

# UDGHOSH

The Sound of Righteousness

## DECODING THE FUTURE AHEAD

A special look into the mind of an IBAian and their perspective of the challenges ahead.

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# NEWSLETTER TEAM 2019

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**Dr. Vaishali Agarwal**

Mentor

**Mrs. Richa Sarna**

Mentor

**Manu M. Reddy**

Social Media

**Probal Ghosh**

Ideation and Design

**Aastha Pahlajani**

Editor

**Shree Ramya Achhula**

Editor

**Nausheen Ali**

Editor

**Vijesh Nayar**

Content Curator

**Suman Subhadarshini**

Content Curator

**Vennapusa Devi Vineela**

Content Curator





## IBAIANS: READY TO FLY THE HOVERBOARD

**Vijesh Nayar**

Newsletter Committee

Dreams are always believed to be blissful when they are turned into reality. Or in the least, they are worked upon. Those eyes, which were shining bright after getting the lethal, jolting taste of the real world, named as the corporate world, were resistant of any turmoil. But with the time passing by, the hands which had gotten firm and stable due to regular practice of severity and bitterness of the atmosphere, which were supposed to, now, withstand any circumstances without any pairing hand to hold, were shaking out of dismay. Worried of something which had been troubling not just the fresh faces, but also the scarred ones who knew the game pretty well. Why is it so, that a bunch of brilliant people, who had big dreams and achievements to conquer, were in such a deep hesitancy about the future and their ambitions? Who was going to take the better off of whom, based on the ambiguous requirements, why the possibilities of deteriorating results were seemingly too high? Many questions were building up but the time was too less to understand as the recession had spread into the entire market like a virus and was eating up the desires of

these “charged up” students of our college. The industry funnel was getting narrower for those dreamy eyes and the hopes were getting faded. A-line full of people with a good bag of corporate takeaways were now sceptical about the light at the end of the tunnel. But, never to say no to any circumstances and heads always to be kept high, they would keep moving ahead with a faith in their hearts, because that is what they had learnt. There was always the support that they could require in such scenarios.

- Getting the in-depth training in academics from the top-notch faculty members who were their pillars of strength.
- Participating and winning many of the management fests.
- Continuous efforts to sharpen their awareness and knowledge through news reading sessions and mock- interviews.

They were getting ready. If the paths were closed for them, they knew how to make flying hover-boards. Because they were millennials, because they were management graduates, and because **THEY WERE IBAIANS.**



# Snapshots

A Collection of Mobile Photographs taken by students in and around the campus that depicts the life on an IBAian.



Images by **Soumya Ranjan Bhatta**



## AUTOMATION IS MY SUPER POWER

**Monika Kapoor**

Business Engagement Leader - Philips

In this edition of Industry Cafe we got to talk to Monika Kapoor. She is in the world of Data Sciences with focus in CRM and Business Consultancy. She worked in Salesforce.com for 6 years and currently heads the Data Quality wing of Philips in India as the Business Engagement Leader.

### Q. Can you narrate the journey of Monika?

**A.** I am born and brought up in Delhi. I was not even really ambitious till my high school. Although, I always wanted to do best in whatever I do. My intentions were not to match others expectations or compete with anyone else but it was more to do with my own self. So, since then if I compete then I compete just with my own self. I definitely used to feel joyful in doing different activities from different spheres of life. I was almost chickened out when my dad forced me to take non-medical stream in high secondary just because he was an engineer. I negotiated with him to have computer science as one of the subject. To my satisfaction, I was absolutely right in my fears and science was not my cup of tea at all. Somehow, I managed to pass my exams in all subjects with marginal marks but above 95% in computers. It was way clearer to me by then that computers is going to be my life. I started excelling every year in my academics focused on computers. Just finishing after my bachelor's and diploma in computers, I started my first job in computers as computer programmer which I continued for 3 years. Soon after, I started feeling that world has definitely got much beyond to offer me. That step proved quite a significant step in my life and I spent next 5 years in marketing analytics. I wanted to be a well round consultant so realised that I need to get associated with prominent CRM technology partner. So, that started my journey with Salesforce.com, real-

ly a giant player in CRM technology platform till now. Without my realisation, I started trotting globe to enable Blue Chip companies for their sales and marketing automations on cloud platform. So, later working globally with different ten horizontals across multiple verticals, for almost 6 years, I started feeling that I really need a break, I really need to experience life outside of paradigms that I have drawn myself into. I was also having a feeling that I am becoming slave of the money that I earn. It was an autumn evening sitting in a cafe in Paris with my friend and I decided to shift my base back to India from Europe. In December 2013, I returned back to India and took few months break and then after spending few months with my inner self; I decided to get into space of alternative healing. I did extensive study, research and practice in Thai Yoga Bodyworks. Established pioneer brand in Bangalore in alternative healing practices with focus on sports therapies. I told myself that even if it's going to be a break from usual corporate, but it's definitely going to be opportunity to learn something new. I wanted to give myself chance to experience life with some untasted flavours and even unknown flavours too. Three years of entrepreneurship really gave me an experience of working outside the areas that got established by academics and several jobs so far in my life. This experience definitely landed me on some different space from where I operate from still. I am more courageous, meticulous, dare to explore areas which are not known or dwelled. Towards



2017, I chose to go back to corporate and exploring some different areas in business transformation and data governance for Philips Healthcare.

**Q. What made you enter into the world of data science?**

**A.** I have always been in the world of Data Sciences. I do agree that new buzz names have got evolved quite recently though. Indeed, my romance with data started way back in 2002 with marketing analytics for consumer demographic data to derive on consumer behaviour and deriving insights from structured and unstructured data.

**Q. Journey from Software engineer to CRM and business consulting?**

**A.** The journey has been really interesting. My exploration in software engineering taught me how everything is possible by just planning, requirement gathering, designing, developing, testing and training. It gave me a way to look forward to bringing structure from unstructured. Working in CRM brought me conviction that if something is important beyond sciences, automations, or transformations then it is customer, it is people. Ultimately, no brand or company can survive if they are not obsessed with their customers. CRM enables brands to understand their prospects and customers, helping to understand to develop and serve the right set of products and services as per their customers' needs and demands. Business Consulting enabled me towards strong observation, deep analysis and subtle communication to make brands better from the space wherever they are. I have constantly followed my heart but not brain much to allow me to go on different realms in my career. After all, life is just one and I don't want myself to remain stick to one template to serve society in only one capacity.

**Q. Co-founder of Sajivam Wellness for 3 years and then Philips, why?**

**A.** I never wanted to leave corporate forever to dwell in area of business. I definitely understand the power of working with major players so as to enable me working deeply in one specific area where I have made my capabilities stronger. Entrepreneurship journey definitely makes you multi-talented but at the same time, you just can't focus on one stream only if you are running your own business. So, I took entrepreneurship opportunity to establish Sajivam and derived my learnings from there which definitely I am going to utilise throughout my life.

**Q. Describe Monika outside her office or the things she does for fun?**

**A.** Work is not my life, it's just one-third part of life indeed. I love experiencing life in different spheres. I love reading and writing in the area of philosophy. I

love travelling and love to seek myself while exploring different cultures of different places in this world. Recently, I have started playing handpan, Hapi drum and meditation bowls which gives me immense peace. I love to connect with old people as I want to help those who help themselves. So, I follow some small projects of connecting with old people communities. And I haven't left my practice of Thai Yoga bodyworks.

**Q. What skills and qualities should a fresher possess in order to create an impact in the world of data services?**

**A.** Deep learning of data models from relational, physical and logical is definitely a foundation. Then, the next level to understand data structures being followed for different industries and different functions along. If you know how to derive basic insights and analytics from data, then definitely that's an added advantage.

**Q. What are your views on the trends in data services? What are the personal traits that you would look for this kind of job?**

**A.** According to market intelligence company IDC, the 'Global Datasphere' in 2018 reached 18 zettabytes. This is the total of all data created, captured or replicated. Entire globe is running marathon for becoming digitised. Digitalised is based on automation and automation is based on data. If data doesn't follow right quality and governance, then it can even risk out entire digitisation as well. Personal traits that can help people to be successful in the field of data services is structured outlook, eye for detail in accordance with data quality adherence and analytical bent of mind to derive business insights.

**Q. What advice would you give to your younger self?**

**A.** Just be present in the moment so as to accept and embrace everything what opportunities bring in your life. Then, be with the flow to unleash some hidden covers in life to get new experiences.

**Work is not my  
life, it's just  
one-third part of  
life indeed.**

**Monika Kapoor**

Interview by: **Aastha Pahlajani**

## RESEARCH AND PUBLICATIONS

IBA has a culture that focuses on building high quality management professionals. In order to support this constant effort, IBA faculties conducts various research through out the year. This research has helped bring a new light towards understanding business and management.



### Dr. Subendhu Dey

Yousaf, Anish., Subhendu, Dey., and Abhishek, Mishra., (2019), "Ayush Fashion - The Expansion Dilemma" has been accepted for Volume 14:2019 of Journal of International Business Education [**B Category Journal as per ABDC 2016 list**]



### Prof. Smita M Gaikwad

Presented a Paper titled "Netflix - The Changing attitude of customers in TV industry" at IIM Indore - NASMEI Summer marketing IS conference held on July 26th-28th 2019.



### Prof. Narendra Babu

Presented a paper titled "BINGHATTI BEVERAGES IN UEA" in 31st AIMS Annual Management Education Convention 2019 on "Management Education 4.0: Strategies for Global Competitiveness" held during 29th-31st August 2019 at Vivekananda Institute of Professional Studies - Technical Campus (VIPS - TC), New Delhi.



### Dr. Vaishali Agarwal

Attended Workshop on 'Teaching with Cases' at IIM, Indore on July 26, 2019

Agarwal, Vaishali, Acharyulu, Ramana and Biswas, Supratim, 'Use of Short-lived content and Marketing to Gen Z'. IIMI-NASMEI Summer Marketing-IS Conference, held at IIM, Indore on July 27-28, 2019.





## Dr. Nandeesh V Hiremath

- Attended **Special session on "Intellectual Property Rights (IPRs) for Startups"** by **Dr.Carlos Valenzuela**, organized jointly by 100-Open Startups & WeWorks, Infantry Road, Bangalore (2 Aug 2019).
- Participated as IBA's Representative at **Pre-conference Symposium on "Institution Building for University, Engineering & B-Schools"** organized by National Institute of Personnel Management (NIPM) and RV Institute of Management (RVIM), Jayanagar 4th T Block, Bangalore (16 Aug 2019).
- Joined-in for the discussion with **Prof.Michael Zirkler, University of Zurich, Switzerland & his Graduate Students Study Visit to IBA**, under the leadership of **Dr.Subhash Sharma**, Dean, IBA (26 August 2019).
- Attended **'The Education Growth Summit (TEGS-2019)'** at Hotel Ashok, Bangalore as Invitee of Addzup Global, Bangalore (12 Sept 2019).
- Contributed to the **"3rd HR Kannada Conference-2019"** Core Organizing Committee Meeting as "Core Member" (17th Aug & 14th Sept 2019).
- Participated in **12th IBA International Conference on Corporate Spiritual & Social Responsibility (IC-CSSR): Redefining Human, Society & Corporate Relationship** at IBA (20 & 21 Sept 2019).

*No research is ever quite complete. It is the glory of a good bit of work that it opens the way for something still better, and this repeatedly leads to its own eclipse.*

**-Mervin Gordon**



# 12<sup>TH</sup> INTERNATIONAL CONFERENCE ON CORPORATE SPIRITUAL AND SOCIAL RESPONSIBILITY

Sep 20-21, 2019

**Dr A V Ramana Acharyulu**

Professor, Indus Business Academy, Bangalore

The 12th International conference began with an inaugural session and had two plenary sessions, a panel discussion comprising of experts from corporate and six technical sessions in which paper presentations were made by the participants. The conference was concluded with a valedictory session in which all the best paper award winners were awarded. Many industry stalwarts, veterans and researchers from various corners of India and globe took part in the conference to present their views and researches in the field of corporate social & spiritual responsibility.

The conference started by invoking the blessings of goddess Saraswati and lighting of the lamp. After felicitation of guests, a brief video on 'Meanings of Spirituality- by Shri Narendra Modi, Prime Minister of India' was played.

The conference was blessed with the presence of **Dr D.Y Patil**, a well-known educationist, Philanthropist, Ex-Governor of Bihar and Tripura. Sir, has expressed his views on corporate social and spiritual responsibility. He talked about spirituality and its impact on person and society as well.

The conference had **Mr Ajeet Saxena**, former civil servant of India, as guest of honour and he expressed his views on spirituality.

Then Prof Subhash Sharma talked about spirituality and its connectivity, types of spirituality, giving and taking ratios, 4E model and four force model and concluded the inaugural session with a song on spirituality.

During the inaugural session four different books were launched: Omega Circle authored by Prof Subhash Sharma and Dr Daniel Albuquerque, 3D-Volume-2 authored by Dr Dilip Shah and Prof Subhash Sharma, Transformative Harmony edited by Dr. Anant Giri and a book on 'Building a model of change: Achieving Sustainability through Social Entrepreneurship' by Dr. Nisha Pandey and Dr. Satish Modr.

The conference had two plenary sessions, a panel discussion by corporate panellists and 6 technical sessions in which more than 40 participants and speakers made their research presentations.

The theme of first plenary session was, 'From corporate social responsibility to corporate spiritual responsibility: Evolving responsibility paradigms for a shift in management strategy for human sustainability endeavours.' This session was chaired by Dr. Dilip Shah,

Professor & Head of Mahatma Gandhi Department of Rural Studies, VNSG University, Surat. The speakers for this session were: Dr Madhumita Chatterji, Director, ABBS, Bangalore, Dr Daniel Albuquerque, founder, seat of wisdom, past professor, GIM, Dr Mala Kapadia, Professor in SP Jain school of Management, Dr Sanjoy Mukherjee, Professor, IIM Shillong, and Dr Meera Chakravorty, Research Faculty in Cultural Studies, Jain University, Bangalore.

The conference had a panel discussion on the theme, 'Strategies and Approaches of Successful Global Level Corporates and Social Enterprises towards CSSR'. This session was chaired by Dr Subhendu Dey, Program Director, IBA-Bangalore. The panellists for the session were: Mr. Mathew Cherian, Executive Director, Helpage India, New Delhi, Mr Sanjay Panigrahi, Chief Customer Officer, Pidlite India Ltd. and Mr Debaraj Behera, International Consultant-GFADR. The World Bank.

The second plenary session was conducted on, 'New Horizon of Corporate Spirituality Responsibility Big History, Big Economics and Alternative Human Futures'. This session was chaired by our beloved Dean, Dr Subhash Sharma. The speakers for this session were: Dr Berry H Rodrigue, Symbiosis International University, Pune, Dr John Robert Clanmer, Jindal Global University, Sonapat, Dr Ananta Giri, Professor, MIDS, Chennai and Ms Anindya Bhattacharya.

The technical sessions in the conference were conducted on following themes:

**Technical Session 1a:** Theorization of corporate spiritual responsibility

**Technical Session 1b:** The existing discourse and practice of CSR: Inter-linkages between Corporate Moral Responsibility, Corporate Ethical Responsibility, Corporate Ecological Responsibility and its spiritual dimension

**Technical Session 2a:** CSR and rethinking self, market, corporation, state and society - the core of individual and society inter-relations

**Technical Session 2b:** CSR and rethinking self, market, corporation, state and society - the evolution of corporation as organisation



**Technical Session III:** Global Responsibility and Redefining Livelihoods For Global Sustainability Challenges.

**Technical Session IV:** Holistic Approach to Corporate Spiritual Responsibility.

**Each technical session was very well received by the session chairs, paper presenters, participants and students.**

The conference came to conclusion with a valedictory session. It was held in the presence of Dr. Subhash Sharma, Dr. Subhendu Dey and Prof. Suresh V. Chandra on dais. An announcement of the names of best paper award recipients was made and awards were presented to them. The details of the award winners are:

**Best Research Paper Award (An award money of Rs. 25000):** Dr. R. Radhakrishna Pillai, IIM-Kozhikode for the paper titled, 'Corporate Spiritual and Social Responsibility through Balance of Digitisation and Divinization'.

**Best Doctoral Paper Award (An award money of Rs. 15000):** Ms. Shilpa Magdum, Maharshi University of Spirituality, Goa for the paper titled, 'How businesses Affect Society at a Spiritual Level'.

**Best Student Paper Award (An award money of Rs. 8000):** Ms. Sujanitha R, Ms. Supraja S, MOP Vaishnav College for Women for the paper titled, 'Consumerism and Sustainable Development- A Positive Relationship'.





## DOING IT THE CANUCK WAY

### Tushar Joglekar

Digital Engineering Practice Leader - Cognizant (Canada)  
Batch 2006-08

"Upgrading your skill set that is something like an oxygen in this ever growing and highly competitive habitat we are a part of", this is what our non-techy but a master performer alumnus Mr. Tushar Joglekar thinks of who despite not being techy himself is the Digital Engineering Practice Leader of one of the biggest IT services company, Cognizant. The following is an excerpt from the telephonic conversation with Sir.

**Q. How has your journey been from taking these huge leaps from Bangalore to Pune, to New York and now in Canada leaving your country, family everything to thrive for success?**

**A.** It has actually been really good. This journey somewhere started in 2008 with a company called Mastek which I actually got into with the help of one of my IBA senior from 05-07 batch, it was quite a shop hopping kind of job experience before Mastek and then I finally received a note that said there's an opening in marketing. I was super interested in as marketing was my passion that time and mostly it was something like a job to do for me. Then my resume was forwarded by my senior and the process was pretty quick wherein I got the offer letter in 2 days. I joined Mastek and since then this has been a journey of experiences. I grew up relatively fast there working with a team of 8-9 people and were doing Global marketing and hence I did a lot of exponential work to build up my skill set. Yet the quest didn't stop there. I was in Mastek for a year and then went on to a company in Pune where I stayed for 2 years but because of a small market, I didn't get anything substantial there and hence moved back to Bombay. Here I joined CMC, a TCS company in 2011 in which I actually was one of the first members of marketing and did works such as Digital marketing and other core marketing roles. That's when I decided to shift to Bangalore and had few offers as well and it was a decisive point of my career where I got a call from Cognizant. I joined cognizant technologies not in a marketing profile and went with the exploratory path for a change and here I am today. I learnt a lot from this transition from a marketing guy to a technology manager. Later, I moved to US and 6 months back to Canada so basically it has been quite a diversified ride.

**Q. Since we are breathing through an era of Digital media, can you explain us about your current role as a Digital Engineering Practice Leader?**

**A.** So I basically lead a service line and look after the banking and financial line in Canada. I am responsible

for sales, delivery, business development and pretty much everything. There are also folks under me who do the sales and delivery which I need to look after. So yes, I am from a service line or a horizontal called Digital engineering and I look after the banking and financial clients in Canada.

**Q. How different is the work culture there in Canada?**

**A.** Well Canada is quite layback; the market is comparatively small in terms of banking as compared to U.S. In Canada there is mostly 5 to 6 big names when we go by the Banks and that is pretty much it. The overall people and the work culture prevailing here is slightly laid back as they take a lot of time to take any decisions. Having said all this something I have observed about the Canadian work culture is that once they start working with you, they will like to work with you unless and until you have made some serious blunder, they barely want to change the service provider hence it is a pro when u see as a business head. In terms of size, the market size is very small as compared to U.S which is a huge market in terms of IT. But yes, they are waking up, and catching up in the race. To sum it all up, it is quite multicultural, vibrant, cosmopolitan work culture. Hence, being from a different country does not put you in any kind of disadvantage as long as you deliver.

**Q. Since you have been associated with the Cognizant since almost 8 years now we can say you have grown with the company so knowing the current level of competition how difficult is it to reach to position or a stature in such a reputed company according to you?**

**A.** First of all recently, a couple of thing matters like how continuously you are upgrading your skills. Like before my present job I was regional director for one of the service lines called DUOPS where I had a huge exposure in working with extremely senior folks and building the service lines. I kind of started working with those high folks and then I grew that active along



with 450 people not only in India but across the globe. So me not being a techy is sometimes kind of an exordium because I don't have a technical background, I never coded, I don't come from a IT background, it takes me a little more to keep upgrading myself but you have to work hard to make sure that you understand the technology and the market trends and keep updating yourself at it. And the second important aspect in any large company which actually goes hand in hand to either hell is you are supposed to do MBA in the first place is that you have to understand the art of networking. You also need to know whom to talk to, you absolutely cannot burn the bridges between the folks, you have to be absolutely professional and master guard of networking because being in such a big company, it really matters whom you know and who knows you at the end of the day. I would say networking is the only thing you should learn absolutely during MBA across your peers, colleagues, connecting with people while attending any conferences and so on. I being on my company have been connected to the local IT markets, I go to meet ups, conferences and I do presentations. I connect with different folks from companies so networking is absolutely a key foundation component of your success.

**Q. What is that key take away from IBA that helped you in your journey of corporates?**

**A.** I think one of the key takeaway is being really independent and again networking. We have folks from whole of the India with different cultural backgrounds so really working as a team within a multi culture environment is the major take away from IBA because I was in Pune until then so that was the first official experience. So yes, I have learnt to work as a team and interact with folks.

**Q. Is there any special moment from IBA days that you still cherish?**

**A.** Yes there are couple of moments, like it was the first time that the team and I organised the first fest

within one month of the college opening. Then me and my friend were the first guys to win a prize for a college for the first time again in the fest. Also, I was one of the first guy to get placed initially. So few of these incidents are pretty interesting actually.

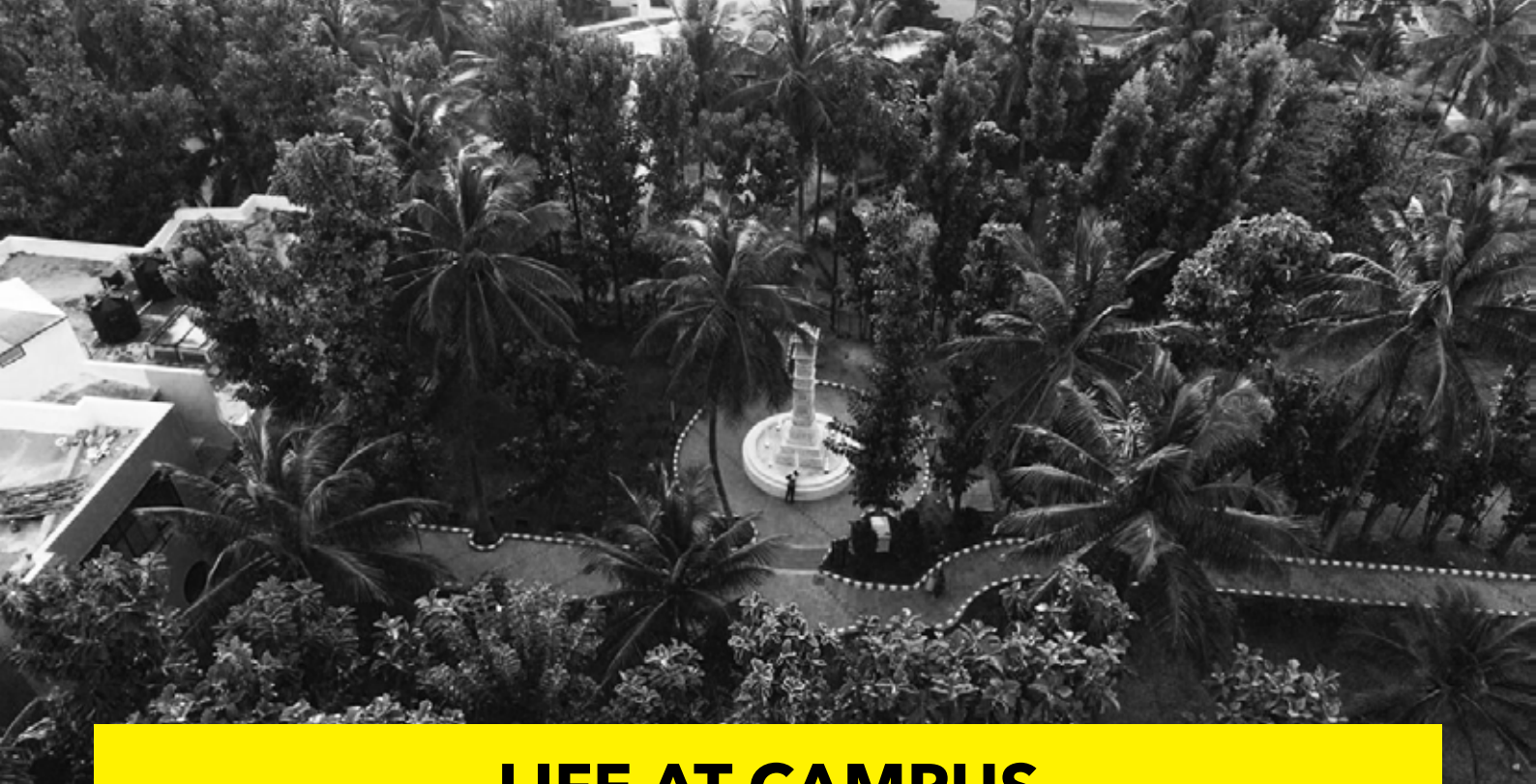
**Q. Do you have any special person you took from IBA whom you are still associated with?**

**A.** Yes, of course I have a core group of friends with whom I am associated with doesn't matter wherever I am now. From faculties, eventually I am in touch with a faculty named Mr. Prashant Gupta, he was phenomenal.

**Q. What advice would you like to give to the budding managers of our current batches who are looking up for a career in this corporate world?**

**A.** Be practical, make sure you understand your own capabilities, and use it to work. And of course, learn the art of networking. I have seen this with my batch mates as well that they individually don't have the understanding of where do they stand and they suffer because of that, just because someone else got a 4.5 package or 5/6 lakhs package everyone thinks that I should get one. One needs to understand where they stand, figuring the areas to work and being practical are extremely important. I think one of the key aspect is also that the student should start understanding the profiles. For example, when a company comes and recruit for a business analyst, you should exactly know what BA is and understand the profiles by talking to the folks or somebody who knows about it. Because one should have a brief knowledge about the job role that they are going to do or else other than that what happens, when they show up in the company with fancy ideas and then they suddenly realise "I am supposed to do this." So yes, one needs to understand the job description well before applying for any company.

Interview by: **Nausheen Ali**



## LIFE AT CAMPUS

IBA is not just an educational institution, it is also a culmination of cultures, religion and personalities. In IBA we celebrate every festival together and also conduct various activities to engage the student. Here is a glimpse of the various activities conducted in this quarter.

### Burning Bush

It was a vicarious enjoyment when we got to know about previous Burning Bush events. Burning Bush is a sports extravaganza, where the students participate to showcase their talents. Burning Bush 2k19 had various cultural and sports activities like dancing, singing, skit, antakshari; Sports like football, volleyball, cricket, kho-kho, pitto, carrom, chess and table-tennis. Life at IBA is amazing, the zeal to experience more is never-ending. It teaches the subtle art of managing time and coordinating with one another. Glad that I participated and made a lot of friends. I represented InfiniT club in various events and enjoyed burning bush 2k19 to the fullest.

- Rhythm Wadia (Batch 2019-21)



### HOPE Day

Every year IBA's foundation day is celebrated as Hope Day on the 20th of August with full of spirit, vigour and enthusiasm. Director Dr Subhash Sharma coined the Foundation Day as HOPE Day where it stands for Higher-Order Purpose of Existence in addition to the regular meaning it denotes. This year also, 20th August 2019 commenced with positive vibes. Hope and Happiness became the two main elements for the celebration of 19th HOPE Day at IBA, Bangalore. On the occasion of 19th HOPE Day, the IBA flag was hoisted by Dr Subhash Sharma sir along with the Faculty, Staff members and students. With a beautiful smile on his face, Dr Sharma inspired the audience with his treasured speech about HOPE and how hope symbolizes optimism.

- Rithik Shaw (Batch 2019-21)





## Janmashtami

Krishna Janmashtami is celebrated as the birthday of Lord Krishna, one of the most powerful and famous reincarnations of Lord Vishnu. This day indicated the beginning of hope in the older times; hope, that the malicious rule of Kansa would end soon. On this auspicious occasion, to seek the blessings of Lord Krishna, Janmashtami is celebrated at IBA college every year. The students dressed up as Lord Krishna/Radha and some fun-filled activities were conducted for the participants to select the best Radha-Krishna Jodi. A group dance depicting Radha-Krishna's bond was performed by the students gracefully. One most important activity during Janmashtami is 'Dahi Handi' in which students actively participated. After playing 'Antakshari' we headed towards the puja, joyously swang the cradle and chanted mantras and hymns with aarthi. While this religious importance has not lost, this day signifies a lot more to modern India, it signifies excitement, euphoria and love. The celebration that followed was truly entertaining and educating.

- Manisha Debnath (Batch 2019-21)



## Paryushan Parv

"Festivals are like fevicol which sticks culture and people together". The metaphor which is used may be whimsical but it is not an irony to say that festivals are like fevicol and I learnt this after coming to 'Indiapura'. Here festivals stick us with the cultures of other religions and states also. Festivals in IBA are more like intra-religion entities and "Paryushan parv" is one of that festival which made us know about the culture of Jainism and it was celebrated remarking the day when lord vasupujya (12th Tirthankara) has attained nirvana. This day in IBA is celebrated with utmost respect and sanctity, binding to the culture of Jainism paryushan parv is celebrated with silence, which gives peace to heart and soul. As the Paryushan Parv is a festival of forgiveness everyone after listening to the vows which were played on the phone on that day sought forgiveness for past mistakes and actions which are intended or unintended.

- Prapulla Kumar (Batch 2019-21)



## Ganesh Chaturthi

IBA campus is also known as the "Indiapura", the reason behind this unique name is our campus being a melting pot of all Indian cultures. The students put all their heart and soul in organising and celebrating this festival in a grand & memorable way. This festival lasted for a couple of days during which, we came across the fascinating rituals which were not known to us. The morning and evening Artis were a great experience for us. Perhaps an ideal way to start and to end our day. The "Laddu Bidding" event was an enthralling experience for the entire campus. This riveting and stimuli titillating event added a different level to the entire festival. The bidding was won by the batch 19-21 with the lord's blessings. Overall this was a great experience for the entire campus as occasions like this tend to make us feel like home.

- Sayan De (Batch 2019-21)



## Teachers' Day

5th September is the only day when we take time and really admire the greatness of teaching and teachers. We took the pleasure of appreciating our beloved teachers and invited all of them for the teacher's day celebrations at our auditorium. The event started with a lovely dance performance followed by musical chairs by all our beloved teachers. It was heart-warming to see our dean Mr Subhash Sharma win the game with great energy. He also enlightened us with his words. Students cheered up for the amazing poetry of Prof. Vaishali Agarwal and were astonished by the song of Prof. BK Bhat-tacharya. It was a delightful evening to hear from Prof. BM Gourish and melodies of Prof. Narendra Hedge. We are blessed to have such wonderful teachers and will always be grateful to them.

- Bethapudi Tejasree (Batch 2019-21)



## Onam

Onam is an annual Harvest festival in the state of Kerala in India. According to the legends, the festival is celebrated to commemorate King Mahabali, whose spirit is said to visit Kerala at the time of Onam. Onam celebrations include Tiger Dances, Flower Rangoli, Worship, Women's Dance & Music, Costumes, Folk Songs and Dance, and other celebrations. This year Onam began on 1st September & ended on 13th September. Like every year, this day was celebrated in IBA with lots of enthusiasm. Students volunteered in various activities, from making the flower Rangoli to Serving the dishes - the students worked till dawn without getting weary. Students were dressed in a traditional south Indian attire to celebrate Onam as a Keralite would. As part of the tradition one of the students dressed like King Mahabali and brought grace to the occasion. A delicious Kerala meal was cooked and served by our friends with the help of support staff on this special occasion.

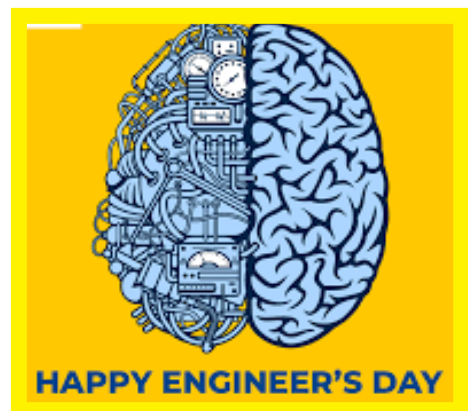
- Suneha Bhakta (Batch 2019-21)



## Engineer's Day

Remembering the birthday of one of the best engineers in India "Sir Mokshagundam Visvesaraiyya", famously known as Sir MV, we celebrated engineers' day on September 15th with great joy and enthusiasm. Engineers are basically the experts who make our task easier as well as simpler by their innovative ideas. Engineers play an important role in the management and operation of projects when they come in line. The celebration started with the lighting of knowledge lamp followed by a brief about the deeds of Sir MV and why he is known as the Best Engineer from Prof Suresh V Chandra and Prof Narendra Babu. On this occasion, a quiz was held throwing light on some well-known discoveries & inventions. We also had a short skit by peers depicting the life of engineering graduates which took all of us back to our college days. The celebration ended with delicious sweets.

- Shubham Jaiswal (Batch 2019-21)





## **GUEST LECTURES AND WORKSHOPS**

### **AN INSIGHT INTO ANALYTICS AND RETAIL STORES**

#### **- "Data is the New oil"**

On 6th of July 2019, Indus Business Academy (IBA) had invited Mr Pankaj Negi as a Guest to help the students to get a vivid knowledge about the Industry. He is the Principal Consultant at Infosys Centre for Emerging Technology Solutions & worked with Dell as a Business Analysis Advisor & with Cisco and Ciena India, in various technical and managerial capacities.

Mr Negi had given the lecture on Analytics and retail stores. He showed the students that by bringing together data from across the business, companies can get real-time insights into finance, sales, marketing, and other processes & its use in business decisions to achieve improved products and services. He showed a video about the future of retail stores & spoke about the upcoming new version of Infosys into retail stores and discussed the scope of machine learning. In the end, he gave the student a beautiful slogan that gets stuck in every student's mind - "Data is the new oil..." which is the hot topic to know. It was a very informative session overall.

- Suneha Bhakta (Batch 2019-21)

### **Investment Awareness Workshop "Overview of BFSI Sector"**

#### **- Mr. Narasimhan M.R**

"Do not save what is left after spending, but spend what is left after saving" a beautiful quote by Warren Buffet, which we have heard many times but its true meaning we learnt in the session taken by Mr Narasimhan M.R, who had discussed about the value of money and savings through a heart touching video which left us with tears and a lifelong lesson regarding the importance of savings. When you have a source of income, it can be easy to focus more on immediate concerns like transport expenses, paying educational fees and updating the latest technology. It is easy not to consider that in old age, you will no longer be earning money on a regular basis, or even at all. It is never too early to start thinking about the future. Saving is one of the best ways to make sure that we can have a steady source of income in old age. He had also highlighted about Mutual Funds in India, the importance of investments and career opportunities in the Mutual Fund Industry.

- Suneha Bhakta (Batch 2019-21)

### **An Art of Balancing together**

#### **- Prof. Michael Zirkler**

The guest lecture conducted by Professor Michael Zirkler from Zurich, ZHAW School of Applied Psychology in Switzerland. It is all about, 'art of balancing' in our lives and the corporate world. This session turned interesting watching a video with different characters with the same group goal. It was on five individuals standing on a flat floating surface in the air where each corner had to be occupied or else they all could fall of imbalance. In starting, they tried opening the box together after that, due to other reasons like greediness, conflicts, laziness in some individuals made them turn away from the group goal. This leads to losing the group and finally nothing remains good at the end. This shows us the improper balance in life can make us fall at any point in time.

Our greediness and asceticism need to be balanced, one can spoil their life due to greediness or can get betrayed if they are too nice with others. Same goes with corporate, we have to respect each other's differences in organization. It is important to balance our team equally without losing the main goal.

- Rhythm Wadia (Batch 2019-21)



## Guest lecture by Mr. Prashant Gupta

A clear state of thinking and mental well-being leads to overwhelming success in an individual's life, with that thought Prashant Gupta (Founder & Director, Wisp rout Life)- An accomplished technology leader, a people manager and a certified life coach, has served the IT industry for 19 + years in order to bring a sustainable career growth to aspiring individuals. He has proposed the Three Principles as a paradigm which establishes that we are constantly experiencing life through the power of the mind, thought and consciousness. In his opinion, the Mind is the formless energy that maintains the order in a cell and the entire universe at the same time. The thought is the creative power used to create our experience without which we can't have any notion of self or others. The Consciousness brings our thinking to life which allows us to feel our thinking. The session was designed to help us students understand the causes of our anxieties, worries and stress paving a way to establish strong relationships and communication. It has also directed us to discover our full potential by creating clarity in our minds for a healthy personal and professional life.

- Neha Suresh (Batch 2019-21)

## Guest Lecture by Ms Puja Agarwal

The guest lecture was headed by Ms Puja Agarwal where she talked about her experience stress, the physical state of form is limited but the mental form is found in abundance. As per her, the cost of stress for the corporates is estimated around \$300 billion, where 79% employees experience stress, out of which 32% know how to manage it and the rest struggle to deal with it. People under stress are less likely to exercise and are more prone to addiction. There are two types of stress. Eustress, which is helpful for stress and helps a person to perform better. Distress, which is stress more than an acceptable level for a long time. Sleeping is a key professional skill. Relaxation is also key as it helps our heart to relax and it brings clarity of thought and increases our focus. Meditation strengthens our pre frontal cortex and our body stature. Cleaning rejuvenates our body and mind and it greatly helps in stress management.

- Rithik Shaw (Batch 2019-21)

## Guest Lecture by Mr. Vijay Sharma

Indian Cancer Society is a non-government, non-profit, national organization for awareness, detection, and providing cure and treatment for cancer patients in India. On 5th September 2019, an awareness session on cancer was conducted in IBA Campus by Mr Vijay Sharma from the Indian Cancer Society. He had a discussion about cancer and how to spread awareness about the harmful effects of smoking and drinking on health. Today, many youths may view drinking and smoking as privileges of adults and therefore 'cool' activities to engage in. Mr Vijay asked students to quit smoking and drinking and also help others to do so. IBA has conducted a football league to support the cancer patients and donated for the cause. IBA football league is a unique match series in which each goal in the match donated some amount for the cause. Our CEO Mr. Manish Jain has donated a big amount to the Indian cancer society on this day. The session was very informative and made us aware of cancer.

- Mamta Joshi (Batch 2019-21)





## DATA FIRST APPROACH OF EDUCATION

**Prof. Muralidhar Deshpande**

Assistant Professor, Indus Business Academy, Bangalore

### What are your education qualifications?

- I am an Engineering graduate in computer science from Karnataka University, Dharwad and Post Graduate Diploma in Business Management from Symbiosis International University, Pune. I am currently pursuing PhD from Mysore University in the area of early prediction of IT project outcome.

### What are your work experiences?

- I have given 18+ years to IT industry. My exposure has been in Program and Project Management and various technologies in Business Analytics, Data Warehousing and Business Intelligence, Artificial Intelligence, Machine Learning, Data Mining, Enterprise Applications (ERP and CRM), Big Data and Emerging Technologies.

- After completing my engineering, I joined Cyanides and Chemicals Company as an IT-Manager in 1995. There my department was Capital EDP. In 2001, I moved to Orient Information Technology Ltd as a Project Leader. And in 2003, I joined Wipro Ltd which was a great leap in my career. I joined there as Tech Lead and became Project Manager in few years.

### How you started with Academia?

- In 2013, I joined Xavier Institute of Management and Entrepreneurship (XIME), Bangalore as an Assistant Professor. And was a consultant during 2016-2019. Currently I am here in IBA, Bangalore as Assistant Professor. Teaching has always been my passion. In my corporate years, we had the culture of teaching our peers. Updating yourself with new trends is very important. So back then I had given training to my co-workers on programming and also learnt many things from them on weekly basis.

### What do you pursue in the non-working hour?

- I like watching cricket and listening and reading English news. I also enjoy going for long

walks. Apart from that I enjoy spending quality time with my family and friends.

### Any unforgettable memory during your professional life?

- As we all understand the corporate culture and how monotonous it gets sometime, entering into the field of academics was one of my best and memorable decision. After joining academics, I published my first research paper. Also wrote many case studies and currently pursuing my PhD. I have attained expertise on Machine Learning and Artificial Intelligence and have been called to give guest lectures for the same.

### Any advices to BA students?

- There are two core areas of working, core technology and core Business Analytics. Students should be very clear about which field they want to pursue further. They should have a clear picture about how to prepare a Software Requirements Specification (SRS) and flow diagrams. These are the basic requirement of any employer as well as the client. Students should know how to do documentation of any given case or industry.
- To become a good technical manager, the basic concepts should be very clear. Students must have patience to achieve excellence in an IT firm.
- Students need to have a thirst for learning. We are just enablers. If they don't have the zeal, it is practically not possible to excel in your field.

### Who all are there in your family?

- We are a small nuclear family of 4 people. I, my wife and two children. My wife is a B. Sc Graduate and currently a Montessori Teacher. My elder daughter is in 3rd year of Engineering with Information Science as her major. My younger son is also pursuing engineering in electronics. He is in 1st year.

Interview by: **Aastha Pahlajani**

## UPCOMING EVENT

13th IBA International Conference

# MARKCON 2020

MARKETING ECOSYSTEM AND  
INNOVATIONS: INDIA AND THE GLOBE  
9<sup>th</sup>-11<sup>th</sup> January, 2020



<http://iba.ac.in/13th-iba-international-conference/>

## CONGRATULATIONS



**Indus Business Academy**

Lakshmipura, Thataguni Post, Kanakapura Rd, Bengaluru, Karnataka 560082

Phone: 080 2608 3703