

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



**Believe in yourself, and the rest will fall into place. Have faith in your own abilities, work hard, and there is nothing you cannot accomplish**

- Brad Henry

### Believe in Yourself

Understanding how to trust in yourself will endless opportunities in your lifecycle. At few instances you may find this tough to do. The reality is that we've been habituated during our lives to disbelief ourselves. We must reskill ourselves to break free of our reservations and self-doubt in order to develop self-esteem and self-confidence.

The whole thing you have in your life is an outcome for your belief in yourself and the belief that it's possible. Here are the most important steps for learning how to believe in you. Exercise them and you'll be astonished at the results:

### Trust it's possible

Believe that you can do it unrelatedly of what anyone says or where you are in life.

### Envisage it.

Think about exactly what your life would look like if you had already achieved your dream.

### Turn as if.

Continuously act in a way that is reliable with where you want to go.

### Take action.

Do not let fright stop you; nothing happens in life until you take action.

The story of the salesman who practiced laughing every day for five minutes in front of the mirror before he sets out for work can be recalled in this context. He wants to meet everyone with a smile on his face. He becomes a successful salesman.

Accomplishment needs your self-reliance, desire and positive attitude. All this needs you to "believe in yourself".

**Dr. S. Rajasekar**  
Director

## Editors' Desk.....

Dear Readers,

Here we are with yet another issue "IASMS Imprints", the bi-annual magazine of IASMS for the year 2019. Nurturing creativity and inspiring innovation are two key objectives that Indian Academy School of Management studies strive to achieve. Today however, management students graduate into a world of intense competition and confront major obstacles in their corporate life. The Deloitte Global Millennial Survey 2019 has revealed that the young generation today feel increasingly unsettled and pessimistic about their careers, their lives in general, and the world around them. Young people breed pessimism and all they see is the enormity of the challenges ahead and are overwhelmed by difficulties. Is there a way youngsters can overcome hurdles and succeed in life? Hima Das, the golden girl of Indian athletics is a classic example

of how hard work and focus can steer you ahead. From running barefoot to taking the brand world by storm and having her name on Adidas shoes, Hima has set an example for our youths to pursue their ambitions strongly despite all hurdles. Thus far the college has organised various events, training sessions and programs to infuse positive mind set and confidence among the students to prepare them for the future. This edition of "Imprints" reports the significant activities carried out by the department optimistic individuals and prepare them for a bright future. We hope that the readers find this issue informative and useful.

**Dr. Reena Shyam**  
Editor - IMPRINTS

# MAKING INDIAN ACADEMY SCHOOL OF MANAGEMENT STUDIES PROUD

## Student Research Contribution:

Market Research is an important aspect of management education and could help students in initiating self-learning, deeper understanding of the subject and finding out important solutions connected to the problem of research. Indian Academy School of Management Studies encourages students to strongly pursue research and utilize opportunities to present papers at various national and international conferences organized by colleges across Bangalore. Our students presented papers in the International conference organized by DayanandaSagar College of Arts, Science and Commerce on the theme “Innovative Practices and Strategies in Commerce, Management and Computer Applications in Current Global Scenario” on 25<sup>th</sup> and 26<sup>th</sup> April 2019. The II semester MBA students, Annama Mathew and Anjali C Nambiar – presented a paper on “A Comparative Study on Customer Preference for Branded Food Products and Private Label with respect to Spar Outlet, Bangalore”.



Student research paper presenters Anjali C Nambiar (left) and Annama Mathew (right) with Prof. Mahua of DayanandaSagar College

## It's a mad, mad, Ad world – Mad Ads Competition

It's quite true about the saying – There's no second chance at making a good first impression. Advertisement, regardless online or offline, if they don't catch your attention within seconds they are considered failed.

The team from Indian Academy for the Mad ads competition constituted of Jinka Aravind, Annamma Mathew, Rahul Raj, Jafer K M and Zaniul Abid. They were the runner up in the Mad ads competition hosted by Acharya Institute of Technology on 26<sup>th</sup> April 2019. The team created a crazy advertisement for their product which was a helmet and communicating to the world that a helmet is life saver and not just an accessory.



“None of us is as smart as all of us.”

## Collage Competition:

Collage has been one of the most relevant forms of art making.

The Commerce Forum of Indian Academy Degree College-Autonomous organized a collage competition on the theme “India You Wish to See” on 14<sup>th</sup> March 2019. MBA students participated in the competition and won accolades for their creative work. The students received their awards from Dr. E Jerome Xavier, Principal, IADC-A.



Akhilesh A H and Anisha J (above) and Kishan S and Kiran S (below) receive prizes for collage making



## Girl Power

Runner of the HR event II Semester students Halima and Annama Mathew were awarded runner up for HR event at the fest hosted by The students performed well in all the HR rounds which included aptitude, debate, creating a story board and case presentation.

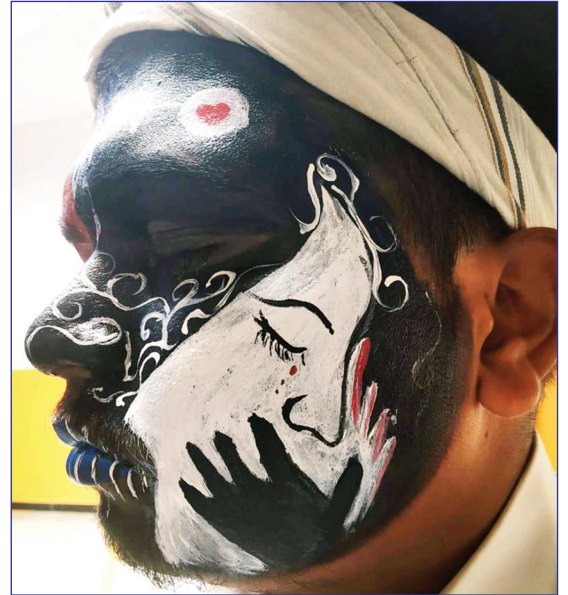


HR Mantra – “Getting it Right” Annama Mathew and Halima

**Artistic Hues:** IASMS has a repository of talented students who represented the college at the inter college Management fest hosted by Acharya Institute of Technology (AIT) and won accolades for the college in the events that they participated. Akhilesh A H and Chandru A of II Semester MBA participated in the face painting event and were the runner up at Acharya Institute of Technology in the Management and Cultural Fest “Exhuberance” held on 26<sup>th</sup> April 2019.



Akhilesh A H paints to create a riot of colours



Chandru A displaying the art



Suprith of II Sem MBA featured in the Sa Re Ga Ma Pa singing contest telecast in Zee Kannada. Suprith's soulful songs captured the hearts of the esteemed panel of judges namely Dr. Hamsalekha, Mr. Arjun Janya, Mr. Rajesh Krishnan and Mr. Vijay Prakash.

“Singing is a way of releasing an emotion that you sometimes can't portray - Suprith S sings a melody in Zee Sa Re Ga Ma Pa”

## 11<sup>TH</sup> JUNE 2019 - INDUSTRIAL VISIT



Coca Cola plant (Bidadi) along with Dr. Pujaarchana Sahu.



Industrial visit to Coca Cola plant (Bidadi) along with Prof. Shivashankarachar

## IASMS CLUB ACTIVITIES AND COMPETITIONS

“Branding is what people say about you when you’re not in the room.” – Jeff Bezos

### 9<sup>th</sup> March 2019 – Marketing Quiz

To put the brand-identity knowledge of MBA students to test, The Marketing Club of IASMS organized an inter class quiz competition which comprised of aptitudetest, brand logos and tag lines identification.



“Test your brand knowledge “  
Marketing quiz, hosted by Marketing Club

### 15<sup>th</sup> March 2019 - Ad Campaign competition

While businesses primarily use advertising to deliver information on their products and services, advertising can also raise awareness on social issues. An inter class Ad Campaign competition on the theme SAY NO TO SMOKING was organized at IASMS.



“It’s never too late – in fiction or in life – to revise –  
Anti Smoking Ad Campaigns”



“The most powerful element in advertising is the truth”



### 16<sup>th</sup> March 2019 - Debate Competition

In this competitive world where excellence is a cliché, students are expected to have effective communication skills and often debates can be a one-stop formula to succeed in almost everything. The first year and final year students presented their views and strong arguments making the debate interesting for the audience.

### June 3<sup>rd</sup> 2019 - Case Study Presentation

Classroom sessions came alive with the students of II Semester MBA participating in multiple rounds of case analysis competition conducted as a part of the HR class

The students made effective presentations on the case given

which required the students to analyze and provides solutions for the real life HR problems encountered by Walmart employee pertaining to leave policy and Infosys relating to building a stable management team.



Case Presentation on Wal-Mart HR issues



Winning team with Prof. Kalpana and Dr. S Rajasekar (right) and Prof. Shivashankarachar and Pof. Akshay(left)

**21<sup>st</sup> March 2019-Inter Class face painting competition**

The class room came alive with lots of colour and life as we witnessed the inter class face painting competition on 21<sup>st</sup> of March 2019. Student artists painted their models unleashing their hidden potential.



“Creativity is contagious, pass it on”

**22<sup>nd</sup> March, 2019 – Inter class Vegetable Carving and Mehendi Competition**

“The true sign of intelligence is not knowledge but imagination”

The Inter class Vegetable Carving and Mehendi Competition was an opportunity for students of IASMS to develop their creativity and give free expression to their imagination. The students used different vegetables to create many artistic carvings. This was followed by the Mehendi competitions where students showcased their talent and adorned their hands with beautiful mehendi designs.



“Lets Carve out some fun”



“Even hands blush”



## 23<sup>rd</sup> and 30<sup>th</sup> March 2019 – FORA “Students Presentation Competition

*“You can speak well if your tongue can deliver the message of your heart.” - John Ford*

Indian Academy School of Management Studies organized “FORA” inter class presentation competition on various management topics on 23<sup>rd</sup> and 30<sup>th</sup> March 2019. The event is intended to improve the public speaking skills of students and help them overcome the fears and insecurities that accompany public speaking. While making presentations students connected with audience and presented valuable insights on the topics given.



### 29<sup>th</sup> March, 2019 “Make Best From Waste”

We cannot stop waste production entirely, but everyone can make a significant contribution. Think before you bin! Recycling is important. It is one of the best ways for an individual to have a positive impact on the environment. Spreading an important message of recycling and reuse, IASMS organized “Make the Best from Waste”. The participants presented an array of products ranging from pen stands, artistic pots, lanterns, lamp shades etc. made out of old newspapers and waste materials.



*Extraordinary ideas of making use of unwanted material in a useful way*

## 3<sup>RD</sup> APRIL 2019, IASMS TALENT HUNT

*“Your talent is God’s gift to you. What you do with it is your gift back to God” - Leo Buscaglia*

Talent Hunt was a potpourri of artistic sketches on display, beautiful compilation of songs from different states of India, teams that danced with vigor on peppy numbers, Kannada folk song drama and that rejuvenated memories of old traditions, a play that portrayed the issue of women

harassment and the need to focus on improving conditions for women in India and concluded by a video compilation of some light moments of the final year students. The event was an opportunity for the students to exhibit their talent, creativity and team spirit.



*Joining Hands is a sign of positivity; let’s spread it to the infinity*



*Your only limit is your mind*



*Enjoy every moment as it comes*



*Be uniquely You. Stand out. Shine. Be colorful*

## 9<sup>TH</sup> APRIL, 2019 - IASMS CELEBRATES TEAM WORK

**“Alone we can do so little; together we can do so much.”**

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.



*“We all can work; But together we win”*



*When you can't change the direction of the wind –adjust your sails*

# 17<sup>TH</sup> APRIL 2019 - ACHIEVERS DAY

**“To live a creative life, we must lose our fear of being wrong.”**

The “Achievers Day” program was organized in recognition of the efforts of students who excelled in various academic and inter class MBA competitions. The Chief Guest of the program was Mr. Vivek Chiriyankandath George, founder of Your Design a company that designs memorabilia for various organizations. As a young and enterprising entrepreneur, Mr. Vivek connected very well with the MBA students. He addressed the students about his experience as a budding entrepreneur and the challenges he faced in establishing himself as a successful entrepreneur. He urged the students to have faith in their potential, fall in love with their goals and dare to be crazy and different from the crowd.

Dr. S Rajasekar, Director, Indian Academy School of Management Studies gave an inspiring talk on how the students were never too young to be successful, quoting

example of Mark Zuckerberg who became the founder of one of the most valuable companies Facebook at an early age of 22. The prizes to the winners of various events were handed over by Mr. Vivek and Dr. S Rajasekar.



*Mr. Vivek Chiriyankandath George, founder of Your Design addressing the students*



*Latest issue of IASMS Imprints – MBA newsletter being released*



*“Competition is a by-product of productive work, not its goal”*



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



## IASMS GUEST LECTURES SERIES -2019

### 8<sup>th</sup> April Jennifer Maria Counselor spoke on “Career Guidance”

Mrs. Jennifer Maria gave the MBA students valuable inputs on preparation for job interviews and the importance of developing the right attitude that sets them apart from the rest in the job hiring process. Confidence and communication are two areas that she suggested the students should particularly work on to brighten the chances of placement in the college.

### 13<sup>th</sup> April, Mr. Thomas John Rose Corporate Trainer addressed students on the Magic of Motivation

Mr. Thomas urged the MBA students never lose motivation in life and focus on their goals. Students have to deal with their own lives and only they themselves have to choose between failure and success. Never give up until you reach what you are focusing on, stand up and face problems is what was emphasized in his talk.

### 4<sup>th</sup> May, Mr. Arvind Valloor Hana, Engineering Manager at Broadocom.inc spoke on “Leadership” for management students

He addressed the students on various aspects of management which included the basic qualities that define leaders and distinguish them from managers. Failures are necessary to become stronger and those who overcome them emerge confident and successful in their life was the message that Mr. Arvind desired to leave with the students.



Mr. Arvind Valloor Hana on being a “Leader”

### 11<sup>th</sup> May, Prof. Afsal Basha, Assistant Professor, Indian Academy Degree College delivered a Guest lecture on the topic “How to Solve Case Studies”

Mr. Afsal explained the various steps involved in case analysis beginning with identifying the issue, collection of data, generating observation, selecting decision criteria, analyzing and evaluating alternatives, selecting the preferred alternative and developing an implementation plan.



Prof. Afsal Basha on “Case Analysis”

### 25<sup>th</sup> May, Mr. V Srinivas Prasad, Channel Manager, Indian Oil Corporation Ltd., Bangalore addressed the students on the topic “Start up Eco System”

India is fast emerging as a start-up nation. The Indian technology landscape has seen a tremendous growth towards creation of innovative startups and has emerged as the 3<sup>rd</sup> fastest growing hub for technology startups in the country. A strong startup eco system is the key to job growth and economic development. Mr. V Srinivas Prasad, addressed the students on how entrepreneurship opportunities can be explored by the management students and the various support system that is available to convert their business ideas into a reality. The session gave an exhaustive detail of startup creation and various aspects involved in managing the venture successfully.



Dr. Puja Archana Sahu welcomes Mr. V Srinivas Prasad

### 1<sup>st</sup> June, Dr. S. Rajasekar, Director, Indian Academy School of Management Studies rendered a lecture on “Mindset the new Psychology of Success”

We always wonder how it is possible for successful people to be able to persist through all of the stress, pain and knock backs that come with following their dreams. One word: Mindset. Dr. S. Rajasekar spoke on the topic “Mindset the new Psychology of Success”. As management students it is important to develop the right mindset as they encounter various situations in their life and career. In his talk, he highlighted that in order to be successful you must switch over from fixed to growth mindset, a mindset that deems challenges as opportunities for growth and expansion.



Dr. S. Rajasekar “Eliminate the mindset of CAN’T!”

### 8<sup>th</sup> June 2019, Mr. Sreedhar Hariharan CEO, Founder of Asha Foundation addressed the MBA students on “The Use of Digital technology for Marketing”

Firms across the globe have woken up to this new tool available to them to reach out to more and more customers in number of ways. He familiarized the students with concepts like Search Engine Marketing (SEM), Pay-per-click (PPC), Search Engine Marketing, mobile marketing (SMS, MMS in-app marketing), email marketing and social media management.

## 18<sup>TH</sup> JUNE, 2019 - MBA FAREWELL

College life is the golden time for all. As the final year students of Indian Academy School of Management Studies bid goodbye, the first year MBA students hosted a Farewell program for their seniors on 18<sup>th</sup> June 2019. The juniors created an ambiance of enjoyment, music, songs, dance fun games and brain teasers for their seniors to enjoy their last memories in the college. Further, the event was made memorable with the flashback memories of videos that were shared by seniors and juniors to relive many beautiful moments.



*"Colours speak all languages"*



*Great is the art of beginning, but greater is the art of ending*

## 2<sup>ND</sup> APRIL 2019 - RESEARCH WORKSHOP

Workshop on Simple Research Methodology organized in association with Markelytics Solutions. The program was conducted for the final year MBA students who are currently pursuing various research projects based on their specialization in line with the requirements of Bangalore University. The resource person for the session was Mr. Prasanth Viswanathan from Whizz Surveys. The areas focused in the workshop were Identification of the problem statements, tips to keep in mind while doing the research project, how to frame a questionnaire which should satisfy the objectives which has been determined from the topic, creation of survey by using Whizz Surveys – A demo tour of the platform, data collection and analysis.



*Mr. Prasanth Viswanathan, Sr. Executive-Whizz Surveys interacting with the students*

## STUDENT ZONE

***“Your best idea might be the one people laugh at”***

This is so true in case of Aby Baby, the entrepreneur from Kerala who pioneered the donkey's milk revolution in India. Mr Aby spent years researching on the benefits of donkey's milk before starting his own donkey farm. According to the bible Jesus Christ entered the city of Jerusalem mounted on a donkey. Aby's curiosity increased by the special importance given to this animal in the bible. Generally a donkey is considered as a symbol of insult and looked upon with contempt. But Aby's research on donkeys revealed an opportunity that was untapped in the market. His 10 years of research lead to the conclusion that donkeys milk was as an elixir of life. It was believed that the ancient queen of Egypt Cleopatra bathed in donkey's milk to preserve the beauty and youth of her hair skin. Aby decided to venture into a business that would materialise his vision of marketing donkeys milk. But people around Aby mocked him for rearing donkeys. But Aby was persistent and pursued his dream project seriously. He quit his well-paid job as a marketing manager at an IT firm in Bangalore in 2005 and returned to his home town in Ramamangalam to start a donkey farm. Aby explored the potential of

the milk in cosmetic products and got a favourable result. He finally launched Dolphin IBA, a cosmetic brand that used pure donkey milk as the major ingredient in its cosmetic products. It was the first initiative of this kind in India as nobody has explored this aspect of donkey's milk. Aby has now launched a website: [www.dolphiniba.com](http://www.dolphiniba.com), to cater to the growing audience of online buyers.



True entrepreneurship comes only from risk taking. Dreams can come true; all it takes is the courage to pursue them. Aby's entrepreneurial journey inspires us that if we believe we have the potential to accomplish and avoid putting limitations on ourselves, nothing can stop us from achieving our goals.

- Chandru A, II Sem, MBA

“A DREAM DOESN'T BECOME REALITY THROUGH MAGIC;  
IT TAKES SWEAT, DETERMINATION AND HARD WORK”



Akhilesh, II Sem, MBA

*Akhilesh*

YOU CAN DO MORE THAN YOU THINK.

### *Value of life*

A young boy once asked his father “What is the value of my life Dad?” The father replied “Son take this stone, first to the market, then to the museum and last to the store that sells precious stones. Find anyone in these three places who would be interested in buying your stone. If people ask you for the price of the stone, lift 2 of your fingers and do not utter a single word”.

Just as the father instructed the boy went to the market first and did just as he was told by his father. A woman was ready to pay \$2 for the stone. Next the boy visited the museum. To the boys’ surprise the person in charge of the museum was willing to pay him \$200 for the same stone. Next the boy went to the precious stone store. He was astonished as the stone merchant quoted \$200,000 for the same stone. The boy ran back to his father and narrated all the 3 incidents. On hearing his son the father with a gentle

smile said “Son, it doesn’t matter where you come from, where you’re born, the colour of your skin or whether you were born rich or poor. What matters is where you decide to place yourself and the people that you surround yourself with. You may have live your life with the assumption that it is worth only \$2 but everybody has a diamond within them, we should surround ourselves with people who encourage and explore the diamond in us”. Many of us tend to undermine what we are and what we are capable of achieving. But always remind yourself you are stronger than you think and you have the ability to make it happen.



- Naresh T, II Sem, MBA

IASMS IMPRINTS TEAM - Dr. T. Somasekhar, Chairman, IAET; Dr. S. Rajasekar, Director, IASMS; Editor: Dr. Reena Shyam

Published by: Indian Academy School of Management Studies,  
Hennur Cross, Hennur Main Road, Bangalore - 560 043. For Private Circulation only.

Send your valuable feedback to [iasmsnewsletter@gmail.com](mailto:iasmsnewsletter@gmail.com)

[www.indianacademy.edu.in/iasms](http://www.indianacademy.edu.in/iasms)