

IASMS has been conferred 31st Rank among the 100 B Schools of India
by Business Today, in their Special issue, October 2017



Participants of “Parivarthan – 2018” along with
(from left to right) Mr. R A Suresh, DGM - Industrial Engineering, BEL; Dr. M.Prakash, Director Academics - IAGI;
Chief Guest of the program, Ms. Bindhu Madhavi, Head - Business & Planning, Datacorp Traffic
and Dr. S Rajasekar, Director - IASMS.

PARIVARTHAN - 2018

Inter-College Presentation Competition on
“Innovative Ideas for Traffic Management in Namma Bengaluru”

Indian Academy School of Management Studies in association with DataCorp Traffic Pvt. Ltd., organised an inter-college presentation competition on the theme “Innovative Ideas for Traffic Management in Namma Bengaluru”. The event received tremendous response with students from 25 colleges across Bangalore using it as a platform to present their views on feasible solutions to solve the critical problem of Traffic Management. The Chief Guest for the program was Ms. Bindhu Madhavi, Head - Business & Planning, Datacorp Traffic.

Her talk focused on the immense potential that youths have in taking a step forward to solving some of the growing issues around us. The teams pitched their solutions on stage to the esteemed panel of judges comprising of Mr. R A Suresh, DGM - Industrial Engineering, BEL, Prof. Kuppusamy, Associate Professor, IASMS and Prof. Sam Joshua, Director, Department of Professional Excellence. Two best teams were selected based on parameters like innovation, feasibility and sustainability of their ideas.



Winners of “Parivarthan -2018”
Sanoj Kumar J and Shivakumar G Hiremath
from Indian Academy Degree College



Runner Up - Nidhi D Jain
and Dixshita Jain from
Mount Carmel College



Traffic Management –
“Creative ideas of a Wild Mind and
a disciplined Eye”

From The Director's Desk

“Whenever you feel uncomfortable, instead of retreating back into your old comfort zone, pat yourself on the back and say, “I must be growing,” and continue moving forward.”

T. Harv Ekere



We all have a comfort zone, what we are used to, what we normally do each day, the people we normally talk to, the situations we feel comfortable in, the actions we usually do or take, right? When we are in our comfort zone we usually feel confident. We know what's

going to happen, we know what to do.

But here lies the problem. If we intend to grow, if we want to be better leaders, if we want to be successful in our lives, if we want more confidence in challenging situations, we must venture outside our comfort zone.

In other words if you want to grow, if you want to become more successful, more confident, you must do what is uncomfortable. Push outside your comfort zone. Do something a little uncomfortable. Now here's

another thing that you can do which might make you feel uncomfortable. You can start to show your appreciation and gratitude for others. Again you can do this in your life, with anyone in your life, you have to keep pushing and always pushing a little bit. You know this is what successful people do. Successful people do things that other people don't. Normal people avoid feeling jumpy, fear, feeling uncomfortable. They don't like these feelings and they avoid doing things that make them feel uncomfortable. They tend to be in their comfort zone, which makes them not to grow, in their career. That's why normal people taste average Success. That's why normal people are not leaders.

Step out of your comfort zone today, do it again and you continue to do it every single day to become true leaders who can make a difference in the corporate world.

Dr. S. Rajasekar
Director

Editors' Desk.....

The Key to Staying Ahead - Learn, Unlearn, and Relearn

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

... Alvin Toffler

The dizzying pace of digital transformation has led to new advancements in technology bringing forth exciting discoveries every day. How can management students thrive successfully amidst a volatile business environment? In the present times, the key to staying ahead requires young minds to be open to learn, unlearn, and relearn. The ability to explore the unfamiliar and see a new world of possibilities is often looked upon as a desirable trait in the field of management. A curious mind has the tendency to look beneath the surface of the normal and put the brain in a state that allows it to learn. Albert Einstein claimed that had no special talents but for one - he was passionately curious. He attributed his intelligence and success to having a curious mind that

opens to new ideas and never returns to its original size. Being receptive to new ideas, unlearning the old and cultivating a constant desire to stay relevant are essential attributes that students should possess in the competitive MBA market. Responding to the demands of the market place, under escalating pressures to ensure that our students stay relevant in future, Indian Academy School of Management studies organized various programs providing an opportunity for our students to Learn, Unlearn and Relearn creatively. We are glad to present before you a snapshot of all the events in the latest issue of our newsletter IMPRINTS. Hope you enjoy reading this issue.

Dr. Reena Shyam
Editor - IMPRINTS

IASMS Celebrates TEAM WORK -23rd March 2018

*Great things in business are never done by one person; they are done by a team of people
...Steve Jobs*



Talent wins games, but teamwork and intelligence win championships

Team bonding brings people together by encouraging collaboration and teamwork. Fun activities that help students see each other in a different light allow them to connect in a different setting. One of the most powerful reasons for team building is to get results. A series of team events were organized at IASMS to build among students' skills like planning, coordination and cooperation towards

attaining team goals. For management students to achieve a comprehensive, well-rounded education, integrated teamwork on several fronts is vital. It fosters a sense of well being and forges lasting friendships with those who they would otherwise view as simply 'classmates' rather than friends.



Student Workshop: PIT Trading-The Open Out-Cry System, 11th May



Mr.Prakash Chowdhary, Stock Market Institute and Prof Rohini Sajjan with participants

Pit Trading is a fast-paced card game designed to simulate open outcry bidding for commodities. The main objective of this activity was to demonstrate how stock trading was done during “Open Outcry System” in earlier days. Here students act as buyers and sellers of securities (pit market is like an old-style commodity exchange, where each commodity is traded around a pit). The activity helped students in understanding the concept of Price Discovery, Liquidity and Settlement methods which was explained by Mr. Prakash Chowdhary, Strategic Partner, Stock Market Institute. The game was a way for students to learn about trade, simple negotiations, and focusing on the economic principle of comparative advantage.



Pit Trading Winners - Abin Thankachan and K.H Arun and along with by Mr. Prakash Chowdhary, SMI

Industrial Visits – An Interface with the Corporate World

- ♦ **Coca-Cola India Pvt Ltd.**, 7th March and 16th March 2018
Ms. Sangeetha Nair, Quality Inspection executive, explained the production and quality control process.
- ♦ **Karnataka Soaps and Detergents Ltd.**, 19th March 2018
Mr. Balakrishna of PRO and R&D at KSDL explained that the firm known for its signature, premium Mysore Sandal Soap is reinventing itself by offering affordable range of

- soaps in various fusion scents.
- ♦ **Garuda Polyflex Foods Pvt. Ltd.**, 16th April 2018
Mr. Animesh Chatterjee, Manager Marketing and Mr. Naresh Production Head gave an effective presentation on the origin, details of the production process right from manufacturing to packaging and finally dispatching it to market outlets.



II Semester MBA students at Coca Cola plant (Bidadi) along with Prof. Rohini Sajjan



II Semester Students with Prof. Shivashankaracharya at Garuda Polyflex Foods Pvt. Ltd.



IV Semester MBA students visited Karnataka Soaps and Detergents Ltd. (KSDL), with Prof. Shivashankaracharya

Making IASMS Proud

Winners of Dr.Ambekar College Management fest “Communion” 25th May 2018



IASMS teams made a fine display of confidence, team work and intelligent thinking

The Runner Up Team for Mad Ads: Asha K, Ajay Patil, Meghana K, Anussha Vellal, Kamboji Sandeep Won the hearts of the audience with their Bahubali performance. The Runner Up Team for-B Quiz: Karmanya Sharma and Deepak Sharma.

Creative Hues - Cook without Fire - 6th April 2018

From Egyptian appetizers to delicacies “Namma Bengaluru”, the event displayed a variety of cuisines indicating the cultural diversity of food in India.



Student teams showed their creativity in preparing a wide variety of quick, scrumptious and lip smacking dishes that were artistically presented.



“Mind Blasting foods that would make you run for a bite”

Cultural Integrity Day 7th April 2018

Indian Academy School of Management Studies celebrated the cultural diversity day as an expression of solidarity between students representing various languages and states. Our culture is the cumulative

result of centuries of evolution and continuous synthesis. Appreciation for cultural diversity is essential for our co-existence. The event was vibrant with students dressed in their respective cultural attire.



Street Play on social problems of the marginalized groups that prevailed in India



Beauty of India lies in the Diversity of its people



Strength lies in differences, not in similarities



Diversity – The art of thinking independently Together



The voice of harmony

IASMS Club Activities 18th May 2018

“Knowledge is Power, But Enthusiasm is the Switch”

The Club Activities at IASMS attempts to fulfill the purpose of igniting young minds and fostering knowledge acquisition in them. Business Quiz was organized as a part of the IASMS Club Activities by the enthusiastic Team of students from II Semester MBA which included Joel Cruz A, Karmanya Sharma, Ranjan Bhattarai, Madhushankar S and Deepak Sharma. The 5 teams who participated in the quiz were Team-1 “Apple” Team -2 “Blasters” Team-3 “Knight Riders” Team- 4 “Legends” Team- 5 “Powerism”. The first round was a written test that included

objective questions about current affairs. The second round had an interesting set of Taglines challenging the participants to associate the taglines with companies. This was followed by “Identify the Personality Round”. It was tough competition between the teams as they proceeded to the last round which was the Video clipping of Advertisements and the students had to identify the brands. The Team Knight Riders emerged as the winners. The tie between Blasters and Legends for Runner Up made the conclusion an interesting watch.

IASMS – Academic Competitions

Debate competition - 24th March 2018

Students presented their views on some interesting topics relating to management and fun topics as well. The debate competition came alive as the rebuttal round witnessed strong arguments by the students on the topic given.

Make In India Competition -13th April 2018

The competition aimed at bringing out the creative and innovative ideas of students in exploring the unexplored. The students presented some socially relevant ideas such as hearing aids for the deaf and communication solutions through lip reading for the dumb people. Highlighting the idea of making wealth from waste was the team which presented the idea of popcorn maker from throw away cans and organic cups and plates made of leaves. The aesthetic side of the students came alive with ideas on designer lamp shades that could beautify homes and spaces followed by their concern for Mother Nature by designing pencils that contained seeds that would grow into plants.

Product Re launch - 20th April 2018

“Don't be afraid to start over. It's a new chance to rebuild what you want.”

To keep up with an evolving marketplace, direct marketers must make tough decisions every day to remain relevant. Sometimes, that can mean a brand re-launch, which is no easy task. The participating teams presented several products ranging from Asha Sweets, Kodak cameras, Google Glass, Kelloggs breakfast cereal variants, Nano Car, Pepsi Blue, Apple watch, Bajaj Chetak scooters and Bajaj Bikes and their re launch strategies. The students made excellent presentations on how these lost brands could be rejuvenated by redesigning the market mix through product modification, re branding and changing the USP (Unique Selling Proposition) to gain a foothold in the market.

FORA - 21st April 2018

IASMS conducts various activities to empower students in developing the most important professional and life-skills: Public Speaking & Effective Communication. Many students are not natural-born public speakers. However it is a skill that can be learned at IASMS. It is with this objective that FORA – “The Students’ Presentation Competition” for the II Semester and IV Semester MBA batch was conducted.



*Judges for FORA – IASMS Alumni
(from left Mr.Vishal working as Solution Specialist for Leadsquared, Mr Syed Mehdi, Finance Analyst, Goldman Sachs, Mr.Naved Ahmed, Marketing Manager, Just Dial)*

Displaying their desire to focus on individual growth and eliminate setbacks in effective communication

IASMS Guest Lectures - 2018



Students interact with Mr. Roxily Abraham in a session on "HR Trends"

- ◆ 5th May, Mr. Syed Mehdi, Finance Analyst, Goldman Sachs spoke on "Interview Skills"
- ◆ 10th March, Prof. Afsal Bashsa, Assistant Professor Indian Academy Degree College delivered a lecture on "Campus to Corporate Connect for MBA Students"
- ◆ 17th May, Prof. K Sukumaran, Dean, National Institute of Securities Markets on "Economic Reforms & Indian Capital Market"
- ◆ 19th May, Mr. A Suresh, DGM-Industrial Engineering, BEL, on the topic "Future Prospects of MBA"
- ◆ 26th May, Ms Nandita Anilkant Mehta on the Topic "Emotional Intelligence"
- ◆ 2nd June, Mr. Vani Nath Reddy, an entrepreneur who deals with real estate and photography shared his experiences of success and failure during stages of his entrepreneurial journey.
- ◆ 9th June, Mr. Roxily Abraham, Principal Consultant, Recruit Smart delivered a Guest Lecture on "Emerging HR Trends"



Dr. S Rajasekar handing over a memento to Mr. Vani Nath Reddy



Prof. Kuppusamy with Mr. R A Suresh, DGM-Industrial Engineering, BEL,



Prof. Puja Archana Sahu greets Mr. Syed Mehdi, Finance Analyst, Goldman Sachs



Ms Nandita Anilkant Mehta - helping students analyze their emotions and behavior

Out bound learning Programs - 2018



II Semester Students with Prof. Reena Shyam at ISKON

Akshaya Patra Initiative of ISKON, 28th and 29th May

Mr. Praveen Krishna from ISKON took the students through a visit of the temple followed by a video presentation on the mission and purpose of the organization including the Akshaya Patra initiative of ISKON. This was followed by a talk by Swami Srivigraha Das on the topic "FOCUS" the essence of a meaningful life. As the world we live in has "Weapons of Mass Distractions" especially technologies like mobile phones and other sources it is a major challenge to remain focused. Swami explained that the simple solution to this problem is meditation which acts as a one stop solution to kill all distractions. After this enlightening talk, Mr. Praveen Krishna guided us through the Akshaya Patra Kitchen showing how the food was prepared on a large scale with utmost importance to quality and hygiene making it an ISO Certified entity. With the goal of ensuring that no child shall be deprived of education because of hunger Akshaya Patra provides mid-day meals in the rural schools for the underprivileged children and thus support their education.

Akshaya Patra is currently operating in 19 locations across 9 states of India and is conferred as the World's Largest NGO-run Mid-Day Meal Program. The visit ended with students being informed about various workshops and volunteer programs that they could be a part of and contribute to the well being of mankind.

Investors Meet, 24th March

The students of IASMS participated in the INVESTORS MEET organized by JATIN Investment Consultants on the topic "Market Outlook - Vision 2022 and Financial Well Being". The speakers for the event were Mr. Vatsal Sushil Shah, Head, Wealth Management of Sushil Finance who highlighted on the various promising investment avenues like mutual funds and equities and Mr. Deepak Rameshan, Senior Manager - Learning and Development, Sushil Finance who focused on the disadvantage of investing in traditional funds like insurance, debt and Guilt edged funds.



Prof. Kuppasamy II Semester students at ISKON

Value Added Courses

Microsoft MS Excel Certificate course offered to students in association with Microsoft NICT Education Institute.



Microsoft MS Excel Certificate Distribution

World Environment Day Campaign – 7th June 2018

“Goodness is the only investment that never fails”

Awareness programmes on conserving nature and a series of saplings distribution drives marked World Environment Day as our MBA students joined the Hasiru Bengaluru campaign organized by AIKYA as volunteers. Along with



MBA students Interact with Government school children on Environment Awareness

the green initiative the MBA student volunteers got a chance to visit few government schools in Bengaluru to carry out plantation drives and spend time interacting with kids telling them about the importance of Tree plantation.



IASMS student Volunteers of Hasiru Bengaluru campaign

MBA Farewell Program – 21st June 2018

“There will always be unforgettable memories behind your Goodbyes”



Bidding adieu to the Batch of 2016 - 2018



Bedecked with dazzling lights the juniors of MBA transformed the auditorium into a beautiful space that came alive with dance, music and lots of excitement. Unveiling the memories of the times spent at IASMS, the programs included videos about the good old college days, captivating dance performances and lots of fun games to entertain the seniors. The event was not just a farewell but a beautiful display of talent, creativity, enthusiasm and team spirit of the junior batch of MBA students who made the day a truly memorable one for the seniors and teachers.

“Achievers’ Day” – 22nd June

Achievers are not born talented but they possess the “I can do it attitude”

IASMS organized Achievers’ Day in recognition of students who had excelled in various academic and extracurricular inter class competitions. The program was presided over by our Dr. M. Prakash, Director Academics, IAGI. The event commenced with a brief report of M.B.A department activities presented by our Director, Dr. S Rajasekar. This was followed by a beautiful video highlighting major activities organized by the department in the current semester. The prizes for various events were handed over by Dr. M. Prakash and Dr. S Rajasekar. Mr. Kiran Kumar, Director NICT handed over the certificates for students who had completed their MS Excel course successfully.



IASMS Rolling Trophy – Girls Team Events



Dr. S Rajasekar, Dr. M. Prakash are presenting a memento to Mr. Kiran Kumar, Director, NICT



IASMS Rolling Trophy Boys Team Events

Student Zone

Ways To Create Happiness

- ◆ Do not wait for results, do your best.
- ◆ Keep a long term goal.
- ◆ Think bad days as learning tools.
- ◆ Enjoy what you do.
- ◆ Smile, laugh on every occasion.
- ◆ Do not expect returns for your deeds.
- ◆ Keep a day free for yourself.
- ◆ Keep one or two hobbies.
- ◆ Practice acceptance.
- ◆ Forgive people, especially if you love them.
- ◆ Happiness should come during your journey not at the end.
- ◆ Always be grateful to people who help you.
- ◆ Respect any person without judging their appearance.
- ◆ Practice giving to needy.
- ◆ Enjoy nature.
- ◆ Welcome change.
- ◆ Say sorry and mean it.
- ◆ Keep a diary of positive quotations.
- ◆ True happiness does not need trigger.
- ◆ Happiness multiplies when shared.
- ◆ Finally “Happiness starts from YOU”. Spread Happiness and love.



Anussha V S - I sem MBA

Make Your Passion Your Pay Cheque

Passion is an emotion that comes from within you. It is your enthusiasm, your zeal, your drive and your motivation. You don't want to just feel passionate about your job; you want to put passion into it. You want to apply all of your skills and all of your energy into your work.

The idea is that the key to finding a greatest career is to identify your greatest interest "your passion" and pursue a career involving that interest. There are three important ways to follow your passion.

First identify your greatest interest. Give yourself some time to think about your interest. The things you do that makes you really happy. If you identify your interests,

that would help you find your right career.

Second find careers that match your strengths and potentials there are many career and options, but you would fare very well in those that matches your core competency and help you achieve your paycheque easily.

Lastly once you choose your career put your 100% in it, after you have chosen what you really like to do. As said "Allow your passion to become your purpose, and it will one day become your profession.

A. Aashika Bhonsle - I Sem MBA



Mother's Love

"There is nothing as powerful as a mother's love and
Nothing as healing as a child's soul".

"A mother is one who always cares,
A mother is one who is always there.
A mother is one who always prays
A mother is one who always stays".
When things get rough,
When life gets tough.

When all is just too much to bear,
God's words she shares.
God's light she shines,
So blessed that she is mine.
"Always love your 'MOTHER'
because you will never get another"

Meghana K - I Sem MBA



We Are All Now Connected By The Internet, Like Neurons In A Giant Brain.

... Stephen Hawking

The world we live in is constantly changing. It is more connected with technology than ever before and transforming the way organizations operate. Distractions in the workplace are nothing new, but technology has made them much worse. According to Udemy report, employees feel that distraction at the work place is rising at epidemic levels. The main reasons of distractions include chatty co-workers (80%) office noises (70%) feeling overwhelmed by changes at work (61%) and social media(56%). The survey has revealed that 36% of millennial and Gen Z spend over two hours at work on checking their smart phones.

In today's connected society, many of us can work anywhere at any time, which again puts a huge demand on our individual ability to set limits and know when to turn off the laptop or phone for the evening. The boundaries between work and free time will be erased. The constant

connectedness is actually making us feel less communicated and poor at expressing our feelings for each other.

The most popular solution among employers to prevent work place distractions has been blocking certain websites. While policing workers without managing their expectations can make an office feel oppressive, official break times can be a healthier way to nudge employees to stay focused during work hours. Organisations can help redefine employee goals and tasks to be more compelling and motivating so that they are more engaged in the work. If employees feel excited about their goals and engaged in a positive culture, and if they can feel less stressed about policies, they can concentrate on what matters most -- their **WORK**.

Shravanti - I Sem MBA

