



# IASMS IMPRINTS

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A Bi-Annual Newsletter from IASMS

**IASMS – IA School of Management Studies, has been ranked 32<sup>nd</sup> in the All India B-School rankings - Academic Insights Magazine February 2020**

## INTER COLLEGE MANAGEMENT FEST – “JIGYASA”

Jigyasa 2021, the Inter-College Management Fest hosted by IASMS was organised on 9<sup>th</sup> February 2021. The fest included three main events - Market Gyaan, HR Mindz and Ideation. The event of Market Gyaan included poster making and moment

marketing. The winner of Market Gyaan was Sharan Sony and Sidhand P from SB College of Management Studies. The HR Event included HR Quiz and the winner for the HR Quiz was Manis S Lal & Nasir Saleem from Dayanand Sagar University.



*Participants of IASMS Management Fest Jigyasa 2021*

Ideation included business plans which were presented by the participants and the themes were assessed for most feasible business plans. The winners of the Ideation were: Arunabha Das and Santhanu pore, St. Vincent Pallotti College, Bangalore. Despite the pandemic, the event attracted many teams from various colleges across Bangalore and the best teams in each event were screened to qualify for the final round. The Fest provided a platform for students to showcase their knowledge, leadership and coordination capabilities.



*Jigyasa-“Providing new opportunities & learning experiences”*

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## IA SCHOOL OF MANAGEMENT STUDIES

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## From The Director's Desk . . . . .

Dearest Readers,

It gives me immense pleasure to communicate to you through this column @ IASMS IMPRINTS. When the entire country is challenged by the virus there is a need to rethink and recreate the direction in which every institution threads its path forward towards delivering value to its students.

In this direction, our wisdom quotient (our faculty) has shifted the paradigm in terms of student indulgence and has been serving the students with a holistic mix of inputs to cause intellectual awakening, emotional stability, psychological wellbeing and spiritual upliftment.

The focus is on making the student comfortable, confident and contented in these challenging times. Individual counselling, career counselling, sessions to develop life skills, activities to educate the citizens on consumer rights, insights into Institutional Social Responsibility, Education on Constitutional Rights, saying no to gender discrimination have been just a few activities organised by the students and faculty team of IASMS.

From mentoring the student during the mentor-mentee meetings to touching base with the parents to assure them of their child's development, the IASMS team is putting the right foot forward towards creating stakeholder delight.

We pray for good health of the entire mankind.

**Dr. Srinidhi K Parthasarathi BE., PGDM., Ph.D., D.Litt**  
**Director, IASMS**



## Editorial . . . . .

Dear Readers,

I am extremely delighted to present this issue of the IASMS bi-annual newsletter, Imprints.

This issue is special as it presents before you efforts taken to engage students in meaningful activities that contribute to their individual development, stimulate learning and develop a positive mindset among them even during the times of pandemic. This issue of the newsletter unveils the undying enthusiasm of the students and sincere efforts of the faculty team of IASMS in coordinating all the events organized during the semester. It's growingly clear that optimism is a crucial factor that all of us are choosing to navigate through in times of crisis and we look forward to better times ahead.

Hope you enjoy reading this issue.



**Dr. Reena Shyam**  
**Editor - IMPRINTS**



## THE KNOWLEDGE BRIDGE IASMS - CORPORATE MENTORSHIP PROGRAMS

### Topic: “Acing Interviews” held on 10<sup>th</sup> October, 2020

The Mentoring session On “Acing Interviews” by Ms B Madhumitha included the key areas to focus on while attending interviews, How to enhance chances of being selected in an interview and the benefits of pre-interview preparation. The session aimed at enhancing student preparedness and confidence while facing interviews.



**Ms. B. Madhumitha**  
Head HR - Operations,  
Kumaraguru  
Institutions,  
Sakthi Group

### Topic: “Discovering the Confident YOU” held on 19<sup>th</sup> November, 2020

The session on Discovering the Confident You emphasised mainly on the Creation of Self Awareness, the tendency of below the line thinking - how it can be overcome and the benefits of above line thinking. The mentor encouraged students to enhance self-efficacy, focus on Solutions and not problems and develop a creative mindset.



**Ms. Veena Gowda**  
Team Lead - Supply  
Operations, NTO GOC,  
Novartis Healthcare  
Pvt. Ltd.

### Topic : “Masters in Self Administration (MSA)” held on 17<sup>th</sup> October, 2020

The session on MSA had the main objective of enabling students to develop a positive outlook, think seriously about their long-term and short-term goals and keep themselves motivated. Ms. Nandita Mehta explained the need for students to do something every day to get one step closer towards their goals. It was significant for them to build a positive environment at work and at home and take responsibility for their actions.

It is the strongest and fittest that survive. Those that have strong belief and determination are the ones that steer ahead.

**Ms. Nandita Mehta**  
Senior Manager, Mind Tree



## INAUGURATION OF THE NEW MBA BATCH OF 2020-22 & STUDENT INDUCTION PROGRAM (SIP)

The inaugural program of the XVII batch of MBA of IASMS was organised on 13<sup>th</sup> Jan 2021. The event flagged off the Student induction programme (SIP) for the new batch of students. The SIP is aimed at setting expectations for the new students and promoting their all-round development and exposing them to the essential of the MBA curriculum and to maximize their learning. Learners come with diverse thoughts, backgrounds & perceptions. Hence it becomes important to help them adjust to the new environment & inculcate the ethos of the institution with a sense of larger purpose. IASMS through this 1 week induction programme hopes to provide ample time and platform for the transition of students from graduate level to fine tuning themselves to the requirements of the MBA program.



*Embrace a new perspective*



*There is always a fresh start. ...*



*It all begins with a small step.*



## INTER CLASS COMPETITIONS

### Mock Interview 20<sup>th</sup> February, 2021



*Interview is not a test of your knowledge,  
But your ability to use it at the Right time*

A mock interview competition was conducted for students with each participant sending video recordings of their resumes. The Interview panel assessed the technical and communication competence of the students and gave them individual and group feedback on their performances. Students found it to be a good rehearsal for actual job interview. it was treated as a part of placement related training and continuous assessment of the students during the course.

### Fora - Public Speaking 20<sup>th</sup> March 2021

Public speaking and good communication skills are an integral part of Personality Development especially in the management program. Recognizing this need for students, the Team presentation competition, FORA was organised. The topics were related to current affairs and management. The competition brought out oratory skills and knowledge of student so that they could keep abreast with the happenings in the wider world around them.



*"Effective communication is 20% what you know and 80% how you feel about what you know."*



*"Communication works for those who work at it."*

## 22<sup>ND</sup> JANUARY, 2021 TEAM BUILDING EVENTS @ IASMS

Students spend most of their time on campus so it makes sense that the study environment should be a place for friendship, fun and of course – high productivity. Truly effective and conducive learning environment successfully embraces creativity, innovation and rapport within a team of individuals.

One way to ensuring this is by implementing team building events. Such events not only offer an avenue for socializing but also forge deep bonds between students, enhance cooperation and fosters a positive environment during their stay at IASMS.



*Watch your step*



*Together we can make it happen*



# IASMS ENTREPRENEURSHIP CELL DEVELOPING AN ENTREPRENEURSHIP MIND-SET



**Mrs. Nageshwari**  
Founder, Ideatiger

## 18<sup>th</sup> November, 2020 Women Entrepreneurs Day

On the occasion of Women Entrepreneurs Day, Mrs. Nageshwari, Founder, Ideatiger addressed the students on how to Evaluate challenges relating to new ventures and assess new business opportunities. The session was aimed at enabling students to connect and network with women who have the shared experience of starting their own business and help build confidence among female students to consider entrepreneurship as a future career option. The session helped create awareness on various support systems available for women entrepreneurs in India.

## Faculty Development Programme on Entrepreneurship

IASMS faculty attended FDP sessions as part of the initiative taken under Mahatma Gandhi National Council of Rural Education Department of Higher Education. The aim is to train faculty who in turn train and motivate students to pursue entrepreneurship.

## 7<sup>th</sup> January, 2021 “Thing Big but Start Small by - Chandru Food entrepreneur IAGI

Chandru our alumni from the batch of 2018-20 has ventured into entrepreneurship taking over the responsibility as Food entrepreneur at IAGI. Student can get their idea off the ground -

Students may not launch their business overnight, but take one small yet significant step to get the ball rolling was the message shared by Chandru while addressing the students.



*Evaluate challenges relating to new ventures and assess new business opportunities*

## 23<sup>rd</sup> JANUARY, 2021 WOMEN EMPLOYEE AND RIGHTS IN WORKPLACE

The discussion around the rights of women at workplace and in society at large has gained momentum over the past decade and has been propelled by recent incidents in the corporate world. Prof. Bhargabi in her talk spoke on women's rights to express, grow, contribute, feel safe, etc. at the workplace. Things like maternity leaves shouldn't be looked upon as a privilege, rather acknowledged as the birthright of women as they give birth to the next generation were some of the thoughts aired by the speaker. In recent times when students work in an increasingly diverse workplace, were women represent a significant proportion of the workforce awareness on rights that contribute to egalitarian work culture is significant.



**Prof. Bhargabi  
Baruah**  
ISBR Law College

## STUDENT WORKSHOP

### 12<sup>th</sup> January 2021-Hands on Patent Search Workshop: Patent Databases and Prior Art Search



*Dr. Sibi, Resource Person for IPR Workshop*

The purpose of the workshop was to stimulate knowledge dispersion on Intellectual Property with respect to Patent Search. The management students were able to comprehend the relevance of Intellectual Property Rights (IPRs) in the competitive environment, where mainstay lies on delivering innovations to the society.

## 6<sup>th</sup> MARCH, 2021 CONSTITUTIONAL RIGHTS OF INDIA THEME: SAVE THE GIRL CHILD

In many cultures and societies, the girl child is denied her human rights and sometimes her basic needs. She is at increased risk of sexual abuse and exploitation and other harmful practices that negatively affect her survival, development and ability to achieve to her fullest potential.

On the occasion of constitutional rights MBA students performed a flash mob with a message to protect the girl child and her rights. The act conveyed a strong point which was elimination of all forms of discrimination and abuse of girls and protection of their rights.



*IASMS Team performs a Flash Mob on the theme – Save the Girl child*

## MANAGEMENT LESSONS FROM MOVIES

**4<sup>th</sup> January, 2021**

**Movie: The Insider**

**Theme: Importance of ethics  
in workplace**

Students watched the movie “The Insider” an American drama which was released in 1999, based on true story and an article named as “The Man who knew too much”. The movie revolves around situational dilemmas an employee faces, as to whether expose the company or protect him from the threats of lawsuit and the company’s management. Students made presentations on the takeaways for management students from the movie.

**13<sup>th</sup> March 2021**

**Movie: ‘Chhichhore’**

**Theme: Journey is far more important  
than the destination**

The movie which was played is ‘Chhichhore’. This movie highlights the flaws in our society. How we run behind the success! We all don’t want failure. “Failure” tag is not accepted in our society. How students should prepare themselves to counter the obstacles in life and career in future? Live your life to the fullest was the message from the movie.



*Movie Time @ IASMS*



## ALUMNI JUNCTION - 11<sup>th</sup> JANUARY, 2021

**“What you think, you become. What you feel, you attract. What you imagine, you create.”  
- Buddha**

### Career Talks

Naresh T and Paul S from the batch of 2018 had an interactive session to guide and assist current batch of students with

exchange of ideas relating to corporate issues. The themes of their talk was based on Contemporary HR World and Lessons on Management skills.



*Naresh T and Paul S from the batch of 2018 (center) along with the current MBA batch*

### Mock Interviews

Alumni of IASMS have played an active role in the activities that add value and contribute to the development of the students and the institution. Career related advice and guidance from their alumni is highly valued by the current batch of students. Ms Swati Shukla, Analyst in Financial Instrument Management, HSBC from the batch of 2017 and Shilpa Talent Acquisition Specialist at BSS from the batch of 2018 conducted mock interviews for student in Finance and HR streams. It was a great way for the alumni to engage in the progressive initiatives of their alma mater.



*Online Mock Interviews by Alumni for the current batch*

## AWARENESS PROGRAM ON WELLNESS AND IMMUNITY BOOSTING IN THE COVID-ERA HELD ON 13<sup>th</sup> NOVEMBER 2020

A Webinar to sensitize students on wellness and immunity boosting in the Covid-era. The session focused on the need to develop a healthy lifestyle and create awareness on measures to improve and boost immunity during the during the lockdown period on 13<sup>th</sup> November, 2020.

The speaker in her message conveyed that an individuals intake of food, attitude towards health and fitness can both play a significant role in strengthening ones' immune system and preventing illness.

**Dr. Sheeja Krishnakaumar**  
Assistant Professor,  
Kristu Jayanti Institute of Management Studies





## IMPORTANT DAYS OBSERVED @ IASMS

### 19<sup>th</sup> November, 2020 - World Toilet Day

A session educating students on the importance of Toilet Hygiene and how they could contribute as individuals to cleaner usage of Toilet facilities.



*Making A Point*

### 27<sup>th</sup> February, 2021 - National NGO Day Talk on Role of Youths in Non-Governmental Organization

Mrs. Apoorva, shared her experiences and work undertaken with NGOs. She spoke about her NGO works and her achievements, and she also spoke about why we should support an NGO. Her message to the students was to encourage them to be a part of Non-Governmental organizations to derive a sense of self - actualization. For youngsters that have a mindset to do good to others, the session ignited a thought process of volunteering for social causes



*Mrs. Apoorva*  
Assistant Engineer,  
KERS & Member  
AORTA (NGO)

### 2<sup>nd</sup> December, 2020

### National Pollution Control Day

Spreading the message of the need to focus on the need to contribute to the control of pollution by monitoring their daily activities that can create a greener world. The program educated students on making sincere efforts towards reducing individual negligence of pollution control by monitoring their daily activities.

### 5<sup>th</sup> December, 2020 Soil Day

Spreading the message of the need to focus on the need to contribute to the control of pollution by monitoring their daily activities that can create a greener world. The program educated students on making sincere efforts towards reducing individual negligence of pollution control by monitoring their daily activities.



*Work with Nature not Against it*

### 13<sup>th</sup> February, 2021 - National Women's Day



*Different Roles, Driven by Ambition and Motivation – Woman Power*

Keeping in view the growing imbalance in the man-woman ratio, IASMS organises National Women's Day that emphasizes and focuses on celebrating the achievements of women in society. It was an occasion where students at IASMS paid tribute to the indomitable spirit of women across different sections in India. The program aimed at creating awareness on the relevance and need for gender equality to conceive the possibility of a healthy society. The students made powerful presentations and a ramp walk depicting women across different fields who have made India proud with their achievements.



## 1<sup>st</sup> March, 2020 Zero Discrimination Day - End Inequalities

On the occasion of Zero discrimination day, students prepared badges and organised a poster making competition with the theme as equality. This was an opportunity for students to create awareness on the right of everyone to live a full and productive life—and live it with dignity. Zero Discrimination

Day highlights how people can become informed about and promote inclusion, compassion, peace and, above all, a movement for change. The event desired to create feels of solidarity and harmony among students of IASMS who represent different religion and culture.



## EXTENSION ACTIVITIES

### 11<sup>th</sup> January 2021, “Awareness Program On Women Health & Hygiene” (Welfare Program for Non Teaching Staff at IAGI)

The non - teaching staff at IASMS are committed to maintaining cleanliness and order in the premises. These women however, are most vulnerable to health issues and require awareness on simple yet effective precautions that can be taken by them to remain safe especially during the on-going pandemic. The students of IASMS conducted an awareness program keen on how good

health and hygiene was the foundation of healthy living. The non-teaching staff were keen to know about the health tips and proactive measures they should take to safe guard themselves against the risk of health disorder. The aim of the program was to encourage these women to adopt healthier lifestyle and educate them about their responsibility towards maintain their health.



*Make women more aware of healthier and hygienic lifestyles*

### 15<sup>th</sup> March - 2021 Awareness Program on Consumer Right's Day

The students of IASMS visited the surrounding areas of Hennur Main Road and interacted with consumers from different backgrounds educating them about the rights that consumers enjoy while purchasing and consuming

goods and services. Pamphlets were distributed to sensitize consumers about helplines and email services to which consumers could place their complaints or raise claims.



*Team IASMS - sharing insights with Consumers*



*Consumer Connect*



## FRESHER'S PARTY

“Fresher’s Party” in any college is an event which every student eagerly awaits from their time of admission. The 16<sup>th</sup> February was as a memorable day in the life of the new batch of 2020-22 as the the seniors hosted a fun filled Freshers day for all of them.

The event was filled with excitement, joy, music, enthusiasm, laughter and happiness. The Mr. Fresher and Ms. Fresher event was the highlight of the day, with students staging ramp walks and performances.



*Lighting up the stage*



*Sushmita and Kashyap Ms and Mr Fresher - 2021*

## MAKING IASMS PROUD



*(left to right) Avinash, Venkatadri, Johnson, Ezhilarasu and Allen of I Sem MBA were the Runner up Team of IPL organised by IADC- A*

The IPL Auction game is based on simple rules of cricket but lends itself with great management lessons that would be of much interest for the corporate world. The team from IASMS fared well in the simulated bidding process and made effective presentations in the final round, emerging as one the best performing teams.

IASMS has an assortment of students who are not just academically oriented but possess talent and skills in cultural areas too. In the 8th National Level Management Meet Ethos -2021 held on 26<sup>th</sup> February, 2021 hosted by Sri Ramachandra Institute of Management Studies, Chennai, Disha was the Runner up for the event Lights, Camera Action.



*Disha*



## CULTURAL INTEGRATION DAY

The cultural integration day at IASMS was intended to celebrate student diversity, culture, and overarching similarities that join individuals together and promote unity

and solidarity. The event stimulated efforts that could be done institutionally to improve diversity and an inclusive campus environment.



*When colours Blend, its all the more beautiful*



*Ethnically Different*



*Celebrate diversity, foster unity*



**“Society gives Education, Education gives Knowledge,  
Knowledge gives Wisdom, Wisdom gives Maturity, Maturity gives inner happiness  
and we share the Happiness with others”**



### The Psychology of Temptation

Temptation is a desire to engage in short-term urges for enjoyment that threatens long-term goals. While temptations may lead us to evil, on the other hand it provides us opportunities to exercise self-control and discipline.

### Temptation and individual context

There are often situations in which we are tempted to do things that may not be legally, morally and socially right..

For instance, on seeing a bag full of chocolates, a little child may be tempted to siphon it away without the owner's permission, an unethical act. However, whether she yields to temptation is dependent on the learning from the environment that he or she is brought up.

Anyone who yields to temptation would not stand up as a resolute man, especially in times of extreme difficulty. Such an individual would always try to find shortcuts and the path of least resistance, even if evil.

The root cause of many scams that hit the headlines very often is temptation. Just as every coin has two faces the same



applies in the case of temptation. On one side it could infuse motivation to achieve more and prosper in life but on the other it could make a person compromise with his values and ethics.

**“Temptation can make a person wise as well as evil.”**

Temptation will remain, as surely as till the world ends, but let not temptation be a whirlpool that drags you to the bottom. Instead, perceive it as a trigger that takes you to your destination more swiftly and surely. Let Temptations produce a desire to act and achieve in an honorable way and contribute to a corruption free society.

Therefore, students deem Temptations as a Motivational factor to drive you towards success in your Journey of life...!

**Tejashwini G S - I Sem MBA**

### You Can Be Late, But Time Will Not.



Time just keeps coming and coming, that's the nature of time whether you like it or not. Time has no beginning and no ending. It is important to understand the value of time to effectively manage it otherwise time can create a big impact in your life. In universities and colleges time management skills are taught to realise the value of time.

When we have multiple tasks that need to be completed within a short span of time we need to prioritize our work. As students we normally don't prepare for a subject until the exams are near. They would spend time in other activities and lose track of time. The downside of this is panicking at the last moment and this can affect academics and future careers. Time does not wait for anyone, you may delay your work and wait for the last minute to complete the work assigned to you but time will continue to move forward. One understands the value of time only then you can respect it. People who are not punctual, people who do not respect deadlines, do not understand the



value of time. Even a single second is precious in our life, we can choose how to spend time. Life is short and tasks to complete are vast and difficult. Let's resolve not to waste time and instead use every second and every opportunity effectively and meaningfully.

**Arjun A V - IV Sem MBA**