

# ISSUE NO- 4, 2019 ALUMNI SPECIAL



### **NSB EVENTS**

The Ethnic Day
Adventure Trip
Entrepreneurship Club
GST Seminar

Initiate. Innovate. Inspire

### **OTHER EVENTS**

Vijayouthsthav Industry Visit

### K.V. RAGAHAVAIAH

You are an Artiste, painting your own masterpiece picture, your Life's work.

### **VIJAYOUTHSTHAV**

NSB's competance was showcased wonderfully at Vijayouthsthav,as eash participant emerged victorious in whichever event they participated,leaving behind the mark of NSB on a National level.

#### SWATHI KUMARI

Follow your dream and you will sure achieve them.

### **ADVENTURE TRIP**

This was one of the most vivid trips where the roots of our friendship grew deeper & we came to know each other on a personal level. We learnt many management related aspects such as Team work, Appreciating efforts, Risk bearing, Motivating self and others.

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# Message

It's with utmost pleasure I am writing this message for INITIUM-VOL-IV.

Though our prestigious National School of Business, Bangalore has been existence for almost a decade, I remember that inaugural issue has come out a couple of years ago.

Many student scholars have passed out through the portals of this prestigious institution, leaving their indelible MEMORIES with us. As a teacher, I remember quite a few-not-many- of them vividly and quite a few of them are still in touch with us. My students from other institutions are in fact in touch with me for over decades.

I personally & on behalf of NSB, Sincerely, wish and request each one of you, who are in this alumni list to get in touch with others through this platform.

I am proud to share my views through the present volume of INITIUM-"ALUMNI SPECIAL"

& sincerely hope that there would be an overwhelming response to this issue.

Through this I pray GOD ALMIGHTY to bestow on each one of you

A Very Long, Contented & Successful Life.

MAY GOD BLESS EACH ONE OF YOU,

Regards



-Mr Y.P Rao (Governing Council)

#### Dear NSBian,

Hope you are doing well in your life and career. Thanks to you; NSB has now transformed itslef into a beautiful campus. NSB might have changed the place, but it carries your contribution and legacy to its new campus. You are part of parcel of NSB's success and growth. Very often, I fondly recollect your days and acheivements. This dream of NSB was inspired by you and what happened now is just the manifestation of your dreams. Supported and powered by you, We continue our efforts to take NSB to the newer heights.

It has been a long time since we are planning to hold an alumni meet at NSB's new campus. It will be a great opportunity for me to personally explain this magnificent leaning space. It is just that I am waiting for the last leg of constuction that is happening now to be completed. But be assured, very soon, I will back to you with a request to block your date for an alumni event.

Looking forward to meeting you soon on campus.

Best Wishes,



-Dr Sridharamurthy (President)

#### Our Alumni

For a temple of learning and knowledge, it is quintessential to develop strong networks with people- these can be knowledge experts, experientual thinkers or action oriented growth seekers. NSB is one such pristine example, of an institution that builds it's foundation upon people and relationships as it's core ethos. It has leveraged the strong connect with it's alumni to consistently add value to it's knowledge pool, and develop opportunities for the present and fortify the future. This edition of Initium brings back fond memories of the decade gone by, the students and their rich experiences in this learning environment and the roadmap ahead.



-Prof. Vinay Rao (Editor-In-Chief)

## Message From The Governing Council

I have been fortunate enough to be associated with every batch of NSB right from its inception. I have had the opportunity to see students on the day of their joining NSB as well as on the day of their Graduating out of NSB & what a transformation that happens during the 2 years of valuable time at NSB.

I believe that out of all Professions, Management is the best Profession. Management is what makes everything happen and Good Management and Leadership in every field alone can make the World a better place, creating value to all stakeholders and community. Those of us who have chosen Management as our Profession have to live up to this great responsibility.

Business Organizations are an essential part of life today. Society cannot live a moment without coming in contact with business organizations, their products & services, their contribution to social, economic and environmental prosperity. Organizations in turn have reposed their Trust in us, the Managers, to discharge these monumental responsibilities.

Jobs are what we get, Work is what we do; Performance is what we give through our work. Work becomes performance only when it is with pre-determined objectives, with required capabilities, resources and it creates value to identified stakeholders. Work, Organization, and Performance to create value to the stakeholders, is the scope and purpose of Management.

The reputation of every Institution enhances the Performance and success of its Alumni. NSB is fortunate to have such wonderful Alumni, spread across various organizations in India and abroad.

Passing out of NSB and the distances will not take away the emotional connect which NSB and its Alumni have for each other. Alumni can nurture their next batches by giving them knowledge, industry exposure, contemporary practices. In fact, these networking processes have to be strengthened and institutionalized.



What we learn in a college during working hours is only one-third. Rest of the learning all happens outside after class-hours, with our personal initiative, by being in touch with consumers and industry and at work places. I am sure our Alumni will vouch for this. Learning should not stop, it is life-long. Those who learn continuously, Lead.

Let me conclude with a quote:

"You are an Artiste, painting your own masterpiece picture, your Life's work. While engaged in Life's work, we can be said to be practicing artistes – motivated, not by external rewards, but by the intrinsic joys of self-expression and service to humanity. To paint the masterpiece of your life, you need a commitment to your best self. Born in your heart, tempered by your head, shaped with your hands, and waked with your own feet, your life's work is a unique expression of yourself – your special gift for mankind. You need the inspiration and discipline of an artiste."

I wish the Alumni of NSB, the Current Batch all the Best. Thank You Initium for your wonderful work, and giving this opportunity to me.

-Prof K.V. Raghavaiah

# Interview with Swathi Kumari

'Of course, Sridhara sir', said Swati Kumari, an author and a columnist to three books, one of which has been welcomed by International Association for Suicide Prevention. She is also a holistic healer and won the Women Achiever's of Bihar-2018 by Indira IVF Group. She is an Alumni of NSB.

### Q - What was your motivation for writing?

A - It wasn't a one-day empire. Since my school days, I was very much interested in writing and everything started with a school project given by my then English teacher in class 5th. That was the time I found my interest in writing. I used to always write a lot of articles for the school magazines.

Whenever I saw a book, the author's name written on that always attracted me and it was my dream from the very beginning that there will be a book published under my name and this happened in 2015, when my first book was published "Without a goodbye", followed by a photo story in 2016, then I got married and had more responsibilities. Now the new book is here, "Happily married, Happily divorced".

### Q - What is your fondest memory about NSB?

A - It is difficult to tell a specific moment, but it was the golden period of my life. I met the best people; the best teachers and the 2 years have taught me a lot.

#### Q - Who was your role model in college?

A - Of course, Dr.Sridhara Murthy. He has inspired me in both my personal and professional life. In fact, I still am in contact with him.

#### Q - How would you guide our current batch at NSB?

A - Whenever we join a college, the rules and the faculty seem to very enforcing, that time we never realize its importance, but we are learning, & learning is one of the very important aspect of life. It never stops, and other important thing is following your passion, your dreams that will take you, wherever you want.



### Q - What is your quest as an author?

A - Whenever I receive a mail from my readers, it pushes me to do something over and above myself; it inspires me to bring out something new which is also my quest. Also, if you read my latest novel which includes the term divorce & people generally think of it as being a happy one to be myth. Its not like that in fact it is about what you want in life and how you want it to be.

### Q - Is this book inspired by someone's story or your own?

A - The first book that I wrote was inspired from me and mother's life. Later I met many people, learnt from many people, took different experiences to create my own story with a mix of my own imagination.

### Q - What is your next project?

A - I am presently working on a motivational book. Also, my first book is getting adapted into a movie. I am also working on a movie script.

# Q - What is your message for the budding writers our own NSB?

A - Oh! That's so sweet (Laughs). Don't be scared whether the book will be a success or will be liked by people because we can't expect everyone to like or hate something. It is a matter of choice and can't be imposed. Just follow your dreams and you will surely achieve them!





Education, Exposure, Team work, Friendship, Etc...





NSB tought me "The Man Who Has
The Man Who Has
The Gains The
Confidence Of Others"
Confidence Of Others

Anu Lal Mohan



2010-2012







I liked their method of teaching n interacting with corporates -Sandbya reddy







2011-2013





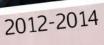
The holistic approach towards learning. -Pratik Kale



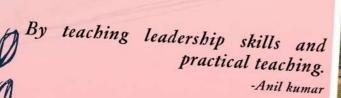






















I learnt so much of practical things about mba in NSB.

-Balamurugaa.k





2014-2016







Joy of Presentation and All round environment. -Sumit Raj





2015-2017

"NSB is not just only a B school it's an emotion.

NSB has built me into a person who I am today.

Not only into academics NSB has also encouraged me to build

Not only into academics NSB has also encouraged me to build my inner skills in extra curriculum activities also. Academics is definitely one but it has built my personality as to a what an organization looks at in every single employee like presentation skills, body language, professionalism, speaking skills, etc."

-Chiranjeev Roy





I would say it has given me a smile of satisfaction. NSB's vision of creating individual champions through teamwork is an interesting one.

Nagadeep.MU



2016-2018



# Types of Mutual Funds

-Sharath Kumar

**Equity funds:** The funds that are invested in stock or shares of companies. Equity funds are high in risk and return.

**Debt Funds:** These funds are invested in government bonds, debentures and fixed income assets. They give fixed returns and considered as safe investments.

**Hybrid funds:** These funds are invested in diversified asset classes. In hybrid funds risk and return are proportionate and perfectly balanced.

**Sector Funds:** these funds are invested in particular sector exclusively ex; infrastructure, real estate etc. Returns are directly proportionate to performance of that sector.

**Index Funds:** These are the funds invested by representing specific index in order to monitor the movement of change in the index e.g.: Nifty NSE

**Tax Saving Funds:** Tax saving funds are eligible to claim deductions under income tax act. These funds are mostly invested in equity shares.

**Growth Funds:** Growth funds are usually long-term funds invested in equity stocks as an objective of capital appreciation.

**Liquid Funds:** Liquid funds are majorly invested in short term instruments like CP's, T-bills etc. with the sole purpose of providing liquidity. They provide moderate reruns on investment.

Benefits offered by Mutual Funds:

Professional management Diversification Affordability Tax Deductions

Liquidity

**Ensures Transparency** 





### **RETAIL SECTOR MOVING AHEAD**

-Mukesh Dash

We can see that the retail sector is moving fast forward. First consumers were going to the outlet stores to buy any product. But nowadays, almost 85% of the consumer prefer online shopping, resulting in good business for logistics companies. But they are facing more problems to deliver the product. Due to which, most of the logistics companies are merging with the E-tail companies. They are deciding to use drones for delivering the product & using the robots in the warehouses for packing the product & to find out the stock in the warehouse. Recently, Flipkart has deployed 100 robots to help the staff in sorting packages in their stock houses. Robots are able to sort 4,500 packages within an hour which is better for E-tail, but this will lead to unemployment upto an extent. Every Indian will be happy that our country is developing in technical sector, most of the people are educated so there will be less number of unemployed people. Because of this, more foreign entrepreneurs, investors will invest in our country and there will be more job opportunities for the people.



## Innovation in HRM

-Sonam

Experimenting with new technologies and new innovative HR solutions has enhanced the overall Human Resource Management. Some of the newest trends are discussed below

- Recruitment Chatbots: One real innovation is the use of AI in recruitment. Recruitment chatbots mimic human conversational abilities during the recruiting process. Chatbots are helping recruiters focus on other administrative tasks, asking screening questions, answering FAQs and streamlining the process.
- Gamification: Gamification is creeping into all elements of HR, from the interview process to learning and development. Companies such as Accenture and Deloitte are already devotees, using tools to set lifelike workplace challenges in the recruitment stage and beyond. Elsewhere, Google apparently gives its staff an allowance for each work trip. If the allowance isn't spent, they can add the remaining balance to their wage or give it to charity.
- Peer to Peer Recognition: Innovations in the peer-to-peer recognition arena are allowing employees to praise each other with Thanks box, for example, employees can give special thanks; nominate others for awards and much more.
- Personalization: It is an increasing priority in the consumer world and HR professionals are recognizing the benefits to staff satisfaction too.

Launching an innovative benefits scheme for the candidates called the 'The Card' – an exclusive members-only loyalty scheme that rewards the highest-earning executive talent with a range of partner offers and innovations.



# The Ethnic Day

As it's said unity in diversity,

So it was displayed by the students of NSB,
The cultural range spread all across the India. The
blessing in disguise was the arrival of French students, who provided us the opportunity of displaying our culture in front of them. We all were astonished when one of the French student performed
the classical dance form "Bharatnatyam". The
mudra's were more or less mesmerizing.

As we all are in Bangalore, the heart of Karnataka, so we started the event by displaying the combination of traditional song, a short speech and a new known fact about Karnataka, the Tiger Dance. The team performed in an organised manner to familiarise us. Following up the event we were able to go through the listed states, Kerala, Tamilnadu, Andhra Pradesh, Maharashtra, Goa, Gujarat, Rajasthan, Uttar Pradesh, Jharkhand, Bihar, The Seven Sisters. Every state represented their respective state either in the form of dance, song, short speech, or a tale. The session was quite informative as it was entertaining also.

The event was so delightful, it filled us with the prospective of protecting our culture.

Many other performances were there, some of the activities which were centre of attraction and attention are as follow: Ramp Walk(Traditional) in this particular event the winners were declared Mr. Ethnic Day was Nikhil Kadolkar & Ms. Ethnic Day was Manisha, both are of Cohort-2018-20. Group Dance was the day's last event and a total success. It was the efforts of students who made it possible in such a short time, with the help of faculties.

The event was vibrant as the colour of our Flag. NSB believes in diversity in nature.

#Jai\_Hind

-Sreeraj Nair

















# Entrepreneurship club (disha)

On 19th June, 2019, NSB witnessed something new, something exciting and much more creative, innovative. The Entrepreneurship Club "DISHA" conducted an event based on creating a business opportunity out of the waste.

In total, 18 teams participated in this opportunistic event, where they were give the time limitation of an hour within which they have to procure waste materials, design, assemble, create a business opportunity out of that. Students performed so well that each team came up with some brilliant ideas which can be commercialized because as we all know, "The major difference between Innovation & Invention is the commercialization of ideas".











*"Every New Idea is Crazy at First"* 

Mr. Kumail Kirmani of Sreshta Business Finance Advisory LLP was the guest and judge for the event. He addressed the audience about the scope of entrepreneurship, merits & demerits. He walked through every product at the exhibition; he found out that there is so much talent in NSB.

The last session happened in the Seminar Hall where the winners of the Event were declared, it was a nail biting finish between top 3 teams just 1 point separating each of them. But, it was Team ZEALOUS of section –B who came up with idea of a product called UTI-LIFT, the product was made up of zero investment, its application was so practical and there was broad scope of this product to survive in the market as stated by the Mr.Kirmani. The winning team was awarded with the certificate of appreciation of their work. The team stated that it was the idea of Mr. SANJAY PATHAK & the team just worked on it together & made it possible.

-Sreeraj Nair

# **GST**

National School of Business conducted a Seminar on GST- It's Implications and Challenges. This event was held to trow light on the current changes made on the matters regarding GST. The Notable speakers that attended the event were Mr. B.T. Manohar, Chairman, State GST Committee, FKCCI and member State GST Consultative, Govt. of Karnataka, Mr. Sudhakar Shetty, President FKCCI, Mr. Anandha Krishna, CFO, HICAL Industries Ltd, Mr.Kondadram, IRS, Advisor and Consultant Commercial Taxes along with Dr. Sridhara Murthy, President, NSB. Attendees for this event included more than 70 students and from reputed institutes such as IBMR-(IBS), St. Francis De Sales College, SFS College, Lovren Educational Centre, ATMA College, Vyasa School of Business as well as Sanskrithi School of Business who attended from AP in addition to students from NSB. Academicians and corporate representatives from various organisations such as SCHNEIDER ELECTRIC PVT LTD, Continental Automotive Components PVT Ltd, FANUC INDIA PVT Ltd, Power Bridge System, Dynapak Packaging & Security Solutions, E2E Recycling Business Pvt Ltd etc.

The event was held in 2 sessions, morning session mainly focused on representatives from the corporate world and an afternoon session which was interactive session for the students to indulge with the speakers. A quiz was also held for the students where they were given an opportunity to showcase their knowledge on GST. This event was successfully concluded with all attendees giving a positive feedback on their experience.







# Industrial Visit



Nestle, Nanjangud





TVS, Hosur



# 🔓 7ALEN7333... 🦫





Hauling the shoulders of strange mist
Thoughts to die out in the reflection
Bubbles breaking in the red eye of yours
Mirroring possesed in me of the same
Spirit turns up in the lifeless
Hypnotizing the essence of heart
Every inch chanting the dreams of onself
Lost in the curve of nature
Sound of eternity whirling around the
soul

Let me host inside you for once
Just for once!!!

©yogavignesh

### - Yoga Vignesh



- Sreeraj Nair

A long sigh in the dusk, the evening in the balcony veiled with rose mist after the shower.

My palms on the wet messy hair as I was dipped in colourless aqua, drew path with a ring finger,
Elevating my profile to the sky, the tiny raindrop fell gently on my face.

Clouds came floating cowling the sunset, spreading dark all over the site, it appeared as clouds holding pain bounding for too long, as they were prepared to push out the emotions, I saw a pigeon flying towards the nest, may be they never wanted to interrupt emotions, they were positioned in groups in a pale mode, their chirping seemed as interrogating the ground, and the stiff dark clouds poured out emotions into tears, each drop explained a word of the story, tears dropped endlessly and passed into a tiny stream, flinging emotions stopped the drops, there brings peace and and an aspiration.

Praja KJ

### Appearance Deceives:

In the year 1991 at a faraway place there lived a person named Iker who was working for the village head. He was born and brought up in the same village. His parents were working for the village head before their demise and then he followed their footsteps. He is married to Pauline and they are living happily for the past two years. One day when he went for work, he was thrown out from his job without any reason. He was feeling very sad and was going back to his wife, so that she could bear his sorrows. Alas! When he reached his hut, he found Pauline drenched in her own blood. On seeing this he was speechless.

Iker searched justice for his wife, but in vain. After these incidents he felt heartbroken and didn't belong there, as nothing was left out for him. He took some basic needs along with his wife's remembrance and started to move towards north. After a few days he found an abandoned cabin along the woods near a mountain range and decided to stay in it for a few days. One day while retuning back after fishing, he found a girl badly bruised and unconscious. He took her to the cabin and cared for her. After a few days she felt better and started helping Iker in finishing the chores. Iker fell in love with Elena and they both married in secrecy. Iker felt he was regaining his way back in life and started to share his past with Elena. Days passed into weeks and weeks passed into months, Iker and Elena were happy together. The weather was getting worse by the day and there was a blizzard. A stranger approached their cabin and asked for shelter from the storm. Ivan welcomed him with open hands and offered a place by the fire and Elena served him steaming stew. Ivan was very happy and grateful of the hospitality showed by them. On the next day the storm was reaching to its apex; Ivan, Iker and Elena were in the cabin waiting for it to pass. Iker woke up on the next day and found that Ivan has left without saying anything to him. He searched for Elena in and around the cabin but in vain. Later he realised that the thing that he owned including Pauline's remembrance were missing from their respective places. Still with hope of Pauline's return.....

"Don't trust anyone, trust your inner self"

"Don't judge a person by their looks, they may look like platinum, but they might be silver inside".

- K. K. Vijay

### TEAM WORK LESSON FROM GEESE BIRD

Recently, on an evening I and my friend were riding a bike in cloudy weather and suddenly I found that a group of geese are flocking in the sky in V- shaped pattern.

Slowly I started thinking about how these Geese birds are flying in a V-shaped pattern and understood that nature has its own way of teaching us management lessons.

Fact-1: As each Goose flaps its wings it creates an "uplift" for the birds that follow. By flying in a "V" shape formation, the whole flock adds 71% greater flying range than bird flying alone.

Lesson: People in an organisation share their work among themselves to plan their project in quicker and easier way and where they are co-ordinated by trust among each other.

Fact-2: When the lead Goose is tired, it rotates back into the formation and another Goose flies to the point position.

Lesson: In this scenario, it teaches us, where people are sharing their skills and capabilities among each other during the hard tasks.

Fact-3: The Geese flying in formation, honks to encourage the up front to keep up their speed.

Lesson: In groups where there is encouragement, the production is much greater. The power of encouragement is the quality of honking.

Fact-4: When a Goose gets sick, wounded or shot down, two Geese drop out of formation and follow it down to help and protect it. They stay with it until it dies or is able to fly again.

### -BAYINENI NAVEEN



# VIJAYOUTHSTHAV

"Goal is not to win, but to participate in possible races"
-Sanji-Paul Arvind







Hard work never goes in vain and so does determination. This is what was proved by the team of 35 students who competed in a National level Management fest at Sanskrithi School of Business, AP and brought laurels to NSB

Each of them have been great ambassadors of our institution and have represented us with great inspiration, dedication and application.

NSB congratulates all the participants for their achievements.

Jugged creations (Wealth out of waste): 1st Prize - Shanmugashree

Trade-o-thon (Finance event): Winners - Ashima Chakraborty,

Nasreen Anjum, Mohit Pandey, Prashant Thapa & Inzamam Alam

Vitrina: Winners : Surya, Ravali and Sreha Runners: Praja, Vandana and Shilpa Jevanton: Winner: Arindam Dutta

Radidoz : Runners : Swapnil Kathale, Megha Poojari , Kirti

Chaurasia - Sonam Rani







### **NSBians** at Deusto



I was one of the fortunate few to be selected for Student Exchange programme at Deusto University in San Sebastian, Spain. In this programme I got an opportunity to meet people from different nationalities and mingle with them. During my stay I experienced their hospitality, food, cultural practices.

The teaching at Deusto University was more of an interactive mode and all were expressing their opinion on topics. It gave me courage to express myself in an open audience.

We were shuffled into groups and were assigned case studies and projects (International Market Expansion, Market Risk, International Investment Estimation, Repatriation, Training and Payments).

We as a team of mixed nationalities visited the company (MIMO Foods, San Sebastian) and gathered information's about the company's financial data, their vision and mission. From there we had different views and proposed top three analyses for international expansion and its yearly turn over. Because of this I got to learn about International Expansion in a first person view and understanding.

This Programme helped me in understanding the requirements for professionals in a global scale and their importance's. By being in the same group some of us have become good friends and we enjoyed the natural beauty and gastronomy of Basque country.

Eskerrik asko (Thank you) K.K.Vijay

The spring exchange program to Spain (San Sebastian) for 4 months from feb to June was a roller coaster ride filled with amazing experiences of different cultures and very good opportunity to have global exposure. This exchange program helped me in experiencing new culture which was very different from Indian culture. The 3 most interesting subjects which we studied there were international finance, interestional marketing and international human resources management where we were put into different terms with different nationality student which helped us in building good relationship, sharing new thought process and also learning about each other's culture. With so many fascinating things around, there was also lotsof focus on case studies and presentations. Where as in international marketing we all were also assigned with a project to work on some particular company established in spain by going to their company and communicating with them regarding few marking topics n concepts and give final presentation in front of those companies officials. Everyday there were challenges to b faced and learnings together. Apart from academic we also had an opportunity to see few beautiful cities in Europ like Lisbon, Paris, Berlin, Frankfurt n many more.

Hemanth





I am indeed very fortunate to be one of the students to get selected for international students exchange program to Spain, University of Duesto, Business School of Duesto, at San Sebastian. The entire period was a great learning experience and an excellent opportunity to get exposure to different cultures, interact with great faculty and students from different countries. It was once a lifetime experience. I thank the management and faculty of our Institution, National School of Business, Bangalore for giving me this wonderful opportunity of global exposure.

- Aditya Dronamraju

The exchange program to DEUSTO UNIVERSITY was of great experience for me. This exchange program helped me overcome my capabilities in many ways and also has helped me be more confident to the foreign public. We were allocated in different groups for all our subjects and cases with cross cultural students from different countries it was a whole new experience that I enjoyed a lot. By allocating is with the foreign cultures we gained a lot of knowledge and also made a lot of friends. We also travelled a lot around Europe during this exchange program and also helped me visit places and sites I had dreamt of.

-Mohammed Adhil TK





Exchange program....that name itself sounds amazing right? Doesn't it? Yes it sounds amazing and it was amazing to be a part of the exchange program in university of Deusto, San Sebastián. To begin with, those 4 months were the best 4 months of my life where I had a lots of ups and downs. We had classmates from all around the world and by communicating to them and being in groups with them we experienced different cultures. The local Spanish people were the best. Their welcoming, their hospitality, their love towards us was unbelievable. Apart from all the college, the lecturers and the ambience was also a fruitful one. This exchange program taught me the real life situations, in terms of presentations, group activities, interviews and many more. We not only experienced the college life we also experienced their carnivals which was a lifetime experience in Tolosa. To sum it all I HAD THE BEST 4 MONTHS OF - Abu Hysum Damudi MYLIFE



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