



**INDIAN ACADEMY**  
get ready for life

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# IASMS IMPRINTS

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A Bi-Annual Newsletter from IASMS

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



Dearest Readers,

It gives me immense pleasure to communicate to you through this column @ IASMS IMPRINTS.

In the last 16 years of existence, IASMS has sustained its focus on developing its students holistically. In our efforts towards 360° transformation of a student, we are exposing them to

learning environments which could hone their conceptual, analytical, articulative and communication skills. Students acquaint themselves to the latest business news and the developments in their area of specialization happening in leading benchmarked international universities across the world.

Our students have been excelling in their curricular, co-curricular and extracurricular activities. Apart from the intellectual knowledge which they get from the faculty members, the students have been participating well in various intercollegiate and intra-college events.

The present change in state has catalyzed a change in lifestyles of people across the world. IASMS is no exception. Our faculty members and students have adapted themselves to digital platforms and the student community is being handheld to traverse the path to greatness by our faculty members through virtual classes, seminars and examinations.

Wishing you the very best in all your endeavours!

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

## Stand Out

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

~Maya Angelou

Dear Readers,

The field of management undoubtedly requires students to develop their knowledge and communication skills. But success in corporate life also comes from learning how to deal well with people. An organization is never an island. Elevating your career requires you to network with people. People tend to always remember those who make them feel important, valued, and respected. How you make people feel, could sometimes help you steer ahead and stand out from competition. The MBA program of IASMS equips students with not only management education but also transform them into individuals who can make a difference wherever they go. The numerous programs and competitions organized by the MBA department is intended to nurture team spirit among students and foster good people skills too. This edition of "Imprints" is a compilation of all the major events and activities organized by the department. We are happy to share with our readers that we have completed four years of publication and this is the first issue of the fifth year of Imprints. We hope that all our readers continue their support for the subsequent issues of the newsletter.

**Dr. Reena Shyam**  
Editor - IMPRINTS

**IASMS**

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## 12<sup>TH</sup> OF SEPTEMBER 2019 – IASMS GRADUATION DAY

*“All our Dreams can come true if we have the courage to pursue them”.*

Graduation is a moment when your dreams come true. It marks both a beautiful ending and a new beginning. Indian Academy celebrated the Graduation Day of IASMS, College of

Nursing and Evening College on the 12<sup>th</sup> of September 2019. The graduation ceremony was opened by Dr. T Somasekhar, Chairman, Indian Academy Group of institutions.



*“Success is where preparation and opportunity meet”. IASMS - Graduating Batch of 2017-2019*

## CLUB ACTIVITIES @ IASMS

IASMS Clubs aim to enable the overall development of the students mainly subject knowledge, confidence, communications skills and team work. Students learn to practically apply theoretical concepts and solve real life business issues with a management perspective.

**13<sup>th</sup> September 2019**

### Test your Knowledge - “Brand Quiz”

- Marketing Club Niche organised Brand Quiz. Quizzing has proved to be an innovative and informative activity that helps in expanding student’s knowledge. Three teams qualified for the final round which included tag lines and brand logo identification.

**20<sup>th</sup> September 2019**

### Speak up - “Pick and Speak”

- Acumen Finance Club of IASMS organised Speak Up – Pick and Speak competition. The students were given various topics on finance and current affairs to improve their communication and knowledge in the finance stream.



*“Make your point”*

**27<sup>th</sup> September 2019**

### “Think Tank” – Brain Storming

- Ensemble – HR Club organised “Think Tank” where students brainstorm and make presentations and focus on digging deeper into one particular topic. Students explored various interesting solutions from problems ranging from Water Crisis to Unknown facts about space.

**18<sup>th</sup> October 2019**

### Product launch and Project Life Cycle

- The Marketing Club Niche of IASMS organised Product launch and Project life Cycle competition. Suitable strategies to that can be applied while tracing the life of the product in the market from introduction to other stages of product life cycle were explained by students.



*“Set your imagination free”*



22<sup>nd</sup> November 2019

### Product Brain Storming Competition

- Product Brain Storming Competition was organised to explore the innovative ideas of students to create products that could deliver value and solve some of the problems faced by consumers.

29<sup>th</sup> November 2019 - Banking Club

- Banking students organised a Loan Mela Competition. Student teams were assigned the challenging task of forming a Bank, preparing brochures to market financial products of the bank and also convince customers to opt for various loan schemes of the banks that they have created. The teams had to disburse the loans for the monthly target given attempting to create an ideal loan disbursement portfolio that maximises returns and reduces risk of bad debts.

## EXPERT TALK

- 21<sup>st</sup> September Guest lecture on “Personality Development and Soft Skills” by Major(Retd) C.U Monnappa (Campus Administrator, IAGI).** The talk covered the important ingredients that make an MBA employable. These include developing good communication and interpersonal skills and how communication could be made more effective through gestures.
- 21<sup>st</sup> September Pep Talk - Mr. Sanmugam Sivam, Technical Expert, IAGI handled an interesting session for the management students on the theme “Secrets of Life”.** Life is in your hands and how you deal with it decides your future. Our Pathways in life may be the same but what makes the difference is how we travel those paths.
- 26<sup>th</sup> September Guest Lecture by Mr. Steve on “Dare to Fly High”**

“It is a bird’s imagination, not its wings, that determines how high it can fly.”



Guest Talk by – Mr. Steve, Founder of “Steve’s Gym

Mr. Steve, Founder of “Steve’s Gym” is a successful entrepreneur who also deals with fitness equipment within the country and overseas. He inspired the management students by encouraging them to dream bigger and believe that they could make it possible. The beauty of life revolves around three things: Knowledge, Skill and Character.

- 11<sup>th</sup> October 2019 - ‘Mutual Fund Expert Speak’ K Srinivasan from BSE.** This interactive session was handled by Expert from HDFC AMC for the III Semester MBA students on topics such as - insight into the world of Savings & Investments, Power of Compounding and Inflation, Understanding Asset classes, Mutual Funds - Introduction, types of Mutual Funds, Financial Planning and Career Opportunity at HDFC AMC.



Mr. K Srinivasan from BSE provides an insight into the world of Savings & Investments

- 14<sup>th</sup> December - Virtual Guest Talk by Mr. Vedha Rajan S** on Contemporary HR issues in Manufacturing Sector– Manager HR and Admin Annur Cotton Mills – A Unit of Sharadha Terry Products Ltd.



Interacting virtually with students on HR issues

It was an informative session with students posing various queries on labour laws and employer provisions for workers in a manufacturing unit.

- 9<sup>th</sup> January 2020 “Coffee with HR” - session with KVS Ajay Kumar, Senior HR Manager L & T Technologies.** The talk covered areas such as - What are the base competencies corporates look for? What kind of people will grow fast in their careers in an organization? How do you build a mind-set of agile learning?



KVS Ajay Kumar, Senior HR Manager L & T Technologies Ltd



## SOCIAL OUTREACH PROGRAM

### 28<sup>th</sup> September 2019 – visit to Claverian Children’s Home, Hennur

As a part of the CSR activity of IASMS the students spent some quality time with the children in the orphanage. The noble cause of orphanage visit was also clubbed with a sapling plantation by IASMS students on the Claverian Children’s Campus. A sense of responsibility to the environment was the purpose of green initiative by the management students.



*IASMS students with Dr. Abiramiat Claverian Children’s Home, Hennur*

### 13<sup>th</sup> December, 2019 - Protest of violence against Women



*“Come let us pledge to unite and protect the prestige of our mothers and sisters*

IASMS students came together and marched through the streets to highlight the growing concern on women safety and protection. The posters displayed by the students voiced student opinion to stop violence and disgrace of women across different states.



# IASMS INTER CLASS COMPETITIONS - 2019

The competitions encourage talent from students in different streams and provide a platform to promote healthy competitions among the budding managers. With good communication and leadership skills that are developed by participating in these competitions, it prepares students to be the future leaders and excel in the field of management.

## 5<sup>th</sup> October Case Study Presentation Competition

*“Analysis is the critical point of Strategic Thinking”  
- Kenichi Ohmae*

The case study method is a highly effective form of imparting management education that involves problem-based learning and promotes the development of critical analytical skills among students. The 3 semester MBA student teams were given live cases relating to HR, Crisis Management, and Leadership, Business Ethics etc. to promote group discussion and facilitate skills to solve complex problems.



*Case Analysis Presentation*

## 19<sup>th</sup> October – Write it Right

*“Writing is an exploration.  
You start from nothing and learn as you go”*

Writing skills are an important part of communication. To improve written communication of the students, the first and third semester participated in the Written Communication competition. The students were required to draft letters and given different business situations for the same.



*A test of written skills - Write it Right*

## 23<sup>rd</sup> November - Collage Competition

The I and III Sem MBA students participated in the Collage Competition. Students displayed varied ideas and gathered interesting materials from newspaper on the themes of collage which included Digital India and Pollution free India. The coordinators for the event were Mary Flora and Prashanth K V and Mary Flora of III Semester MBA. Several teams enthusiastically participated in the event which exhibited their skill in preparing attractive charts on the themes given. Collage fuels creativity and imagination among students giving them a platform to vent their views on important issues.



*Putting ideas together*



### 30<sup>th</sup> November 2019 Mock interview

Mock interviews provide candidates with an opportunity to test out their job interview skills with someone who isn't evaluating them for an actual job. When students are not sure how to answer typical job interview questions, mock interviews provide a great opportunity for you to "test drive" their answers.



*A test of Confidence – Mock Interview*

### 31<sup>st</sup> October 2019 – “Parichaya”

“Getting to know someone is a beautiful process”  
The 3<sup>rd</sup> semester MBA students hosted “Parichaya” – 2019, a formal Fresher’s meet for the new MBA batch. The program provided a great platform for the IV Semester students to know the new batch. It flagged off with a beautiful introduction and engaging the new batch with fun games intended to break the ice.



*Breaking the Ice – I Semester MBA Batch -2019*

## 5<sup>TH</sup> NOVEMBER - BREAK THROUGH OUT BOUND LEARNING PROGRAM

*“Don’t decrease the goal increase the effort”*

The I Semester MBA students were a part of an adventure learning program at Break Through. The students were accompanied by Prof. Shivashankarachar. Students were encouraged to challenge themselves pushing their physical and mental boundaries to overcome barriers to teamwork and improve their interpersonal skills.



*Unleash your potential*



# 13<sup>TH</sup> NOVEMBER 2019-IASMS CULTURAL COMPETITIONS & TALENT HUNT

*“With ordinary talent and extra ordinary perseverance, all things are attainable”*

The III Semester and I Semester MBA students participated in the IASMS Cultural Competitions and Talent Hunt hosted on 13<sup>th</sup> November 2019. It was an endeavour to bring about a simple expression of unity in diversity that holds together the multitudes of outlooks,

lifestyles and tradition that reflect the Indian culture. The students made the day more colourful by wearing traditional and colourful ethnic attire. Various cultural programmes were organised and active participation was extended by the college teams.



*A Blend of Colours*

## GREAT LEADERS INSPIRE

In today's corporate world, we come across intense competition among corporations and industrialists. As management students we are often inspired by corporate leaders who are successful in their fields. Their inspirational stories, of strong pursuit of success, despite struggles and difficult business conditions make us look up to them as role models.

Successful leaders possess qualities like strong decision making, strategic thinking, communicating effectively and implementing constantly. We all concentrate on these skills set to be successful. But in addition to these qualities we also have to imbibe certain virtues such as humility and respect for all, even your competitors.

Here is a real life illustration from the world of business world when two great entrepreneurs of our country met. In what can be called a historic corporate moment, TiEcon Mumbai witnessed two powerful, renowned industrialists share the stage with each other. Infosys co-founder N.R. Narayana Murthy presented the Lifetime Achievement Award to



*Art by: Sowmya C - II Sem MBA*



*Akhilesh - IV Sem MBA*

Chairman emeritus of Tata sons, Ratan Tata.

Mr. Narayan Murthy co-founder of software giant Infosys touching that feet of Ratan Tata in the award function was a humble and a learning moment for all. Responding to this gesture

Mr. Ratan Tata shared a story on Instagram stating “Truly humbled” and in the post he wrote. “It was an honor to be awarded by TIECON at the hands of a great friend Mr. Narayan Murthy”.

It is true that greatness lies in simplicity. It is not the achievements which make a great leader but the paths that lead them to attaining great heights that make them stand apart from the rest.

Make up your mind to do well to this world by your words and deeds, then some day you too would feel great about yourself.

*Akhilesh - IV Sem MBA*





## INAUGURATION OF MBA PROGRAMME (XVI BATCH 2019-21)

*“As you embark on a new journey keep an open mind.  
You never know what could be until you try, waste no opportunity”*

IASMS organised the inaugural function of the first semester MBA batch. The program was presided by Dr. T Somasekhar, Chairman, Indian Academy Group of Institutions.

The Chief Guest for the inaugural Program was Mr. Rahul Arora, Assistant Vice President, Sales and Business Development, Times of India. Addressing the MBA students, Mr. Arora emphasised on the importance of students to remain updated about the happenings and trends in the business world. He enlightened students on how to stay ahead by ensuring discipline, having an eager mind that is willing to learn and think critically. He urged the students to develop good reading habits instead of extensively spending time on the social media. Citing the example of Usain Bolt, Mr. Rahul Arora urged the management students to remain focused on their goals and work with dedication towards attaining them. The talk was followed by the release of the MBA Newsletter “Imprints”. The event concluded with the presidential address by Dr. T Somasekhar. He earmarked the essential prerequisites of management students which included developing core competencies, effective communication, embracing technology and good interpersonal skills. The eminent speakers gave valuable inputs to the new batch of



*Dr. T Somasekhar handing over a memento to Mr. Rahul Arora, Assistant Vice President, BD, Times of India*

MBA students who would undoubtedly start their journey with IASMS on a positive note.

The eminent team from Times of India which included Mr. Krishnan, Deputy General Manager, Mr. Arul Dass Suresh, Deputy General Manager and Mr. Sreenivasan, Chief Manager were present on the occasion.



*Mr. Rahul Arora, Assistant Vice President, Sales and Business Development, Times of India Lighting the Lamp during the Inaugural Program*



## MBA ORIENTATION PROGRAMS

15<sup>th</sup> November, 2019

Mr. Thomas John Rose founder of Wise Force Mission handled the orientation sessions for the new MBA batch of 2019. The fulfilled and energy driven session exposed the students to basic pre-requisites that management students should possess namely – well defined goals, passion to pursue dreams, being team players and triggering the creative instincts of students through brain storming sessions.



*Challenge Your Limits*

16<sup>th</sup> November, 2019

The second day of the MBA orientation program was handled by Mr. Nanjappa – Business Development Manager Sales Pro. The session was instrumental in conveying to the students the importance of Communication, developing positive Attitude, the reality behind Corporate Expectations and how students should work towards fulfilling them. Grooming is an essential aspect that is often ignored but forms an integral part of personality development. The team activities made the learning filled with fun as well.



*Mr. Nanjappa - Business Development Manager Sales Pro*

## MAKING IASMS PROUD

*“Acknowledge all of your victories, they will eventually add up to something great”*

**SB College of Management Studies** (Women Empowerment Cell) organised an inter college competition with the theme SAKHI 2019 on 4<sup>th</sup> Oct 2019. III Semester MBA students proudly represented IASMS by winning various competitions. The bright performers included Praveen George who won third prize for his presentation on “Women Achievers of 2018”, Kishan and Kiran won second prize for Collage making on the theme “Girl Child Issues”, Naresh and Praveen George won the debate on “Gender & Society in Contemporary India” and

Akhilesh who stood second for sketching on the theme “Womanhood”. The other participants from IASMS gave their best performance in the remaining events that they competed in. Big wins are great—but they are relatively rare. The good news is that even small wins can boost inner confidence and morale.



*Challenge Your Limits*

**Winners of IAGI Annual Sports Meet**

The Annual Sports Day event of Indian Academy Group of Institutions was held during the month of January 2020. Students of IASMS participated in the various sports competitions including Kabbadi, Volleyball, Badminton, and Cricket. The IASMS team comprising of Manoj Kumar, Rishikesh, Karthik, Anil, Praveen Pavan, Rishalatullah, Sagar, Anil, Yeshwanth and Monnappa secured first place in the Volleyball tournament. Out of 35 teams the teams, students of IASMS comprising of Manoj Kumar, Rishikesh, Karthik, Anil, Praveen, Pavan, Rishalatullah, Sagar, Anil, Bharath, Nayan, Madhu, Aravind and Sunil won the 1<sup>st</sup> Prize for in a very exciting cricket tournament.





## Workshop at ABBS

I Sem students attended a workshop on “Story Telling Skills for Professionals”. Whether you are an aspiring entrepreneur, an established businessman or a management student this distinctive workshop on “Business Storytelling” is for everyone who aspires to achieve greater heights in their professional life.

The workshop on “Business Storytelling” comprised of various effective methods by which you can use your real-life stories in your professional life for your own growth.

Stories impact decisions. If used wisely, they can serve as one of the finest tools to achieve favourable outcomes in professional life. Learn the art of “Business storytelling” and persuade people through your real-life stories to make it big in your career.



*IASMS participants at ABBS - Storytelling workshop*

## NEO FIESTA – FRESHER’S DAY CELEBRATIONS AT IASMS -2K19



*Sushmita and Md Taha - Freshers 2019*



*“Learn to enjoy every minute of your life.*



## IASMS ACHIEVERS' DAY

*“Every accomplishment starts with a decision to try”*

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. Vijit Pitilay, proprietor at V Pitilaya & Co and board member MSME World. 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. The prizes to the winners of various events were handed over by the Chief Guest.



*Students receive their awards from Mr. Vijit Pitilay, Proprietor V Pitilaya & Co and Board Member MSME World.*

## ALUMNI JUNCTION



*Dr. Ravi P. Singh Secretary General of Quality Council of India Awarding Mr. Mohammed Sajjad AK, Alumni IASMS (Batch 2016-18) with the Young Entrepreneur of the year 2020*

I loved to interact and socialize with people. I have always liked doing things differently from others. While most of my peers wanted to work for a firm, I wanted to build one. I have always been entrepreneurial. Failures during the initial stages were an eye opener. I experimented with different business ideas ranging from restaurants to clothing and automobile etc. But over a period of time I realised that the education industry was booming and offering opportunities for edupreneurs.

In 2012 I explored the business avenues in the education industry. Best motivation comes from your own ideas and goals. For being an entrepreneur you need to think beyond boundaries. While pursuing my MBA at IASMS I strongly resolved to start on my own. I started Master Education Solution (Career Counselling Consultancy). It encouraged me to research more about the education sector, its pros and

cons. All this led me to start SISS PUC and Degree College in 2018 with partners while I was pursuing MBA from IASMS. I believe that to sustain in any business, there is a need for constant improvement. In 2019 after a brainstorming session with my friends, we came up with a website idea to help students and guide them in their higher studies. And that was the starting of whatisnext.in. Being an entrepreneur is complex and tough, but at the same time very rewarding and enjoyable. A good idea, good execution and lots of hard work is all you need. So my friends strive hard and the results will be great.

**Mr. Mohammed Sajjad AK, Alumni IASMS (Batch 2016-18)**  
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Hello friends,

I had the opportunity of pursuing my MBA from IASMS in the year 2015. IASMS gives you a wonderful platform to improve your managerial skill and knowledge. We have wonderful experienced faculty who would support you. While at IASMS, take a step forward. Focus on organising student driven managerial fest and experiment with new ideas. The world of business provides unlimited avenues for those who work to become assets of the organisations. This will always help in the industry.

Management is Master of all trades, jack of none. Choose any specialisation you wish. Every specialisation has equal scope and success depends on how well you are able to learn and relearn to prove your ability. Remember EXAM MARKS is just an entry to an interview, what you face after the interview in the industry is the application of the knowledge and skill set you have acquired during your course.

In summary, my time in college has enriched my life in many ways. It has provided me with the valuable inputs to develop my skills, enhance my knowledge about this diverse world.

**Naveed Ahmed Z, Alumni IASMS (Batch 2015-2017)**

Area Sales Manager, Justdail Limited



Dear friends,

I would like to share a few glimpses of my college life with you. The academic experience with good management and excellent faculty at IASMS has endured me with lifelong career excellence. The exceptional programs and teaching methodologies backed by practical skills and industry interface have given me the confidence to pursue my career ahead. The all-time support and motivation of the faculty members of the Indian Academy School of Management Studies, has enlightened me throughout the beautiful journey. In the process of setting my career, it's been a great experience for me because I always knew I wanted to become a professor and to reach here, it required efforts and mainly the support of IASMS.

**Brinda M, Alumni IASMS (Batch 2017-2019)**

Assistant Professor, SB College of Management Studies



## 12<sup>TH</sup> OF SEPTEMBER 2019 – IASMS ALUMNI MEET

As students in college we spend our day to day lives oblivious to the beauty that surrounds us and by the time we do realise what exactly it is that we've been blessed with, it's generally too late. However when the good old days call yet again, nostalgia

surrounds us. The Alumni Meet of IASMS was organised to celebrate and refresh old relationships and form new ones. It is an occasion when students go down the memory lane and look forward for new interactions with new hopes.



IASMS IMPRINTS TEAM - Dr. T. Somasekhar, Chairman, IAET; Dr. Srinidhi K. Parthasarathi, Director, IASMS;

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