative staff, and the vibrant student community. Together, they embodied the essence of global unity, each person adding a unique perspective and energy to the initiative. Their presence not only amplified the scope of the event but also underscored the global commitment towards shared values, health, harmony, and social impact.

Setting the tone for the day was a compelling and insightful address by Rtn Veena Shenoy, Head of Impact Goals at ISBR Business School. She emphasized the profound need to nurture one's physical and mental well-being in the face of today's rapidly changing lifestyles. With her words resonating deeply among the attendees, she highlighted how lifestyle-induced Non-Communicable Diseases (NCDs) such as diabetes, heart ailments, and hypertension pose a serious threat globally. Her message encouraged participants to adopt preventive habits, including regular exercise, mindful eating, and stress management practices. In her compelling narrative, health was not just the absence of illness but a holistic way of life that required collective awareness and responsibility.

Following her impactful address, Dr. Manish Kothari, Managing Director of ISBR Business School, took to the stage with an evocative discourse that stirred hearts and minds alike. He delved into the rich heritage of India, drawing parallels between the historical movements that shaped the nation's freedom and the moral underpinnings of present-day social responsibility. Recounting the inspirational saga of Mahatma Gandhi, particularly the Satyagraha and the Dandi March, Dr. Kothari illustrated how the principles of peace, perseverance, and community leadership remain timeless. His reflection served as a bridge between India's storied past and its vibrant present, positioning the Walkathon not only as a health initiative but also as a symbolic act of unity and determination.

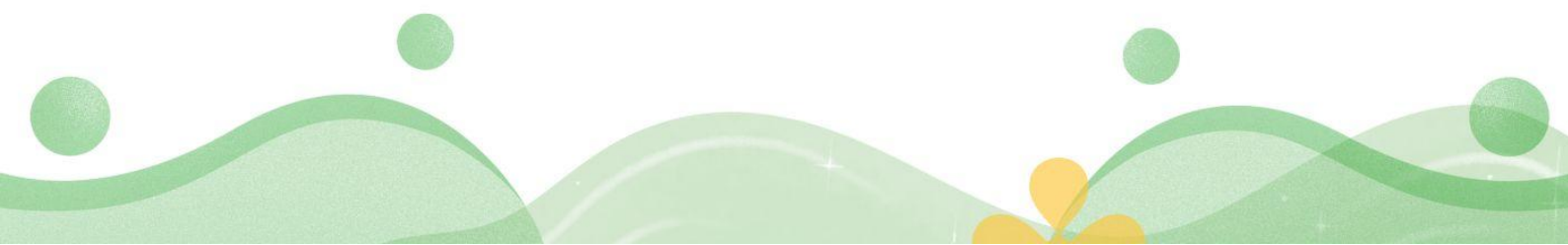
As the opening ceremony concluded, the participants embarked on their 2-kilometre journey through the surrounding paths near the ISBR campus. What followed was more than just a walk; it was a living tableau of collective purpose, a moving expression of shared commitment to building a healthier world. Young and old, locals and internationals, students and professionals all marched in step, their faces radiant with smiles and their spirits lifted by the joy of community connection. The environment buzzed with energy and positivity, a vivid reminder that meaningful change often begins with simple steps, taken together.



Throughout the event, conversations blossomed, friendships were forged, and reflections took shape. Many attendees described the Walkathon as a deeply grounding experience, one that reminded them of the importance of pausing, reconnecting with self and society, and taking deliberate actions towards personal and public wellness. For the international Spirit Club members, the event also served as a meaningful cultural exchange, providing them with a deeper understanding of Indian ethos and community engagement practices.

The Walkathon also served a vital educational purpose. Informative banners and posters along the route showcased key messages about healthy living and strategies to combat NCDs. Volunteers and faculty members were stationed along the path to engage with walkers, distribute educational material, and offer words of encouragement. The thoughtful design of the event ensured that it was inclusive, accessible, and deeply impactful on all fronts.

In conclusion, the SPIRIT ERASMUS Walkathon hosted by ISBR Business School was more than a community health initiative; it was a celebration of global unity, shared aspirations, and collective responsibility. It exemplified ISBR's unwavering commitment to not only academic excellence but also meaningful social impact and international collaboration. The event left an indelible mark on every participant, reminding all that true progress arises when we walk together step by step towards a healthier, kinder, and more connected world.





Championing Inclusive Sports: ISBR's Partnership with the Karnataka Wheelchair Cricket Association

On March 23, 2024, a powerful wave of inclusivity and empowerment swept through the cricket grounds of Karnataka as ISBR Business School proudly stood shoulder to shoulder with the Karnataka Wheelchair Cricket Association (KWCA) to sponsor the State-Level Wheelchair Cricket Tournament. This remarkable collaboration marked more than just a sporting event; it was a significant statement in support of equality, accessibility, and dignity for all, regardless of physical ability. The initiative reinforced ISBR's unwavering commitment to social responsibility and highlighted the transformative potential of inclusive sports in reshaping perceptions and policies on a national scale.

From the outset, the event exuded an air of enthusiasm, resilience, and determination. ISBR Business School, under its flagship Impact Goals initiative, contributed significantly by sponsoring the jerseys and medals for all the players, ensuring that every participant felt seen, celebrated, and supported. This thoughtful gesture symbolized a deep respect for the talent, grit, and passion that each athlete brought to the game. The brightly colored jerseys bore not only team insignias but also a powerful message: one of equality, pride, and shared identity. As the players wheeled onto the field, the crowd erupted in cheer, their applause echoing far beyond the stadium, resonating with the values of inclusion and dignity that the tournament stood for.

Leading the ISBR delegation at the event was the formidable and inspiring Rtn Veena Shenoy, Head of Impact Goals at ISBR. A passionate advocate for equitable access to opportunities, Dr. Veena addressed the gathered audience with heartfelt conviction. Her words were not just a ceremonial address but a clarion call to action. Speaking on the theme of sports inclusion, she eloquently highlighted the need to dismantle societal barriers and create spaces where every individual, regardless of ability, has the chance to shine. Drawing attention to the latent potential within differently-abled communities, she urged the audience to acknowledge the remarkable strength, talent, and perseverance embodied by the wheelchair cricket players.

Dr. Veena's speech also emphasized the importance of collaboration and collective responsibility in building a more inclusive world. "We must all play a role," she asserted, "from educational institutions and corporations to governments and international bodies. True inclusion begins when policies are backed by purpose and when support transcends charity to become empowerment." She stressed the need for infrastructure that accommodates diverse needs, and for policies that go beyond tokenism to embrace true participation. Her powerful message sparked reflection among many stakeholders present, from corporate representatives and government officials to educators and community leaders.

As the matches progressed, the audience witnessed not only gripping cricket but also stories of personal triumph, camaraderie, and unshakable resolve. Every dive, every swing of the bat, and every run scored by the players in wheelchairs challenged outdated stereotypes and reinforced one universal truth: talent knows no boundaries. The spirit of the tournament transcended physical limitations and painted a vivid portrait of what sports can achieve when played on a truly inclusive field. The enthusiasm and sportsmanship on display were infectious, inspiring countless onlookers and volunteers.



For ISBR, the collaboration with KWCA went beyond sponsorship; it was an embodiment of its mission to champion sustainable development goals, particularly SDG 10 (Reduced Inequalities) and SDG 17 (Partnerships for the Goals). This initiative also reflected the institution's holistic approach to education, where academic rigor is matched with empathy, social consciousness, and community engagement. The experience left a deep impression on everyone involved, from students who volunteered during the event to faculty who engaged with players and organizers in meaningful conversations.

The tournament also sparked important dialogue about accessibility in sports and education. Conversations during and after the event addressed the infrastructural changes needed in schools, colleges, and public spaces to accommodate people with disabilities. Participants exchanged ideas about adaptive sports equipment, inclusive curricula, and employment opportunities for persons with disabilities. The event, thus, acted as a microcosm of the change that is possible when the right minds and hearts come together.

As the medals were awarded and jerseys proudly worn, there was a shared recognition that this event was not the end, but rather the beginning of a long, purposeful journey. ISBR Business School remains steadfast in its commitment to advocating for inclusive sports and a more accessible world. The institution invites communities, corporations, and changemakers to join hands in this mission because when we create spaces where everyone can participate, we create a future where everyone can thrive.

Together, let us continue to champion the rights and aspirations of all communities and walk forward into a world that not only acknowledges diversity but celebrates it with pride.



Forging Global Impact Through Inclusion: ISBR Business School Partners with WANITA

In a landmark move toward creating a more just and inclusive global society, ISBR Business School has proudly announced its transformative partnership with WANITA, an international organization renowned for its dedication to fostering gender diversity, equity, and inclusion across all sectors of society. This strategic collaboration marks a significant step forward in ISBR's mission to integrate purpose with education and to cultivate leaders who are not only academically sound but socially conscious and globally responsible.

At the heart of this alliance lies a shared vision: to inspire a world where every individual, irrespective of gender, background, or identity, is afforded equal opportunities, treated with dignity, and empowered to reach their fullest potential. This vision is deeply rooted in the Sustainable Development Goals (SDGs), specifically SDG 5: Gender Equality, SDG 10: Reduced Inequalities, and SDG 17: Partnerships for the Goals. These global goals are not mere benchmarks; they are guiding principles that define ISBR's commitment to meaningful, measurable impact. Through this collaboration, the two institutions aim to reach an ambitious goal: to touch the lives of 10 billion people globally through education, awareness, and action.

One of the flagship initiatives under this partnership is the iLIGHT program, an online learning and advocacy platform dedicated to advancing values of gender equity, humanity, and peace. The iLIGHT program, born from a confluence of innovation and purpose, aims to educate individuals at scale through immersive online courses that tackle pressing issues of our time. From understanding unconscious bias to exploring intersectionality, from human rights education to promoting peacebuilding strategies, the iLIGHT curriculum is rich in depth and designed to spark transformation both within individuals and in their communities.

The inclusion of online modules provides accessibility to a diverse and global audience, enabling learners from all walks of life—students, educators, professionals, and community leaders—to gain the knowledge and tools needed to be champions of inclusion in their spheres. The program offers a unique blend of academic rigor and emotional intelligence, providing a platform where data meets empathy and policy intersects with lived experience.

The genesis of this partnership stemmed from a series of dialogues and workshops hosted by ISBR's Center for Impact Goals. It was here that the synergies between ISBR's educational mission and WANITA's advocacy efforts became undeniably clear. Recognizing that education is the most powerful lever for sustainable change, both organizations set forth to co-create content, organize global webinars, and build cross-cultural collaborations that not only raise awareness but ignite action.

Rtn Dr. Veena Shenoy, Head of Impact Goals at ISBR, played a pivotal role in conceptualizing and driving this collaboration forward. Her vision, rooted in years of experience in the education and social impact space, emphasizes the necessity of inclusive ecosystems where students learn not just about markets and models but about rights, representation, and responsibility. "The true measure of success for any institution," she remarked, "lies not just in its academic accolades but in how effectively it shapes individuals who can build bridges where there are divides."

With WANITA, ISBR now has a partner equally committed to this purpose. WANITA's global network of advocates, educators, and changemakers brings unparalleled reach and expertise to

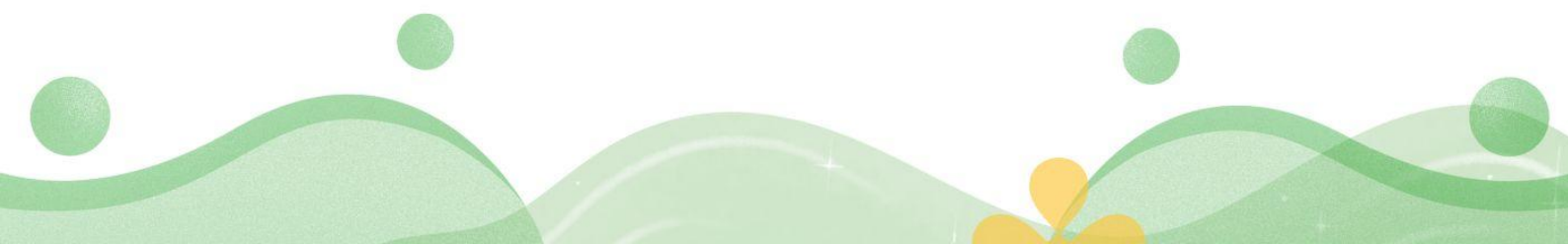


the table. Their work in communities across continents has already begun reshaping norms and creating safer, more equitable spaces for women, marginalized genders, and underrepresented communities. The inclusion of their perspectives into the ISBR ecosystem ensures that students are learning from the frontline experiences of those who have been both champions and witnesses of change.

The ripple effects of this partnership are expected to go far beyond the digital classroom. From mentorship programs and internship opportunities to research collaborations and grassroots campaigns, the potential for real-world impact is immense. Already, plans are underway to host regional inclusion summits, create gender-sensitivity toolkits for businesses, and integrate the iLIGHT modules into mainstream university curricula across partner institutions.

The message from ISBR and WANITA is clear: the time for inclusion is now, and the responsibility lies with all of us. In a world grappling with polarization, conflict, and widening gaps of inequality, this partnership serves as a reminder that when institutions align with intention, the possibilities for transformation are limitless.

As this journey unfolds, ISBR invites its students, faculty, alumni, and global partners to stay connected, stay informed, and stay inspired. Together, we can build a future that not only values difference but thrives because of it. Let us stand united, not just as spectators but as active participants in building a world where gender equity, humanity, and peace are not aspirations; they are realities. Stay tuned for updates and opportunities to be part of this movement, because inclusion is not a destination; it is a collective journey.





Fostering Joy and Dignity in Aging: The Inauguration of the Happy Folks Club and Senior Citizens Summit

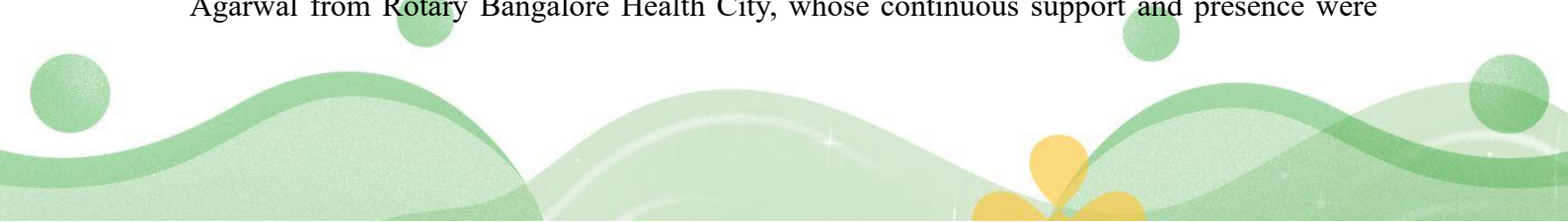
On May 12, 2024, ISBR Business School took a transformative step toward building an inclusive society with the launch of the Happy Folks Club and the hosting of the inaugural Summit for Senior Citizens. This visionary initiative was championed by the institution's Managing Director, Dr. Manish Kothari, whose leadership continues to pave the way for progressive and compassionate community engagement. This momentous event aligned with ISBR's commitment to the United Nations Sustainable Development Goals, particularly SDG 3: Good Health and Well-Being, SDG 10: Reduced Inequalities, and SDG 17: Partnerships for the Goals. With an unwavering focus on uplifting the elderly population, the summit was conceived not merely as a one-time gathering, but as the foundation for a sustainable, joyful, and empowering community space where senior citizens are celebrated, respected, and actively engaged in life.

The summit was honoured by the esteemed presence of Ms Rama N.S. the Chief Executive Officer of the Electronic City Industries Association (ELCIA), who graced the occasion as the chief guest. The day was further enriched by the insights and energy of renowned personalities including Mrs. Seema, a vibrant Zumba trainer who brought cheer and movement to the seniors; Dr. Vasudha M. Sharma, Co-founder and Head of Medical Services at Vivekananda Health Global (VHG), who highlighted the importance of holistic healthcare for the elderly; and Mr. Chella Pandian Pitchai, Global Head of Diversity, Equity & Inclusion at Biocon Biologics, whose thought-provoking session emphasized the critical need for inclusive policies and cultural shifts within both public and private institutions to support an ageing population.

Under the thoughtful mentorship of Rtn Veena Shenoy, Head of SDG's Impact at ISBR, the summit was powered by the enthusiasm and drive of a young, dynamic team of 12th-grade interns. Siddharth Kothari, Harshita Bhansali, Siddharth Tandle, Ravela Martin, Mudit R, Vineet Jain, Sasha Borker, Advika Patel, and Sidh N Jain demonstrated how age is no barrier to empathy and action. Their efforts exemplify the potential of intergenerational collaboration and the value of experiential learning rooted in social consciousness. These young changemakers were instrumental in the meticulous planning and flawless execution of the event, setting a benchmark for student-led social impact initiatives.

The Happy Folks Club Summit welcomed over 100 senior citizens who enthusiastically participated in a series of engaging, joyful, and purposeful activities. From wellness sessions and health check-ups to music, dance, and panel discussions, the day served as a testament to the idea that ageing should be celebrated, not sidelined. It provided a safe and vibrant space where senior citizens felt heard, seen, and valued. The event not only reaffirmed ISBR's dedication to community-building but also planted the seeds for a long-term initiative committed to enhancing the quality of life for the elderly.

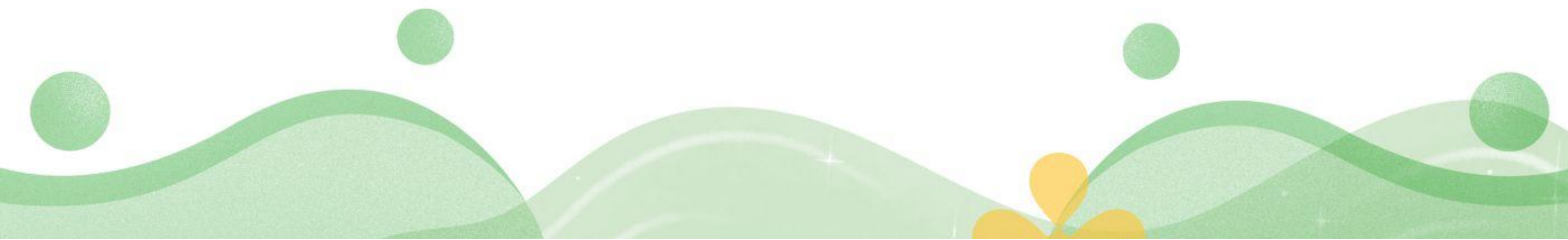
The success of this milestone event was made possible through strategic partnerships and unwavering support from various organisations and individuals committed to inclusive development. ISBR joined hands with Rotary Bangalore Health City and Rotary Bangalore Ulsoor, who lent their resources and expertise to strengthen the initiative. The encouragement and collaboration from ELCA and Biocon further cemented the foundational strength of this inclusive platform. Special mention must be made of Rtn Yogesh Goyal and Rtn Siddharth Agarwal from Rotary Bangalore Health City, whose continuous support and presence were





invaluable. Mr. Steevan Pinto, President of the National Institute of Personnel Management (NIPM), Mangalore, and Rtn Mohan Kumar from Rotary Bangalore Ulsoor also played significant roles in making this vision a reality.

Together, these collaborations illuminated a shared commitment to reimagining ageing in India not as a phase of decline, but as a time of dignity, enrichment, and active social participation. The Happy Folks Club is more than just an initiative; it is a movement aimed at reshaping narratives, fostering inclusivity, and creating structures where the elderly are not only cared for but also celebrated. It marks a powerful beginning toward a future where every senior citizen lives with happiness, health, and honour.





Industrial Visit to Nandini Dairy – Enriching Young Minds on Dairy Innovation and Operations

In a significant stride toward bridging classroom learning with real-world industry exposure, ISBR Business School organized an immersive industrial visit to Nandini Dairy of Bangalore Milk Union Limited (BAMUL), a leading unit under the Karnataka Milk Federation (KMF). This initiative marked yet another effort to enhance experiential learning, equipping students with a first-hand understanding of one of India's largest cooperative-based dairy enterprises. The visit offered our students a rare glimpse into the world of dairy innovation, logistics, production, and cooperative management, reaffirming our commitment to applied education and industry engagement.

The Nandini brand, synonymous with purity and quality, stands tall as a flagship institution in the cooperative dairy movement in India. It operates under the aegis of KMF, drawing its inspiration from the visionary Amul model. At the heart of this model is the cooperative spirit, wherein thousands of farmers are empowered and uplifted through direct access to markets, resources, and income generation opportunities. Our students were introduced to the structure and functioning of this cooperative ecosystem, enabling them to appreciate the role such systems play in strengthening rural economies and promoting inclusive growth.

The visit was packed with engaging learning moments and operational walkthroughs that deepened the students' appreciation for the complexities involved in dairy processing. Among the key highlights was an in-depth explanation of the Cooperative System of Dairy Farming, its organizational layout, and how BAMUL acts as a nodal point for thousands of dairy farmers across Karnataka. The production cycle began with milk collection and was followed by a tour through the major processing stages, including pasteurization, fermentation, cream separation, and homogenization. These stages were not merely explained in theory but were observed live on the production floor, offering students an unmatched visual and experiential understanding.

Our young visitors witnessed the streamlined production of staple dairy products, including milk, curd, butter, and ghee. The process of pasteurization stood out as a particularly engaging section where students learned how raw milk is heated to eliminate pathogens, ensuring it meets the highest safety and hygiene standards. In the fermentation zone, they were introduced to the biological transformation that leads to the creation of curd and flavoured yogurt products, a process that balances science, timing, and temperature precision. Cream separation and butter churning units showcased mechanical engineering principles applied in food production, connecting lessons from the classroom to practical industrial applications.

Another segment of the visit focused on packaging methodologies and quality control measures. Students were introduced to a variety of materials and technologies used in packaging milk, butter, and ghee, from tetra packs to plastic pouches and metal containers. This session emphasized the importance of safety, branding, environmental sustainability, and shelf-life extension, encouraging students to think critically about how consumer goods are prepared for market. Observations around automated filling lines, temperature-controlled storage, and logistics also brought a multidimensional learning aspect to the tour.

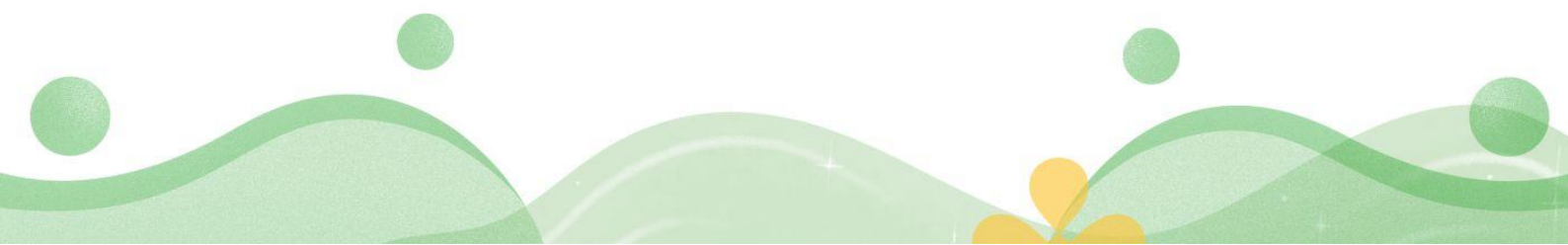
Beyond operations, the Nandini team hosted an interactive session where students were encouraged to ask questions and delve into discussions surrounding supply chain logistics, procurement models, sustainability practices, and challenges faced in the dairy industry. The



dialogue also touched upon government policies that influence the dairy sector, such as subsidies for farmers, quality regulations, and export opportunities for value-added products. Through this dialogue, students were able to explore broader economic themes linked to agriculture, food security, and entrepreneurship.

This industrial visit was not merely a field trip but a transformative academic engagement that significantly enriched the students' understanding of the dairy industry. It exemplified ISBR's educational philosophy that real learning transcends textbooks. By observing, interacting, and reflecting on industry practices, our students gained practical insights into how theoretical concepts come to life in dynamic, large-scale operations. It also reinforced vital lessons in teamwork, innovation, sustainability, and community-driven enterprise values that are integral to our curriculum and institutional ethos.

As a school committed to excellence in business education, ISBR Business School takes pride in facilitating such engagements that prepare students to become agile, knowledgeable, and socially responsible business leaders. The visit to BAMUL's Nandini Dairy has certainly added a new layer of understanding to our students' academic journey, and we eagerly look forward to more such industry collaborations shortly.





Driving Innovation through Regional Startup Enablers: A Transformative Panel Discussion at ISBR

At ISBR Business School, we believe that education reaches its true potential when it fosters dialogue, exploration, and exposure to real-world ideas and innovation. In alignment with this vision, ISBR recently hosted a high-impact panel discussion titled “Driving Innovation: Insights from Regional Startup Enablers” on August 27, 2024. This event brought together a distinguished panel of innovation leaders, startup mentors, and entrepreneurial visionaries who shared practical strategies, deep insights, and lived experiences on fostering startup ecosystems and scaling innovation in regional contexts. The session was especially valuable for our first-year management students, who are stepping into a dynamic world where entrepreneurial thinking is no longer optional but essential.

We were honored to welcome four eminent panelists, each contributing from unique vantage points within the startup and innovation ecosystem. Siddharth Anand, Vice President of Karnataka Digital Economy Mission (KDEM), offered an administrative and policy-driven perspective, emphasizing the state’s role in supporting digital startups and building smart, inclusive cities. Vineeth Ravindran, Founder of ChasingSun and a faculty member at CMS College, brought academic rigor and entrepreneurial energy to the conversation, emphasizing the role of creativity and persistence in the early stages of startup development. Vanitha Choudhari, Founder of RadicalEdge Learning Consultants, contributed with insights on leadership development and emotional intelligence as vital components of a founder’s journey. Dr. Priyankana Mukherjee, Associate Vice President at IKP Knowledge Park, rounded out the panel with her expertise in incubation systems, innovation management, and scaling scientific ventures in India’s tier-two and tier-three cities.

The panel delved into several critical areas that influence startup development. Foremost among these was the importance of building robust support systems for early-stage ventures. Whether through incubators, co-working hubs, accelerator programs, or mentorship networks, it was unanimously agreed that the presence of structured support significantly enhances the chances of success for emerging startups. Siddharth Anand noted that government-backed initiatives such as KDEM are working hard to connect startups with the right resources, including funding, training, and market access. This view was echoed by Dr. Mukherjee, who emphasized the role of science parks and regional incubators in bridging the gap between research and commercialization.

The discussion then moved toward understanding the power of regional ecosystems in driving innovation. Unlike the traditional metro-centric view of startups, our panelists encouraged students to look beyond major cities and explore the untapped potential in smaller towns and districts. Dr. Mukherjee provided data-backed examples of how cities like Hubballi, Mysuru, and Vishakhapatnam are now evolving into innovation hubs, fueled by local entrepreneurship, state support, and technology penetration. Mr. Ravindran added that such environments often provide closer connections to communities, faster feedback loops, and a more sustainable pace of growth. He encouraged students to immerse themselves in local problems and to build solutions that matter, rather than chase trends without relevance.

Another important segment of the dialogue focused on effective strategies for sustaining innovation. Ms. Vanitha Choudhari shared her experiences in mentoring startup leaders to build resilience, adaptability, and strong people-management skills. She spoke about the necessity

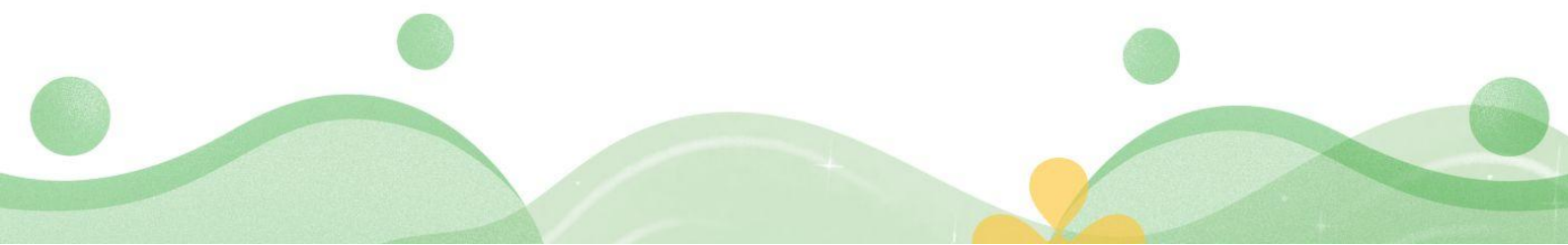


for founders to embrace failure as a step toward growth, and to remain open to learning even in uncertain times. The conversation highlighted the idea that innovation is not a single breakthrough moment, but rather a continuous process of trial, iteration, and pivoting. In this spirit, the panel explored the ‘fail fast, learn faster’ philosophy mindset where initial setbacks are treated as learning curves rather than final judgments.

One of the most engaging parts of the session was when the panelists discussed practical tips for young entrepreneurs to make the most of available incubation systems. They stressed the importance of agility, intellectual curiosity, and community engagement. Incubators, when leveraged well, serve as a sandbox for students to experiment with ideas, connect with mentors, access funding channels, and test products in a risk-mitigated environment. The students were also advised to actively participate in startup events, hackathons, pitch competitions, and innovation challenges that are often hosted by academic institutions or state innovation cells. These platforms provide not only exposure but also the discipline to refine ideas under scrutiny.

The panel discussion concluded with a spirited Q&A session, where ISBR’s first-year students raised questions about market validation, team building, investor expectations, and the balance between risk and vision. The interaction was dynamic, thoughtful, and deeply reflective of the growing entrepreneurial aspirations among our student body.

This event stands as a testimony to ISBR’s dedication to blending academic rigor with practical exposure. Our sincere gratitude goes out to all our panelists for their time, insights, and passion for nurturing future innovators. The discussions of the day have left a lasting impression, igniting a spark of curiosity and courage in our students as they begin to navigate the innovation landscape of tomorrow.





Empowering Future Leaders: Expert Insights from Mr. Kalpan Desai, VP HR, Sony Pictures Networks India

In the ever-evolving landscape of business education, experiential learning and industry interaction play a pivotal role in preparing students to meet real-world challenges with clarity and confidence. At ISBR Business School, we believe in creating platforms that allow aspiring professionals to engage with distinguished leaders who are shaping industries at the national and global levels. As part of this ongoing commitment, we had the distinct honor of hosting Mr. Kalpan Desai, Vice President of Human Resources at Sony Pictures Networks India, for a special expert session with our MBA students. The session focused on the dual themes of Human Resource management in the media and entertainment sector, and strategic approaches to placements from an HR panel perspective.

Mr. Desai brought with him not only decades of HR leadership experience but also a unique viewpoint shaped by the creative, fast-paced, and highly competitive world of media. The media industry, often seen as glamorous and dynamic, operates on razor-thin timelines, rapid content cycles, and highly specialized talent pools. Managing human resources in such an environment requires a keen understanding of organizational agility, cultural diversity, and creative leadership an intersection that Mr. Desai navigates with exceptional poise. His insights were particularly valuable for our MBA aspirants, many of whom are preparing to explore careers across domains, including HR, marketing, operations, and media management.

The expert session began with an engaging narrative on how human capital functions within a media conglomerate. Mr. Desai elaborated on how talent acquisition, retention, and development strategies differ in the media space compared to conventional corporate sectors. He highlighted how the need for constant innovation, storytelling, and digital transformation has reshaped hiring practices, performance metrics, and leadership models in companies like Sony Pictures Networks. For instance, he discussed how creative roles often require unconventional assessments, and how diversity and inclusion play a vital role in building a vibrant, forward-thinking media culture.

Transitioning into a deeper discussion on HR panel expectations and placement strategies, Mr. Desai offered an insider's perspective that was both enlightening and empowering for students preparing for their placement journeys. He dissected the components of a successful interview from the employer's standpoint emphasizing clarity in communication, alignment with company values, and the ability to demonstrate both critical thinking and emotional intelligence. He urged students to go beyond theoretical understanding and to focus on developing an adaptable mindset that can thrive in unpredictable business scenarios. According to him, candidates who demonstrate curiosity, resilience, and a solution-oriented approach stand out in today's fiercely competitive job market.

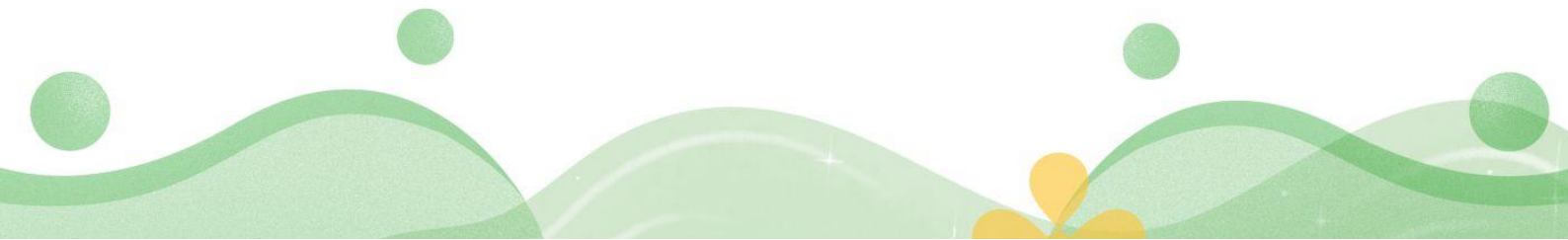
One of the session's highlights was Mr. Desai's breakdown of what HR leaders expect during campus recruitment drives. He touched upon elements such as resume building, articulation of career goals, consistency in academic and extracurricular performance, and the importance of digital fluency. He encouraged students to remain authentic during interviews while also being thoroughly prepared an approach that balances self-awareness with strategic positioning. His detailed advice on how to structure responses using real-life examples, how to express transferable skills, and how to handle behavioral questions added immense value for attendees.



Throughout the session, Mr. Desai maintained an interactive tone, inviting students to ask questions, share their perspectives, and discuss current HR trends. The dialogue moved fluidly between case studies, anecdotes from his own career, and pragmatic suggestions for MBA graduates entering the corporate workforce. Whether he was speaking about managing talent during mergers and acquisitions, or about the evolving expectations from millennial and Gen Z employees, Mr. Desai's insights were grounded in both empathy and experience.

The event concluded with a sense of renewed motivation among our students, many of whom approached Mr. Desai personally to seek guidance and express appreciation for his time and wisdom. His presence on campus exemplified what ISBR stands for connecting education with enterprise, and theory with application. For our MBA aspirants, this session was not just a guest lecture, but a masterclass in real-world HR strategy and career readiness.

As we continue to strive toward academic excellence and industry integration, ISBR remains grateful to leaders like Mr. Kalpan Desai, who generously share their knowledge and contribute to the growth of future professionals. For our students, his message was clear: take ownership of your journey, prepare with passion, and step confidently into the professional world. The first step toward a successful career begins with awareness, aspiration, and the right guidance and this session delivered all three in abundance.





Driving Operational Excellence: Insights from Mr. Nikunj Murukutla on Integrating Lean Startup and Six Sigma

At ISBR Business School, our unwavering commitment to academic excellence is deeply intertwined with our mission to prepare students for real-world challenges by exposing them to thought leaders and seasoned professionals across industries. As part of this ongoing endeavor, we had the privilege of hosting Mr. Nikunj Murukutla, Director of Sales and Operations at Zeitgeist Retail Pvt. Ltd. (ZRPL), for a thought-provoking session on the theme “Integrating Lean Startup and Six Sigma for Continuous Improvement.” The session proved to be a pivotal learning experience for our students and faculty alike, offering a deep dive into the intersection of operational strategy and innovation.

Mr. Murukutla brought with him a wealth of experience and practical wisdom from the fast-evolving retail landscape, where efficiency, adaptability, and innovation are not just valued but essential. His approach to combining Lean Startup principles with Six Sigma methodologies illuminated a unique and highly relevant path for achieving operational excellence in today’s dynamic business environments. By blending the agile, experimentation-driven mindset of Lean Startup with the data-centric, precision-based approach of Six Sigma, he illustrated how organizations can foster a culture of continuous improvement while staying responsive to market needs.

The session began with a comprehensive overview of Lean Startup a methodology that prioritizes rapid prototyping, validated learning, and customer-centric product development. Mr. Murukutla explained how startups and even established businesses can use this model to test hypotheses, minimize waste, and pivot quickly when needed. He stressed the importance of embracing failure as a learning opportunity and underscored the value of real-time feedback in refining both products and processes. For many students unfamiliar with entrepreneurial frameworks, this segment provided a practical lens through which to view innovation beyond textbooks.

Transitioning seamlessly, Mr. Murukutla introduced Six Sigma a methodology rooted in statistical analysis and quality management. He walked the audience through the DMAIC framework (Define, Measure, Analyze, Improve, Control), emphasizing its structured approach to identifying root causes of inefficiencies and implementing sustainable solutions. Through real-world case studies, he demonstrated how Six Sigma can significantly improve process capability, reduce errors, and enhance customer satisfaction. The juxtaposition of Lean Startup’s flexibility with Six Sigma’s rigor sparked a rich dialogue among students, many of whom were eager to understand how these seemingly divergent approaches could complement one another.

Mr. Murukutla’s key insight lay in the synergy between these methodologies. He emphasized that innovation and operational discipline are not mutually exclusive; in fact, when integrated thoughtfully, they can drive sustainable growth. In today’s competitive business world, organizations must innovate quickly while also maintaining high standards of quality and consistency. By combining the iterative, fast-moving cycles of Lean Startup with the process control tools of Six Sigma, businesses can iterate smarter and scale faster without compromising on excellence.

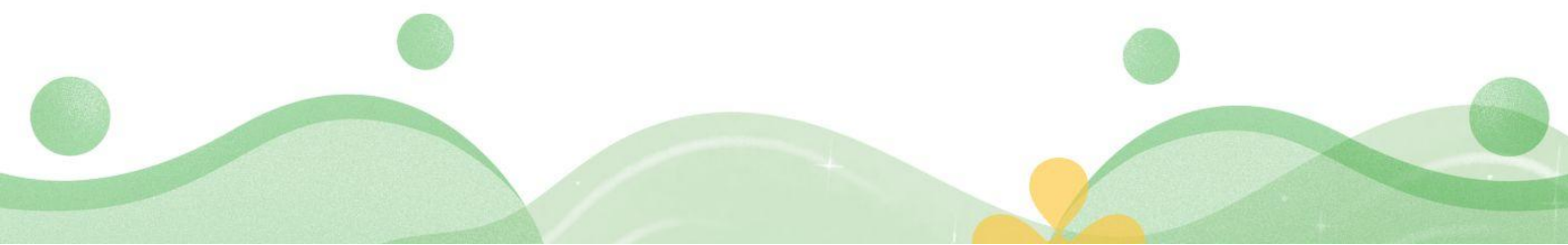


Throughout the session, Mr. Murukutla remained highly interactive, encouraging students to pose questions and engage with the concepts being discussed. He addressed queries about implementation challenges, leadership buy-in, and the adaptability of these frameworks across different sectors such as manufacturing, services, and retail. His responses, rooted in practical experience, added immense value to the discussion and helped contextualize these methodologies for a wide range of career paths.

Perhaps one of the most impactful takeaways from the session was Mr. Murukutla's call to action for future leaders: cultivate a mindset of continuous improvement. He urged students to not only master the tools and techniques but also to internalize the philosophy of learning, experimenting, and evolving continuously. Whether they aspire to be entrepreneurs, consultants, or corporate professionals, adopting a culture of sustained enhancement would serve as a critical differentiator in their careers.

As the session concluded, the atmosphere in the room was one of reflection and renewed purpose. Students expressed admiration for Mr. Murukutla's clarity of thought and generosity in sharing his knowledge. Faculty members noted the relevance of the topic to contemporary business education, and many were inspired to explore the integration of such frameworks within classroom projects and research initiatives.

At ISBR, we are deeply grateful to Mr. Nikunj Murukutla for his contribution to our community. His session exemplified our belief in learning beyond the classroom and reaffirmed the importance of industry-academia collaboration in shaping holistic, future-ready professionals. With leaders like Mr. Murukutla guiding the way, our students are not only better equipped to navigate complexity but are also inspired to drive meaningful change in their respective fields.





Fostering Mental Well-being at the Workplace: A Panel Discussion on Contemporary HR Strategies

“Well-being is the catalyst for unlocking human potential in the workplace.” This powerful quote set the tone for an enlightening panel discussion hosted by ISBR Business School, titled “Current HR Strategies for Promoting Mental Health and Well-being in Different Industries.” The event brought together an esteemed panel of HR and business leaders from diverse sectors to explore one of the most critical aspects of modern organizational success: employee mental health and well-being.

The significance of mental health in the workplace has grown exponentially in recent years. With rising levels of stress, burnout, and emotional fatigue affecting employee engagement and productivity, organizations worldwide are now recognizing the need to foster a culture of care, resilience, and psychological safety. Against this backdrop, ISBR curated a timely and impactful discussion that provided a multi-dimensional view of how different industries are responding to these emerging needs through proactive HR strategies.

The distinguished panel included Abhijit Ray, HR Business Partner and Head of Talent Acquisition at Vistaar Financial Services Pvt Ltd; Sanketh Ramkrishnamurthy, Head of HR at AutoRABIT; Jayesh Patil, Cluster Head at Big FM; Manish Jha, Senior Director of Customer Operations at HighRadius; Somnath Nandi, Partner – People Experience and HR Ops Transformation, APAC at Progress; Aishwarya Anand, Manager of Human Resources at Beem; and Prithwish Bose, Founder and CEO of CoBuildPro. Each panelist brought forth a unique perspective shaped by their respective industries, offering a rich tapestry of insights and practices.

Throughout the session, one message resonated clearly: the mental well-being of employees is no longer a peripheral concern it is a strategic imperative. Abhijit Ray emphasized that HR leaders must be equipped not only to identify signs of mental distress among employees but also to intervene in compassionate and meaningful ways. He shared his experience of implementing targeted wellness check-ins and open-door counseling mechanisms that made a measurable difference in employee morale at Vistaar Financial Services.

Sanketh Ramkrishnamurthy shed light on how tech companies like AutoRABIT have integrated mindfulness programs and digital mental health tools to ensure employees have accessible support, especially in high-pressure environments. His approach underlined the importance of creating tech-enabled wellness ecosystems that bridge geographical and operational gaps.

Jayesh Patil brought a creative industry perspective, describing how organizations like Big FM have embraced storytelling and media campaigns to destigmatize mental health issues within the workforce. He emphasized the need for authenticity and leadership-led narratives that humanize wellness efforts, encouraging employees to speak up and seek help without fear.

Manish Jha focused on the role of operational excellence in reducing workplace stress. He explained how streamlining processes, managing workloads, and recognizing early signs of burnout are critical components of a healthy work environment. His insights emphasized that operational efficiency and emotional well-being are closely linked.



Somnath Nandi provided a broader regional view, discussing HR transformation practices across APAC. He stressed the need for localized approaches to mental wellness, citing cultural sensitivities and varying access to mental health resources. His remarks highlighted the importance of HR adaptability and global empathy in crafting inclusive wellness strategies.

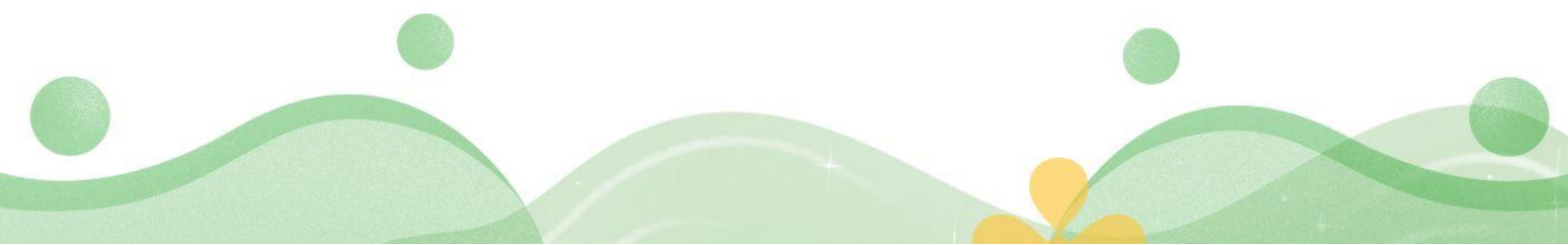
Aishwarya Anand, representing the startup ecosystem, explained how companies like Beem prioritize agility and human connection in HR practices. She spoke about implementing peer mentoring, flexible leave policies, and periodic digital detox campaigns as ways to build resilience and trust among younger teams.

Lastly, Prithwish Bose, speaking as both an HR leader and entrepreneur, provided a grassroots view of mental health challenges in growing organizations. He advocated for integrating wellness into core business strategy and leadership development programs. His narrative reflected how startups can shape progressive, employee-first cultures from the ground up.

The collective wisdom of the panel painted a compelling picture of how businesses can move beyond reactive mental health policies and embrace proactive, empathetic, and sustainable models of employee care. Discussions ranged from leveraging data analytics to predict wellness risks, to designing inclusive wellness programs, to embedding mental health KPIs into leadership evaluations.

As the event concluded, it became evident that fostering mental health awareness and well-being in the workplace is not only a moral and ethical responsibility but also a key driver of organizational resilience and innovation. By committing to holistic well-being, companies can unlock greater productivity, improve employee retention, and nurture a workplace culture grounded in compassion and mutual respect.

ISBR Business School remains proud to be a platform where academia and industry converge to advance such critical conversations. The panel discussion reaffirmed the importance of preparing future leaders to be champions of mental wellness, leaders who understand that the heart of a thriving organization lies in the well-being of its people.





A Pioneering Partnership with Ananya – A Foundation for Happiness

On December 21, 2024, ISBR Business School embarked on a transformative journey by entering into a strategic Memorandum of Understanding (MoU) with Ananya – A Foundation for Happiness (AFH), a reputed organization devoted to promoting emotional wellness and mental health literacy. This pivotal collaboration reinforces ISBR's steadfast commitment to student-centric growth and mental well-being as a foundational pillar of higher education. The partnership not only addresses one of the most pressing yet often underrepresented facets of modern student life – mental health, but also seeks to foster a sustainable ecosystem of emotional support, resilience, and community engagement.

In a rapidly evolving academic environment where young minds are frequently challenged by academic pressures, career uncertainties, digital distractions, and social anxieties, ISBR's alliance with AFH is both timely and necessary. This initiative was born out of an urgent need to normalize conversations surrounding mental health and ensure that students, educators, and parents alike are equipped with the tools and awareness to navigate emotional adversities effectively. The MoU outlines a series of structured interventions including expert-led workshops, individualized counseling sessions, mindfulness-based stress reduction practices, and performance arts therapy programs. Each component has been meticulously curated to address the multifaceted nature of mental wellness.

The workshops, which will be conducted periodically, are designed to cater to different stakeholder groups, including students, faculty, and parents. They aim to break the stigma traditionally associated with discussing mental health, encouraging openness and empathy across all levels of interaction. These sessions will delve into subjects like emotional intelligence, building resilience, managing anxiety, and fostering healthy interpersonal relationships. Counseling services, another critical aspect of the collaboration, will offer confidential one-on-one support for students struggling with emotional distress, thereby ensuring that help is not only available but also accessible without judgment.

Perhaps one of the most innovative dimensions of this partnership is the inclusion of performing arts therapy. Through music, dance, theater, and storytelling, students will be encouraged to express emotions that are otherwise difficult to articulate. These creative interventions serve as non-invasive methods to unlock deeper layers of healing, reflection, and inner clarity. In a world that often demands emotional conformity, these sessions will provide students a safe space to rediscover their individuality, explore their emotional range, and foster community bonding through shared creative experiences.

This initiative is not isolated from ISBR's broader institutional ethos. It is closely aligned with the United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being, demonstrating ISBR's commitment to integrating global priorities into its local academic framework. The collaboration also resonates with the school's holistic education model, which values mental, emotional, and spiritual well-being alongside academic and professional achievements.

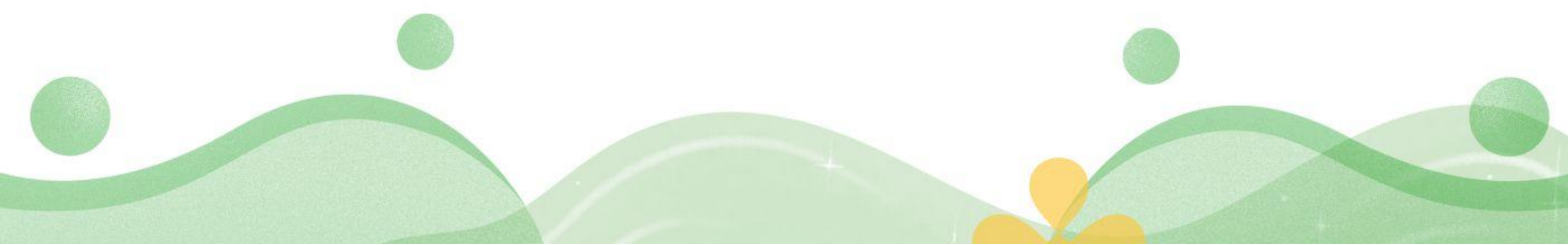
Beyond immediate programmatic benefits, the partnership between ISBR and AFH signals a cultural shift, one that places mental wellness at the heart of educational innovation. The administration envisions a ripple effect, where the normalization of mental health dialogues within campus walls will extend to families, workplaces, and wider communities. Through



training modules for faculty and awareness drives for parents, the school is ensuring that every touchpoint in a student's ecosystem is sensitized and supportive.

Furthermore, ISBR intends to document the outcomes of this partnership in a longitudinal study, thus contributing valuable insights to the field of mental health in education. The findings will help shape future policies, guide institutional strategies, and set benchmarks for emotional well-being practices across academic institutions in India and beyond.

In conclusion, the signing of the MoU between ISBR Business School and Ananya – A Foundation for Happiness is not merely a ceremonial agreement; it is a profound statement of intent. It underscores the importance of mental health as a cornerstone of academic excellence and human potential. Through this partnership, ISBR reaffirms its role as a progressive institution that not only imparts knowledge but also nurtures life skills and emotional intelligence. Together, ISBR and AFH envision a vibrant, inclusive, and emotionally empowered campus where every individual feels seen, heard, and supported a campus where mental health is no longer a taboo, but a shared priority, and where the journey toward well-being is as valued as the pursuit of academic distinction.







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