

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



Inaugural Program of Mystic -2018



Acharya Bangalore B School The Winning team of Mystic -2018

MYSTIC -2018

The Inter College Management Fest

*Teamwork is the ability to work together toward a common vision.
The ability to direct individual accomplishments toward organizational objectives.
It is the fuel that allows common people to attain uncommon results.”*

- Andrew Carnegie

MYSTIC-2018, the inter college Management Fest was organized by Indian Academy School of Management Studies on 15th November 2018. The event was a platform for students of IASMS to exhibit their teamwork and coordination effectively. The fest commenced auspiciously with an inaugural function. The Chief Guest of the program was Mr. Guruprasad Roa, National Lead - Indian Start ups Network and Co-founder of EduAngl and the event was presided by Dr. T. Somasekhar, Chairman IAGI. Dr. S. Rajasekar, Director, IASMS and the various Heads of Indian Academy Group of Institution graced the program. The fest comprised of four

competitions – Best Manager, Business Quiz, Marketing Event and Mind Game. The event witnessed a tremendous response with around 130 participants from various colleges across Bangalore. The battle between the contestants was tough with each team making effective presentations and trying to excel in the tasks given to them as part of various rounds.

Acharya Bangalore B School emerged as the overall champions of the fest. The team won the overall trophy. IASMS applauds the efforts of the MBA students in meticulously planning and organizing this event which received whole-hearted appreciation of the participants as well.

From The Director's Desk

*“If your actions inspire others to dream more,
learn more, do more and become more, you are a leader.”*

- John Quincy Adams

Do you want to be a true leader?



The world doesn't need bosses, it wants leaders who understand their jobs—and the job of a leader is to grow more leaders. There's no design to become a good leader, it's a step-by-step practice. But here are some qualities which can help you become a worthy leader.

Begin with YOU

If you cannot lead yourself, then you can certainly not lead anyone else. Self-leadership is the highest challenge for anyone as a leader. Devote quiet time with yourself to know yourself. Learn who you are, what you want to succeed in, and how will you get it. Study from your experiences, improve self-discipline and take action. Always stay connected with people and look for opportunities because this adds to your knowledge.

Be a Person of Values

Leadership calls for esteem. Dearth of honesty, loyalty, and ethics are the major causes of failure in your personal and professional life. Don't just work on improving your

achievement rate, you must work on improving your personality and value rate.

Value Relationship

A true leader pays attentions to people, not power. You can't lead people unless you value every connection and appreciate them.

Be a Good Listener

Always listen what others want to say. What are their ideas and plans, even if you don't like it. Don't just hear, but genuinely attend to them. The entry to the office of the genuine leader is open to all who wish to enter. Your listening abilities determine the quality of your inspiration.

Say 'Thank You'

Two simple words have the power to motivate and inspire people and make them feel great-Thank You. Your group helps you accomplish a goal, give the credit to them, and let them shine. Remember, great leaders claim none of the honors.

Dr. S. Rajasekar
Director

Editors' Desk.....

“Starve your distractions. Feed your Focus”

Staying focused is one of the most important skills one should possess in recent times. Life is a journey, with various developmental stages - childhood, youth and old age. Each stage poses new sets of challenges. The most crucial and defining stage of one's life span is youth or the learning curve of life. A stage were you develop new skills, learn new things, and try to create an impressive record for employment. However, the biggest challenge youths face in today's world is to remain FOCUSED. We live in a world that has Weapons of Mass Distraction (WMD). The internet, smart phones and media has revolutionized how youths live and communicate. And with this revolution has come a huge increase in the amount of time spent on digital screens. The greatest problem faced by youngsters today is to remain focused on their goals in a world filled with distractions. Too much time spent online and using technology can create barriers and contribute to a sense of isolation. can this problem be solved?

Here are a few simple solutions that would help master distraction and remain focused in life. The first: write down specific goals. The second is effective time management and the last do something towards your goal every day. Setting goals are not enough. You have to evaluate yourself everyday to determine whether you have done anything constructive to move closer to your goals.

As the fresh new year of 2019 beckons us with promises of new goals and memories yet to be made, Indian Academy School of management Studies is delighted to present the latest issue of its newsletter “IMPRINTS”. With a desire to help our students remain focused on their goals and work towards them, IASMS has organized several programs and events in the last semester. **Imprints** provides an overview of these activities and we hope that you enjoy reading this issue.

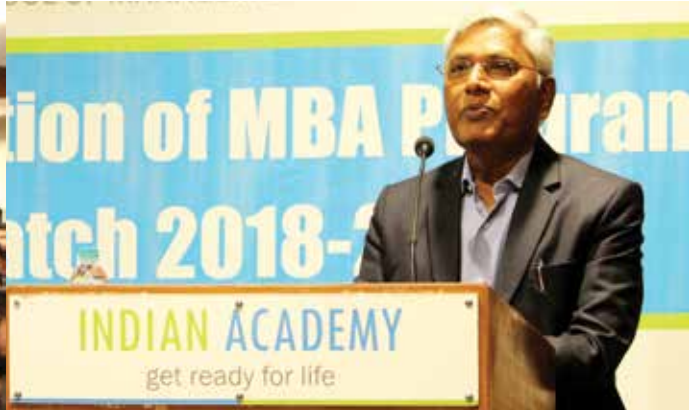
Dr. Reena Shyam
Editor - IMPRINTS

INAUGURAL CEREMONY OF THE XV BATCH OF MBA (2018-2020)

The Inaugural Ceremony of the XV Batch of MBA (2018-2020) was organized by Indian Academy School of Management Studies on 27th October 2018. The Chief Guest for the program was Shri. Rajamani Muthuchamy, Retired IAS Officer and currently the MD and CEO of Jana Holding Limited. Addressing the new batch of MBA students, the Chief Guest urged them to discover what they loved to do and pursue what they are passionate about in life. He emphasized on qualities such as time management, eagerness to gain knowledge from multiple sources, effective communication

skills and above all a sense of commitment and ethics in all action that would be critical factors that would differentiate MBA students.

The event concluded with the presidential address by Dr. T. Somasekhar, Chairman, IAGI who highlighted three major areas that management students should endeavour to master - indepth domain knowledge, skills set that makes students relevant in today's world and value system that upholds honesty in their future corporate life.



MBA students interact with Chief Guest for the program, Shri. Rajamani Muthuchamy

GUEST LECTURE SERIES

- 22nd Sept 2018, Mrs Deepa KC, Head of Technology Infrastructure & Platforms, ANZ Bank addressed the students on “Digital Transformation”.

- 6th Oct 2018, Mr. Gopal A Iyer, Senior Management, People Advisory Services, EY Global Delivery Service LLP



Mrs. Deepa K C is being welcomed by Dr. Puja Archana Sahu



Mr. Gopal A Iyer interacting with students

As the world is changing rapidly and new technologies and capabilities are being introduced at lightning speed, it is imperative for management students to hone their skills to stay relevant in the corporate world. Mrs. Deepa emphasized the need for students to probe themselves with questions like “how is technology changing and how will it my job prospects? Do I have the right skills to succeed in this new reality? She encouraged students to explore and update themselves with the advancement like Cloud orchestration, Cyber security, Business analytics and Digital marketing.

Lecture on “Talent Life Cycle”. The talk took the students through an interesting journey of HR career possibilities for MBA students. Highlighting the job prospects of in the area of Human Resource Management, Mr. Gopal appraised the students about career options of being a HR generalist or HR Specialist.

- 19th November 2018 Mrs. Marina, resource person from BSE addressed the III Semester Finance Specialization students on the theme “Investments and Trading”.
- 22nd December 2018, Ms. Kiran Mai Yanamala, Corporate Trainer gave a talk on “Emotional Intelligence for management students.”

IASMS WORKSHOPS

23rd November 2018 Personality Development Workshop

'Self Image' is the key to human personality and human behavior. Change the self image and you change the personality and the behavior.

A personality Development workshop was scheduled for MBA students with the resource team from ISKON

constituting of Mr. H G Ravihari and Mr. H G Amiya Madhav handling an interesting session for the management students. The talk urged students to constantly strive towards self improvement by identifying their weaknesses that they perceive as obstacles to succeed.



The Strongest factor for success is Self- Esteem: Believing you can do it; believing you deserve it and believing you can get it.

- 24th November 2018, BSE Sponsored workshop by Mr. K Srinivias, Trainer, Lotous Knowlwealth Pvt. Ltd on "Capital Market Awareness, Introduction to Mutual Fund and Financial Planning"

6th - 7th December 2018 and 13th-14th December 2018, Life Skills Workshop

"Create the highest, grandest vision possible, FOR YOUR LIFE, because you become what you believe"
- Oprah Winfrey

A workshop on Life Skills, Capacity Building was organized for I Semester MBA batch of 2018 with an eminent resource team from Center for Social Research and Development. The training team constituted of Bhoomika Halemane Managing Director, Ms. Margaret Johnson Programme Head, Supreet Bhaskar Operations Head and Prathik I V Research Executive. The workshop primarily emphasized on Effective Communication Skills, Problem solving and

Decision Making, Critical thinking and Creative Thinking. As management students one of the most essential pre requisite sought by corporate among new recruits is a sense of team spirit, value for time and ability to exhibit leadership potential. The program was instrumental in creating a sense of self awareness among students to discover their true potential and focus on areas that they can improve upon to groom into confident personalities.



Creativity involves breaking out of established patterns in order to look at things in a different way



Build your creativity so high that if you want to see them you need to climb



Ms.Margaret Johnson and team engaging students in creative tasks



A blend of theory and activity based learning

IASMS Celebrated Senior Citizens Day at Little Sisters of the Poor

*“Learn from the people who have walked the path before you. Respect them.
Because someday and sooner than you could ever imagine - you are going to be old too.”*

The International Day of older persons is observed on October 1st each year as declared by the United Nations. It is a day to appreciate the contributions that older people make to society. Fostering feelings of generosity and a desire to spread goodness through

their kind acts, the senior students of IASMS visited the home home on 1st October 2018 and entertained the inmates. From melodious songs to peppy dance numbers, mimes and fun games, the event was well organized by the MBA students.



IASMS students with Sister Oxili of Little Sisters of the Poor

Outbound Learning Program - Break through

A Life-Defining Leadership and Team building experience - 4th December 2018

The I Semester MBA students were a part of an adventure learning program at Break Through. The trainers at Break through, Ms Blessy and Mr. Moan conducted sessions for the students which were a unique blend of fun and learning. Students were encouraged to challenge

themselves pushing their physical and mental boundaries to overcome barriers to teamwork and effective action. In addition to cultivating problem-solving and leadership skills, such out bound adventure learning helps students deepen their friendships.



“Magnifying Skills - Class Competitions of 2018”

- **13th October –“IPL Bidding - Anything is possible in Love, War and IPL”.**

Indian Premier League has established itself into one of the largest sporting extravaganzas in the world. Many people have learnt ‘lessons’ from the commercial cricket venture IPL. The senior MBA students of Indian Academy School of Management Studies organized an inter class IPL virtual bidding auction, a game filled with excitement and tremendous analytical skills.



*“IPL Bidding -
Anything is possible in Love, War and IPL”*



*The bidding has just begun.
It will be fascinating to see how the battle develops*

- **23rd October Group Discussion Competition (preliminary Round) followed by final round with the finalists held on 25th November Group Discussion Final Rounds**



- **3rd November debate competition – a battle of words as students presented their views on interesting management topics.**



Debate Competition – A Battle of Words

- **9th November the students of Banking Club organized an inter class quiz competition on banking terminologies and current affairs.**



Finalists of Banking Club Quiz Competition

Colors of Unity 17th November 2018

“Unity is like colours of the rainbow, separated but not apart”

Diversity makes the world beautiful. In the era of westernization as people drift away from traditions and culture, events like Colors of Unity provides an opportunity for our youths to appreciate the beauty of our own culture. To Symbolize Cultural diversity and integrity, students depicted creative designs of colors and lamp decorations that were captivating to the eyes.



Prof. Kuppusamy along with Participants of Colours of Unity



FORA 2018 - Student's Presentation Competition

- 27th and 30th November FORA – Students Presentation Competition aims at improving the communication and public speaking skills of the students, besides endeavoring to infuse confidence in them.



Student teams make presentations as Prof. Shivashankarachar judges the event

31st October 2018 - "VIGILANCE AWARENESS WEEK"

Inter-Class Essay competition organized by Andhra Bank, Kalyan Nagar at Indian Academy School of Management Studies on the topic "Eradicate Corruption – Build a New India".

The competition was initiated as a part of "VIGILANCE AWARENESS WEEK" being observed by Andhra Bank. The program was an endeavor by Andhra Bank to connect with young minds and creating awareness among them to a very grave issue facing India today which is corruption. Students penned down their views on how the problem of

Corruption could be addressed in India. The essays were evaluated by the team from Andhra Bank and the prizes for the event were distributed by Mrs. Jayashree M S, Chief Manager, Andhra Bank. The winners of the competition were Adila Anees and A Sravanthi from III semester MBA and Ashwini and Akhilesh from I semester MBA.



Prize distribution by Mrs. Jayashree M S, Chief Manager, Andhra Bank



Pledge by students to contribute towards a Corruption Free India

Industrial Visit (Goa - October 27th to November - 4th)

The students of III Semester MBA visited The National Institute of Oceanography as a part of Industrial visit to Goa organized by IASMS. Founded on 1st January 1966 as one of 37 constituent laboratories of the CSIR, it is an autonomous research organization in India that undertakes scientific research and studies of special oceanographic features of the Northern Indian Ocean. Headquartered in Goa it has regional centres in Kochi, Mumbai and Vizag.

NIO researchers have undertaken a number of projects in service of the industry in India. The Students also visited National Centre for Polar and Ocean Research situated at Vasco da Gama, Goa. Tourist spots in Dandeli and Goa were enjoyable experiences for the students. The students were accompanied by Dr. Puja Archana Sahu and Prof. Shivashankar.



Travel far, Make friends, Capture Memories

Industrial Visits – An interface with the Corporate World



III Semester MBA students attended “Krishi Mela” on 16th November 2018 held at Gandhi Krishi Vignana Kendra (GKVK). The Agri Exhibition depicted latest advancements in agriculture, farm machinery, organic farming and animal sciences is organized on a large scale

I Semester visited the manufacturing facility of UNIBIC Biscuits on 19th and 20th November 2018



I Semester students along with Prof. Rohini Sajjan at UNIBIC manufacturing facility (Huskur Road, Dasanapura)



Prof. Akshay Reddy along with I Semester MBA students at UNIBIC

FRESHER'S DAY

“Memories made together last a life time” he 3rd Semester MBA students hosted the Fresher’s Day for the new batch of 2018-2020. The event was an icebreaker for the new incumbents and created a platform for positive interaction between the seniors and juniors of IASMS. The event was presided by Dr. S Rajasekar, Director, Indian Academy School of Management Studies and all the faculty members. The III Students managed the events with wise planning, time optimization and coordination. The seniors entertained the audience with scintillating dance performances, songs and fun games. The first semester students enthusiastically participated in all the events. The students would carry fond memories of the event in the years to come.



*Divyashree M and Md Muthiur Rehman
Winners of the “FASHIONISTA TITLE”*



“Good times, amazing friends, unforgettable memories”



PROUD ACHEIVERS - IASMS

Runner up of Presidency College

Management Fest held on 7th December 2018

A feather in the cap for IASMS as the I Semester MBA students Jinka Aravind and Annamma Mathew who participated in the event - Business quiz won second price were awarded certificates and cash prize.



I Semester MBA Jinka Aravind and Annamma Mathew winners of Business quiz

Research

Paper Presentations

Presented a paper on “E –Commerce Platforms for MSME Sector in India” at a National Conference organized by Acharya Bangalore B School on Micro Small and Medium Enterprises held on Saturday 12th January 2019.



I Semester MBA students Nirban Chandra Sarkar and Neethu Kumari A

National level Management and Cultural fest organized by Community Institute of Management Studies organized on 14th December 2018.

It was indeed a proud moment for IASMS as Akhilesh A H won the first prize of Pencil sketching and Chandru A and Devendra Raju were the runner up in the category of face painting. The students exhibited their creative best through their art forms and portrayed meaningful themes such as transitions from Mother Nature to the world of automation



Akhilesh A H receives the First Prize of Pencil sketching



Chandru A and Devendra Raju - runner up for face painting

“Potential is not an endpoint but a capacity to grow and learn.”



Dr. E Jerome Xavier handing over the overall individual Girls Championship Trophy to Ms. Smitha Hanamant Lad of III Sem MBA at the Annual Sports meet organized by Indian Academy Group of Institutions (IAGI) held on 22nd February 2019



Mr. Dimbal Harsha, President of DCC Bank awarding Srikanth D S of III Sem MBA the man of the Series award of Srinivasapur Taluk level Cricket Tournament.

A Tribute to our Martyrs



Gudigere village in Mandya district descended into a pall of gloom as the news spread of H. Guru, a CRPF sepoy, being martyred in the deadly terrorist attack in Pulwama on 14th February 2019. He was one of at least 40 jawans who lost their lives when a suicide bomber drove a car laden with explosives into a bus carrying CPRF personnel heading to Srinagar from Jammu. The nation, both leadership and people, will never forget our servicemen who offered their dear lives and blood to keep aloft the flag of India as a symbol of strength, dignity, protection and glory.

- Sketch by Akhilesh A H , I Sem MBA

Student Zone

MOTIVATION to Fuel Your Life

Motivation is a strong tool that pushes one ahead in life. Motivation makes a person work enthusiastically but at the same time the absence of it could make one lag behind in life. So, what exactly is Motivation!??

Motivation is the presence of purpose and desire to achieve daily life, career and business goals. Motivation can be drawn from others or sometimes self-motivation is even more powerful. Self-motivation requires individuals to train themselves to achieve success in their lives. What the person needs to focus on is to drift away from their comfort zone and resolve to leave no stone unturned to finish what they have initiated. Motivation proves to be very important to deal with the challenges of our daily life and constantly moving forward to achieve the goals in our life. It makes an individual accomplish his task more effectively

and continue to give clarity and definition to what we want in our lives. But as we pace ahead in life, it is extremely important that one should not in yield to negativity. Negative approach in situations can sometimes drive a person to the worst decisions of his life. So what matters most in the game of life and to emerge a winner even in adversity is surround yourself with positive people who infuse confidence and hope in you. Replace negative thoughts with positive ones for things to fall in place and you will receive positive results.



- Lakshmi

Self Esteem, Confidence and Belief

A tired bird landed on a branch. The bird rested, enjoying the view from the branch and the protection it offered from dangerous animals. Just as the bird became used to the branch and the support and safety it offered, a strong wind started blowing, and the tree swayed with such intensity that it seemed the branch would snap in half.

But the bird was not worried for it knew two important truths. The first truth – even without the branch it was able to fly, and thus remain safe through the power of its own two wings. The second truth – it also knew that there are many other branches upon which it can temporarily rest.

This small story tells us a lot about our own self-confidence and courage. We are capable of so much more than we actually think in our everyday life. To discover our potential,

all we need to do is release our grasp on the what is comfortable and holds us to the ground. Only then can we understand just how high we can rise and fly using our own strengths.

Through the forest of our life, there are many so-called “branches” and “trees” on which we rely. And while sometimes we do need recovery and shelter, we can also learn as we grow that these sources of safety do not always last – what is really lasting and permanent rests within us, in the form of positive self confidence and belief in our own unique abilities.



-Shilpa S.V.

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