

INITIUM

INITIATE INNOVATE INSPIRE



ALUMNI SPECIAL

ISSUE 9, 2022

*“Nobody is bothered about
an institution more than
its alumni”*

*– Shri. Narayana Murthy
Infosys*

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NOTE FROM PRESIDENT

“ Nobody is bothered about
an institution more than its
alumni ”

- Bharat Ratna Shri. NR Narayana Murthy

I am delighted to see the Initium themed - The Role of Alumni in Institutional Building. What would be a better title for Initium that is meant to be released in an “Alumni Meet”?

The last two years ruined by the pandemic requires repair and reconstruction. We need new aspiration, new ambition and a renewed effort to take our lives forward and to reignite our spirit. That is why NSB is holding this Alumni meet to bring all of you together to celebrate your success and life.

Alumni are the building blocks of any Institution’s success. You are our product and our efficiency and quality are established only through your success. Further, you are a part of NSB’s education ecosystem and can render catalytic role in institutions growth and development through multiple voluntary activities.

As an Alumnus, you have to play active role in promoting institutional brand, contributing to pedagogical improvements by sharing your experience, contributing to various accreditation process, providing mentoring to on-going students, facilitating internships, career opportunities, job placement for outgoing students and so on. You may also organise sports/cultural or other learning events bringing expertise from known sources.

Further, NSB considers students as lifelong learners. The process does not come to an end once you complete your programme at NSB. Therefore, NSB wants to spread the canvas of alumni by engaging them in learning process in advanced/emerging concepts and technologies.

To conclude, aforesaid discussion clearly brings out the engagement of alumni as an important stake holder in education system at NSB. I, therefore, urge you to enjoy a greater space in contributing towards NSB’s growth and development. *Moreover, a strong NSBian network can bring larger shared benefits.*

Very eager to meet you soon on NSB Campus. Let’s recall our memories, meet our buddies, and build a shared community!

With You, As Always

-Dr.S.R. Sridharamurthy
President, NSB Academy

CHAIRMAN'S MESSAGE TO ALUMNI

I am extremely happy that the NSB is dedicating this initium issue to Alumni.

I am aware that our NSB Alumni, are spread out globally and are contributing significantly to their organizations.

I know of Institutions which hold (every year) Alumni Meets. They come with their families. They are great get-togethers - Nostalgic. They pour their hearts out, bring out their student days' memories.



Alumni members have a great sense of Sociability and sincere friendliness. Alumni connections help to advance in careers. They help each other. We would like our Alumni to continuously stay in touch with NSB, keep the Institute informed of their progress in careers. I request them to mentor their juniors, give internships, and give employment. What a pleasure it is to see our erstwhile young managers holding senior positions and coming to NSB as Recruiters!

NSB considers its Alumni as Brand Ambassadors. We are sure that our Alumni are getting recognized for their contribution and are bringing Glory to NSB.

Fill this Issue of Initium with your memories, experiences, and success stories.

With Best wishes,

-Prof. K.V. Raghavaiah
Chairman, BOG, NSB ACADEMY



Editor In Chief

Dr. M. Thamizhselvi

-Assistant Professor

Dear Readers,

Greetings from team Initium!

We are glad to release Initium 2022, 9th Issue.

Any effort big or small from each of you made this issue possible. I take immense pleasure to thank every team member from the bottom of my heart. Despite the demanding academic schedule, you pulled it off. Hats off to you.

This 'alumni special' issue is indeed a special issue. This speaks volumes about the legacy of NSB Academy. A decade is a substantial interval in the timeline. The nice words from alumni brings back the nostalgic moments they spent in NSB. It reflects the culture of NSB and its impact on the successful careers of alumni. It is synergetic growth with lots of success and accomplishments. We take pride to bask in the glory of our alumni's successes and the reputation they bring to our great institution.

This issue is truly one of its kind. Each content, sentence and photograph capture a story. It documents our victories and memories. This Magazine brings diversity to boost your reading experience. It features an exclusive interview with Mr. Senthil Nathan Velu, Chief Product Architect, New Street Tech, message to alumni from our governing council, reviews of Alumni, remarkable reminiscences of events, multifaceted student talents and much more.

Let us relive, reconnect and rediscover.

Happy Reading!

Alumni Talk

-Chiranjeev Roy



Hi , I'm Chiranjeev Roy alumini of NSB 2016-18 batch. NSB has played a major role in my life not because it has helped me with my post-graduation degree in MBA but also to be a better human being.

NSB provides a lot of scope for extracurricular activities apart from outstanding academics like presentations, preparing reports, etc. and it has enhanced my presentation skills, public speaking skills and interpersonal skills which is playing a vital role in the corporate world from the day I stepped out of NSB.

Alumni meet is like a cult which brings all the greatness in one place where people from different places with different experiences come together to share their knowledge, creating opportunities, build a better scope of career with the existing students and build a better place of knowledge for the upcoming aspirants of greatness and building awesome human beings.

An Alumni can also facilitate workshops for students to develop their writing skills, presentation skills and other soft/behavioural skills to promote opportunities for their employability, alumni relations benefits alumni as well as the institution. If you support your alumni in their professional and personal lives through activities such as the facilitation of social and professional networks, preferential access to on-campus expertise and facilities and negotiated benefits with third-party suppliers, they are likely to be your loyal life-long supporters. Your support may also help your alumni achieve positions of success and influence, which will in turn benefit your institution as they begin to give back.

This Alumni meet would be an opportunity to give back some of the good things that I have achieved from my "Gurukul" so that my Institute grows higher and higher and keeps imparting the same goodness and greatness to society. This meet would be a mine of knowledge, an opportunity to meet various people with vast experience.

Corporate Speak

"Role of Alumni in Institution Building"

-Mr. Senthil Nathan Velu



**Chief Product Architect,
NEW STREET TECH**

Interviewer:

It is a belief that alumni play a major role in building the reputation of the institution. Could you share your thoughts on this?

Speaker:

To a large extent what alumni do with their lives define the stature of an Institute. Alumni form a special stakeholder for an Institute as their only interest is to see the Institute flourish and grow in stature, the more the Institute grows in stature the better it is for the alumni. This makes them a unique stakeholder as all other stakeholders like students, faculty, staff, and administration, have other stakes as well.

Interviewer:

There are always several people from an institute settled abroad. How do they complement the institute's contributions in facing the corporate world?

Speaker:

It starts from helping students choose the right subjects, preparing for their target electives / thesis and guiding them about the career streams they should opt for based on their passion and interests. As Alumnus we also play a vital role during the college admission process. When students and parents get a chance to meet and speak with us, it creates a trust in them that helps them make the right decision.

Interviewer:

Every college celebrate an alumni meet every year. How is it celebrated in your institute? What difference do you find in each others lives when you all meet?

Speaker:

Psychology says: if you are friends for more than five years then you are not just friends but family. But I believe your true friends are the ones which you made in school or college as these friends are made without a tint of selfishness. In an alumni meet you get to meet your old friends whom you haven't met for years, and you may have forgotten the names of many. .

Interviewer:

In your opinion, how can alumni contribute to be a part of institution's growth?

Speaker:

Although fund raising seems to be commonly practiced activity of alumni all over, there is a need to involve them in a variety of ways such as mentoring students, providing assistance to students, recruiting prospective students and providing valuable feedback to the institution.

Interviewer:

A lot of them while being students not only focus on academics, but also participate in extra-curricular activities. How do you think it contributes to one's life and also its significance in the corporate?

Speaker:

Through participating in extracurricular activities, students will develop soft skills which are highly valued by corporates. These skills include teamwork, problem-solving, accountability, decisiveness and interpersonal skills.

Interviewer:

A lot of academicians and people in corporate say that "we expect more than what is taught in the classrooms". What is the relevance of this in real life applications and the domain/specialisations we do in the corporate world?

Speaker:

The reputation of an educational institution lies on its students – Past and present. Faculty and staff also play a vital role. The reputation grows when it keeps producing successful graduates continuously-intelligent, innovative, and effective in their fields. Alumni can help schools sustain through their donations and voluntary help. Alumni can also be helpful in providing valuable financial, intellectual, and human resource. They can provide their students newer technology, better facilities, and nicer campus. The present issue is an endeavor to study and review the possible areas in which alumni can provide a strong support to educational institutions in enhancing quality in education.

Interviewer:

Your last message or suggestions to the readers or students of this generation

Speaker:

There is an old proverb: "However far the stream flows, it never forgets its source". So, it is with all alumni. The education we were privileged to get from our institution launched us into various orbits of life experiences and achievement. Pick a project and be passionate about executing it, and also see your work/effort through to a logical conclusion.

Corporate Interview:

"Role of Alumni on Institution Building"

Ms. Payal Maggo Senior Manager | KPMG LLP

1. It is a belief that alumni play a major role in building the reputation of the institution. Could you share your thoughts on this?

Yes, I do believe in this statement. However, reputation does not necessarily come from credential of the organisation alumni works in. I believe, the real benefit of alumnus relationship is having consistent contribution & involvement with the institution.

2. There are always several people from an institute settled abroad. How do they complement the institute's contributions in facing the corporate world?

An efficient alumni network can open-up new corporate avenues from placement perspective. Additionally, linking the point around involvement of alumni which I have mentioned above, students can get benefit from the conversation about corporate culture abroad, values of various organizations and take this as a heads-up of work ethics one needs to imbibe.

3. Any interesting alumni story that you can recollect?
OR Any interesting or inspiring story of your batch-mate/class-mate that you can recollect.

I do not have any specific incident to mention as such but I was pleasantly surprised to see some of my batch-mates (from school) who were not keen on choosing academics career, actually made their dream come true by choosing to do what they wanted to and are very successful today!

4. Every college celebrates an alumni meet every year. How is it celebrated in your institute? What difference do you find in each others lives when you all meet?

I did my MBA from VIT-Business School. In 2015, I got the chance to attend alumni get-together of VIT at London. There was no one else from my MBA batch in that event, but I met alumni from various streams like Engineering, MCA etc. Since I knew no one from college days, I cannot say the difference in lives or personalities, however, everyone was busy re-living their college memories! The happiness of their faces were none less than any student who still feels connected to their alma mater.

5. In your opinion, how can alumni contribute to be a part of institution's growth?

I am passionate about people development and my current organisation, KPMG UK, provides me various opportunities to do that. I feel alumni can contribute in similar ways, primarily mentoring & coaching. During placement period, or even before i.e. preparation period, one can be the 'corporate buddy' of group of students and help them prepare for the face-off with the interview panels. This is just one of the ways, I can list many.

6. A lot of them while being students not only focus on academics, but also participate in extra curricular activities. How do you think it contributes to one's life and also its significance in the corporate?

Certainly, the involvement in extra-curricular activities, be it sports or debating club or anything else for that matter, ALWAYS helps. It not only develops a sense of confidence, but also encourages individuals to think out of the box & never fear to try variety of roles in corporate life. Since my school days, I have always focused on extra-curricular activities in the same way as academics. It has contributed to my presentation skills and helped me shine in my career as well.

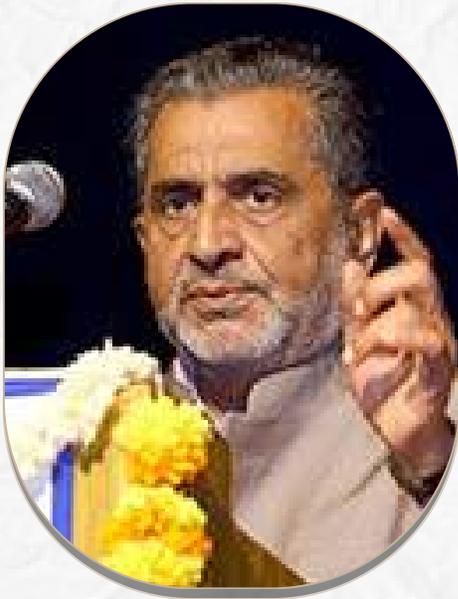
7. A lot of academicians and people in corporate say that "we expect more than what is taught in the classrooms". What is the relevance of this in real life applications and the domain/specialisations we do in the corporate world?

Learning from people who are already working in Corporates can provide insights into the world of 'actuals'. Academics indeed helps in building strong foundation but understanding day-in-the-life-of any job opportunity/role gives a strong sense of perspective on what really corporates expect. Again, such kind of insights are possible by being around or staying in touch with individuals who are part of corporate life. These interactions should ideally start right from Semester I of the course.

8. Your last message or suggestions to the readers or students of this generation.

Based on my personal experience, which I also shared with the NSB students during my visit in July, 2022 - It is important to have goals in life. However, BE FLEXIBLE AND ADAPTABLE. It's ok if your Plan A won't work, try Plan B. If that also doesn't work, keep on trying. Life is not predictable, be it personal or professional. If you have the right mindset, if you do not fear CHANGE, then you will be successful. Your approach towards life will matter more than anything else. So, pls keep positive mindset, accept on your weakness and most importantly, know & leverage on your strengths!

Message To Alumni



It gives me a great pleasure to write this note especially when this issue is especially dedicated to our Alumni members.

Our Alumni have played a significant role not only in occupying very good positions in well-known Corporates of India and abroad ,but also having made NSB and all of us proud by being a highly respected contributors in their areas of specialization. Our Alumni have also been helping our current students in finding placements in the organisations and enabling them to enrich their contributions.

Business world is changing in a significant manner. It is becoming difficult to predict the business trends and the growth. Sustaining the existing business and the financial returns is becoming the focus for corporates. Hence the role of employees and those in managerial positions are becoming critically important. We are very happy our Alumni members have been able to understand this significant factor and contributing their best for the growth of organizations for which they are employed.

'We do look forward for our Alumni members to contribute significantly to the growth of NSB Academy. Several plans are in the offering to make NSB Academy a well-known Management school both at National and International level. Hence the contributions from Alumni Members are significant at this point of time.

We look forward for more frequent interactions and contributions from our Alumni Members. NSB is indeed proud of our Alumni Members and looks forward for closer relationship and more significant contributions from them in the near future.

Best wishes

-Prof. D. R. Nagaraj

Member of Governing council, NSB Academy

Message To Alumni



Dear Alumni,

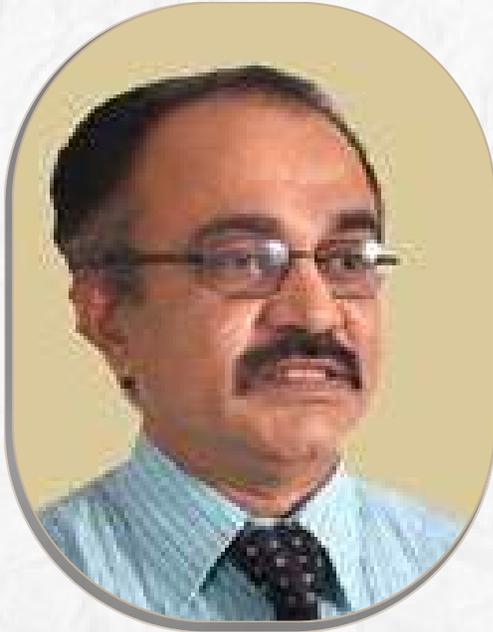
It gives me great pleasure to be re-associated with my past student friends through this media. Though chronologically a few years passed, yet our bonds and relationships are fresh. A teacher can never forget their role while moulding you to be the best models in the modern world. As the Sanskrit sloka says– MATRU DEVOBHAVA, PITRU DEVOBHAVA, ACHARYA DEVOBHAVA, we remain in the triangle, you being the centre of importance. Wherever you are, whatever you may be doing we would like you to get the best. We are also eager to learn your progress to enjoy your success, as our success. Your short stay of two years at NSB with us physically was only the foundation, but a very sturdy one on which your present Multi storied building is being built. We wish you to add every year a new block on that. We wish that you build a towering structure. Just be in touch and inform your progress. Eagerly awaiting your arrival of your homecoming!!!!!!

Affectionately yours,

-Prof. Y. P. Rao

Member of Governing Council, NSB Academy

Message To Alumni



I am associated with NSB since its inception, when it was started in rented premises in JP Nagar.

It has been nearly 14 years since NSB started. It was a small organization that had less than 60 students to begin with. But the dedication shown by our teachers to teach and the passion which you all showed to learn at that time earned a name for our institution. It was all possible because of you all to this date. We all are trying to compete for the excellence your batch was recognized for, and I applaud you all for setting up a benchmark for all of the juniors.

I believe NSB has become one of the greatest institutions in the country. To achieve greatness, our college has all the important prerequisites such as an extensive and balanced campus, experienced faculty, financial resources, and most importantly the goodwill and warm association with all of you.

Lastly, I want to praise the multiple roles played by you all scattered all over the world. There are thousands of students who have passed out and made a mark in the corporate world and also as entrepreneurs all over the world.

I would like to appreciate all the effort that is done by you all for the development of our society and thank you for justifying the years spent by you at this institution.

-Prof. B.S. Prakash

Member of Governing council, NSB Academy

ALUMNI EXPERIENCE SHARING

Learning occurs at every moment. The NSB has been a great place for learning, to overcome fears and cherish. I like NSB because of how approachable the management was at all times, and I cherish the college's unforgettable classes.



SHARATH KUMAR

NSB has shaped me, groomed me and guided me in such a way that today I am finding myself pretty much comfortable in the corporate world. The presentations I gave throughout my stay at NSB gave me the confidence to present my thoughts and articulate them so that I could stand out among all.

Everything I miss; Classes, Faculty Members, my friends, my batchmates and those presentations, Especially BNA where our Dean used to evaluate us and his famous saying - "IS IT NEWS? OR A BUSINESS NEWS?" I loved every bit at NSB, so I had 100% attendance throughout. 😊

SUMIT RAJ



NSB has made me more confident and that's one of the reasons I could always fit in the employer's expectations. The thing which I liked most about NSB is that NSB focused not only on theoretical knowledge but also made sure that practical knowledge is equally important. I miss Once a week lecture by President Sir.



NEEKITA YADAV

ALUMNI EXPERIENCE SHARING

NSB made me more valuable by making me more presentable, accountable, and analytically capable to drill down the problem. The one thing I like about NSB is its essence of making one of their better versions. No matter how you were when you entered. You'll see the difference in yourself.

Most Certainly I miss my batchmates who made my life throughout those two years Interesting.

SREERAJ NAIR



NSB has helped me to identify my hidden qualities. It gave me confidence in facing the corporate world.

Learning techniques and student encouraging environment make me feel NSB is more special.

I miss the Placement cell activities, and classes, especially President Dr Sridharamurthy sir's sessions.

SUMUKHI S MURTHY



NSB gave me the confidence to face challenges in the corporate world. I miss NSB culture, Professors, the entire curriculum, Adventure trips, Industrial Visits and much more. I Cannot forget those days when I had to give presentations, especially Group presentations.

PRIYA ROY



ALUMNI EXPERIENCE SHARING

I was able to develop and refine my skills because of NSB. Professors at NSB were always approachable, friendly, and responsive. Adventure travel was enjoyable. With my friends and the NSB family, I made a lot of memories. I miss my college life, Hostel life, the classrooms, the fun and the bond of friendship created.



ANIRUDDH NIBANDHE



I would like to start off by thanking everyone at NSB Academy for being so helpful in educating and guiding me to get placed into “PwC”. I am thankful to the placement department for organizing placements in the pandemic and help me get placed in “PwC” company. The entire faculty and placement department leaves no stone unturned to shape one’s future. It’s their effort that made me count myself on becoming a better professional. Special thanks to Kavitha ma’am.

SUMIT RANJAN

"My faith is bigger than my fear"

I firmly believe this in every circumstance life brings to me. My college NSB Academy, my teachers, my friends, and my family served as the impetus for me to confront my weakness and my fear.

For the class of 2019–2021, the journey was quite a rollercoaster ride because of the pandemic. However, our academic staff and teachers made sure that they did not cut corners and instead gave us their best. Special thanks to Kavitha Ma'am and the placement team for consistently pushing each student to bring out their finest work.



SHEETAL VISHWAKARMA

ALUMNI EXPERIENCE SHARING

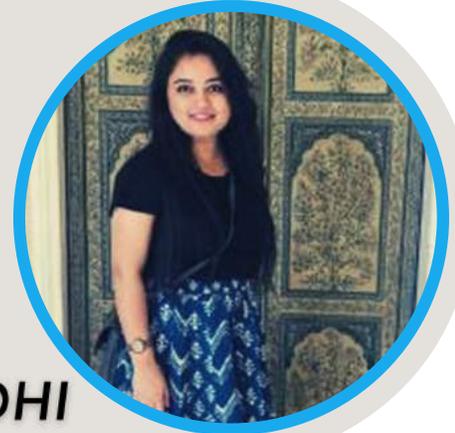
I'm thrilled to announce that I've been offered a DBA (Doctor of Business Administration) with a finance emphasis at Boston's Hult International Business School.

I owe NSB a huge sense of gratitude for all their assistance.

I feel incredibly fortunate and happy to have mentors like President Sir in my life.

It means a lot to me, sir.

Thank you so much for everything.



TARUNIMA SIROHI

I would characterize my experience at NSB Academy as "life-changing" considering that it was the first time I had travelled from my hometown to Bangalore. When it comes to communication and business savvy, I wasn't the best. But I must give credit to the outstanding teachers, particularly Dr A.V. Rao Sir and Prof. Venkatesh Sir, who supported me in overcoming it. We also had the chance to go to the Airbus headquarters. I would like to add a special mention to the President, Dr Sridharamurthy sir, a true visionary



PURUSHOTTAM MISHRA

I passed the IBPS Specialist Officer test this year, and Union Bank of India selected me as a Marketing Officer. I just want to share my preparatory journey experience.

Competitive tests have specific subjects like English, logic, and math. Still, the final selection process heavily relies on the personal interview. Many students who had received good grades also performed poorly in interviews. However, I am an NSBian, and I received excellent training through BNA sessions in college, which helped me pass the interview..



PALLAV PRADHAN

INAUGURATION AND ORIENTATION OF BATCH 2022-24

NSB Academy warmly welcomed the new Cohort of 2022-24 and inaugurated the new academic MBA session on 19th August 2022. NSB conducts an orientation programme for the new cohort of MBA every year.

Various dignitaries, from different spheres of profession, add charm to these programs by expressing their valuable thoughts so as to kindle the fire in the students, who are aspiring to become excellent professionals in their life.

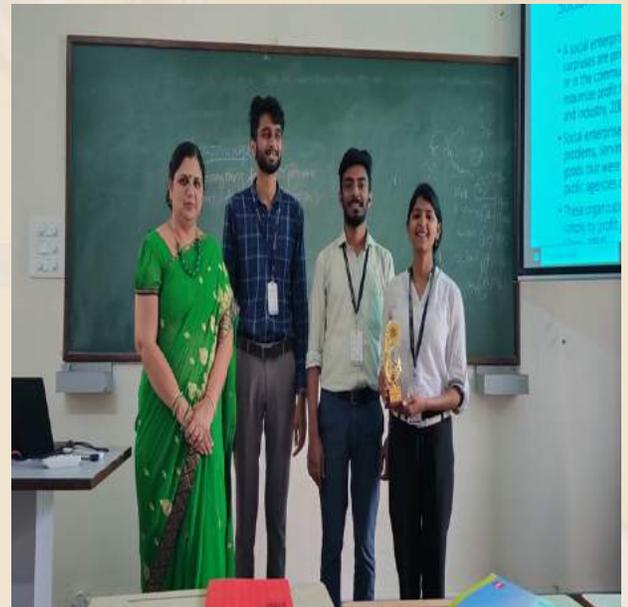


STUDENT ACHIEVEMENTS AND AWARDS

WE ARE DELIGHTED TO SHARE OUR NSB STUDENTS' ACHIEVEMENTS IN THE RECENT FESTS

ALLIANCE UNIVERSITY

Inter-University competition on industry Analysis SAMEEKSHA-2022, was held on 22nd September 2022. The event was organized by Alliance University, Bangalore. A team of 3 members representing NSB Academy, gave a presentation on the tourism industry and Ms Chhaya Yadav from the 2021-23 batch won the best speaker award.



CRANIUM 2022

An international management fest was held at CMS JAIN B-school, Bangalore on May 13 &14, 2022. A batch of 17 students participated and 6 students won awards and prizes in different management vertices. Ms Catherine and Ms Arodeepa from the 2021-23 batch qualified and participated in the grand finale of the international management fest held in Vietnam.



STUDENT SCHOLARSHIP

NSB Academy awarded scholarships amounting to Rs.13,25,000 to the students of MBA cohort 2021-2023 for their extraordinary performance in the National level entrance exams.



PRODUCT LAUNCH

NSB Academy has always impelled its students to exhibit their artistry. The SRAJANA- Marketing Club has organized a grand Product Launch event for the students of MBA and PGDM 2020-2022 batch to foster their creativity and entrepreneurial spirit by launching new products. A total of 10 teams participated in the event. Each and every team has exhibited their talents. The event evaluating jury has declared three teams as winning teams for the product launch event 2021.



ACADEMIC CHAMPIONSHIP 2022

BATCH: 2021-2023



The most coveted trophy for any student at NSB is the Academic Championship Trophy which is awarded to the best-performing team in the area of Academics. An intense competition was witnessed this year as 50+ teams from each batch competed for one Trophy and team 3 from section E of the 2021-23 cohort (Shanmuga Priya, Pradeep, Sowmiya, Varsha, Vishnu, Veereshaya and Vora Utsav) and team 8 from section A of 2019-21 cohort (Debankita, Deva, Duroc, Shahid, Mamatha and Dedeepya) lifted the trophy.

BATCH: 2020-2022



INTERNATIONAL EXPOSURE

NSB Academy hosted a group of students from IAE Paris in May 2022. NSB conducted World Economy vs Asia, Industrial Visits, Cross-Cultural Study and Yoga sessions as part of the immersion program. NSB Students spent a wonderful time building new connections and exchanging cultural values with foreign students. The students of NSB also had an opportunity to be part of the Dubai Expo.



Guest Lectures in the year 2021-22



27 Nov 2021

On November 27, 2021, NSB conducted a guest lecture on the topic of international HRM for MBA second-year students. The session was delivered by eminent resource person Mr Nandakumar Kiruoanandam, HR Head, Shared Service Operations, Global Mobility Operational Excellence, WS Atkins Plc.

On November 30, 2021, NSB organized a guest lecture by distinguished resource person Mr J Baskar, Director at Ind Tax Consultants, for the first-year MBA students of the cohort 2021-2023 on the topic of Accounting for Managers.



30 Nov 2021

On December 1, 2021, an eminent resource person Mr Harish Ramaiah, CA, Director of Product Development at Lumel, delivered an interactive guest lecture for the first-year students of the MBA cohort 2021-2023 and PGDM cohort 2020-2022 on the topic of "Enterprise Performance Management and Business Intelligence."



01 Dec 2021

NSB organized a guest lecture for the 1st year students of MBA cohort 2021-2023 on 01, December 2021 on the topic 'Importance of Relevant Skills and Continuous Learning. The resource person for the session was Ms Meenakshi, State Sector Council Member at WICCI (Women's Indian Chamber of Commerce and Industry).



01 Dec 2021



03 Dec 2021

The prominent resource person Dr M. Shanmuga Priya, M.Sc. MBA, M.Phil, PhD, EPHRM, gave a guest lecture for the first-year students of the MBA cohort 2021-2023 and second-year students of the MBA cohort 2020-2022 on December 3, 2021, at NSB (XLRI-Virtual). Navigating the Ever-Evolving Hybrid Workplace was the theme of the session.

NSB organized a guest lecture for the 1st year students of MBA cohort 2021-2023 and 2nd year students of MBA 2020-2022 on 07 December 2021 on the topic "Career Opportunities in B2B Product Industry/SaaS". The expert resource person was Mr Ashwin Krishna, Director of Marketing, Tact.ai with over 15 years of experience in B2B and SaaS marketing across US, EMEA and APAC markets.



07 Dec 2021



08 Dec 2021

An interactive guest lecture was organized for the 1st year students of MBA cohort 2021-2023 and 2nd year students of MBA cohort 2020-2022 on 08 December 2021. The eminent resource person Mr Mahesh Bandaru, Head HR TUV Rheinland India Pvt. Ltd.

A guest lecture was organized for the 1st year students of MBA cohort 2021-2023 and 2nd year students of MBA cohort 2020-2022 on 10 December 2021. The subject expert for the session was Mr Laxminarayanan G, Global Delivery Head and Sr. Vice President, Polestar Solutions & Services Pvt. Ltd.



10 Dec 2021



On December 10, 2021, NSB hosted a guest lecture for the MBA cohort 2021-2023 first-year students. Mr Promit Sanyal, the esteemed expert, and Head of Alliances of Moonraft Innovation Labs Pvt. Ltd.

NSB had invited an eminent resource person, Mr Vikas Saxena, Founder and Chief Executive of Professional Expertise Group [PEG], a leading Management and Strategic HR Consulting Organization, operating pan-India and globally. The guest lecture session was held on 11 March 2022.



NSB organized a guest lecture on 28-04-2022 at 11:00 AM for the students of MBA 1st semester on Marketing for Customer Value by the resource person Mr V Pradeep Kumar, Consultant, Promax International, Bangalore.

NSB Academy organized a guest lecture on 'Application of HR Policies in Organizational Development with its Methods' for MBA 1st semester students. Mr Mahesh Bandaru, Head-HR of Neewee Pvt Ltd. software solutions company,





14 May 2022

NSB Academy organized an awareness program on POSH(prevention of sexual harassment) on 14th May 2022 at its campus. The 1st year students MBA 2021-23 batch attended the workshop.

Mr K.Vittala Rao, President, KVR Management Services, Legal and Management Consultant, Bengaluru.

A guest lecture was organized for the students of the MBA 1st Year 2021-2023 batch on the topic 'IT Laws 2000 and E-Commerce' on 14 May 2022. The eminent resource person Mr Sridhar G, Chief Information Security Officer, Flipkart.



14 May 2022

NSB organized a guest lecture for MBA 1st Semester students under the course Economics for Managers by the expert Mr Shriniv Narayan, Vice President - Group Strategy Initiatives and Business Director with Vertebrend Management Consultants on 30-04-2022.



30 April 2022

NSB organized a guest lecture for the students of MBA 1st semester batch 2021-2023 under the course Economics for Managers. The topic covered was 'Pricing Policies in Organizations' by the subject expert Mr Jai Prakash R, Senior Sourcing Manager at GE India Industrial Pvt. Ltd., Bangalore.



20 May 2022



28th May 2022

NSB organized a guest lecture on 28th May 2022 on the topic of 'Transactional Analysis and its applications for the students of the MBA 1st semester 2021-2023 batch.

Mr Sugam Borodoloi, Head of India Operations at LMA Recruitment Singapore Pvt Ltd, Bengaluru.

The academic department of NSB organized a guest lecture on 28th May 2022 on the topic of 'Transactional Analysis and its applications for the students of the MBA 1st semester 2021-2023 batch.

Mr Sugam Borodoloi, Head of India Operations at LMA Recruitment Singapore Pvt Ltd, Bengaluru



28th May 2022



10 June 2022

NSB Academy organized a guest lecture on the topic "Digital Marketing and Cyber Security" for our students of the MBA 2021-2023 Batch on 10 June 2022 at its campus.

A guest lecture was organized for the students of MBA 1semester 2021-2023 batch on 25-05-2022 and 27-05-2022 on the topic "Cloud Accounting; Corporate social reporting" as part of the subject 'Accounting for Managers' to equip our students with the latest practices in the modern financial world.



25 May 2022



INAUGURATION OF NSB-EIC

12th SEPTEMBER 2022

E-cell has been an integral club at NSB to support, and nurture the young entrepreneurial mind to leverage the Eco-system and keep encouraging prospects. The motive of NSB-EIC is to promote entrepreneurship by visiting successful industrial clusters and attending workshops and seminars on innovation and entrepreneurship. Along with 3 faculty members, 10 student coordinators and 72 club members, NSB-EIC is all set to nurture the talent.

NSB EIC has MoUs with NEN(National Entrepreneurship Network) and EDII(Entrepreneur Development Institute of India), Govt. of India.



Sports day



WOMEN'S DAY CELEBRATION

NSB Academy brings diversity and inclusion to all. Women's day exhibited our commitment that we believe in breaking bias and nurturing the right talent.



NSB Business School ACADEMY

PHOTOWALK

Mobile photography competition

HURRY UP!

CONDUCTED BY :
SOCIAL MEDIA CLUB, NSB

FRESHER'S INTRO 2021

NSB Business School ACADEMY

NSL

NSB SPORTS LEAGUE

25th and 26th March
8:30 AM onwards

Venue : NSB Academy,
Electronic City Phase II,
Bengaluru

EKLAVYA

- Thumbnail 1: A globe with a person's face, 561 views.
- Thumbnail 2: A person singing, channel name DRATOS_MUSICK, 1,191 views.
- Thumbnail 3: A person playing a guitar, 1,314 views.
- Thumbnail 4: A person speaking, channel name Talent week, 2,049 views.
- Thumbnail 5: A person's face, 1,191 views.
- Thumbnail 6: A person speaking, channel name INTRODUCING SOCIAL MEDIA CLUB, 681 views.

SOCIAL MEDIA CLUB

Happy teachers' Day

Day

CSR ACTIVITIES

CSR is not an activity, it's a necessity. The first-semester students, along with the professors of NSB Academy donated warm clothes to the needy during Winter. This is being a part of SAHAAY - CSR club of NSB Academy. Later in the course, several programmes such as Blood Donation Camp, a collaborative initiative with Narayana Hrudayalaya was organized. To instil Patriotic fervour among Govt school students as a part of celebrating Azaadi Ka Amrut Mahotsav was done subsequently. It was a great success and highly appreciated.





ADVENTURE TOUR

NSB organizes adventurous tours at various locations for its students from time to time. This gives the students a chance to find their true selves and develop a challenging attitude towards life. This is in line with NSB's faith that a person becomes fully aware of himself as the companion of nature.

Bangalore Darshan



NSB organized a one-day trip across various tourist locations of Bangalore for the new cohort 2021-23. Apart from revitalizing their minds, this trip also made students from other cities familiar with various locations of Bangalore, which enabled them to appreciate the unique infrastructure and heritage of the Silicon Valley of India.

EXTRACURRICULAR ACTIVITIES

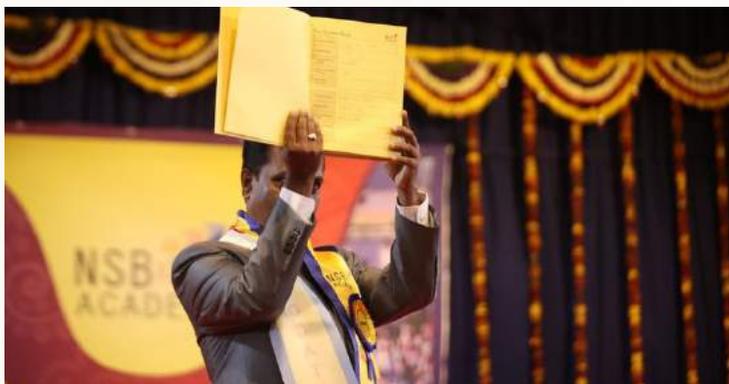


NSB holds various extracurricular events where students are given a chance to exhibit their talent in the areas of dancing, singing, painting, craft-making, poster-making, debate, and other such fields. Apart from helping students to identify their hidden talents and exhibit the same in front of the world, these activities also refresh their minds for innovative thinking and make them more active.

CONVOCATION BATCH 19-21

A much-awaited convocation programme of NSB Academy happened on 9th July 2022 at the NSB campus. The event was graced by several dignitaries including Shri M Chandra Shekhar, IPS Inspector General of Police (Central range) and Dr BR Harish Naik KAS-SALO, Bangalore Development Authority, Government of Karnataka along with various eminent personalities.

Yet another batch of NSBians scripted their mark of excellence in the corporate world. We wish them all the best in their lives and careers!



Christmas '21



Teacher's Day



Yoga Day

NSB Academy celebrated International Yoga Day at its campus on 21st June 2022. A special Yoga session was organized by the sports department. YOGA is an amazing tool to maintain physical and mental health in the wake of lifestyle changes due to globalization.



Ganesh Chaturthi





Onam '22



IT'S ALL MINE

MY PLEASURE, MY PAIN
MY SUN, MY RAIN
MY DAYS, MY NIGHTS

MY SILENT ARGUMENTS &
MY FIGHTS
I DON'T MIND IF I GET HURT
I DON'T PRIORITIZE, IF I
SHINE
CAUSE I KNOW,
IT'S ALL IN MY WAY
&
IT'S ALL MINE



-Arodeepa Das
MBA (2021-23)

CRICKET IS NO MORE JUST A SPORT

Cricket is no more just a sport; it has been the centre of multiple businesses and seems to be growing at a rapid pace. One of the biggest of them all, happens to be media rights of broadcasting and India is a country, where cricket isn't just watched, but worshipped. The International Cricket Council (ICC), the world governing body of cricket, recently decided to segregate the media rights of the Indian subcontinent. India, Pakistan, Sri Lanka, and Bangladesh constitute the Indian cricket subcontinent, with India accounting for a large chunk of the share. Eyeing high revenue from big media players already in the market and the ones entering, the ICC is expecting around \$1.2 billion for the next cycle of Indian rights for 4 years (2024-27). This comes as a drastic increase as Star Sports, who currently owns the rights for 8 years (2015-23), is paying only \$2.02 billion for global rights. The bidding has been scheduled after the media rights of the world's biggest cricketing action, the Indian Premier League (IPL). Big media players who missed out on the cash-rich league media rights are set to intensify their bidding for the ICC media rights. Mukesh Ambani, chairman of Reliance Industries Limited and the majority stakeholder in Viacom18, is set to enter sports broadcasting. There is a possibility of a three-way battle between Star, Sony, and Viacom18. Current owner Star Sports' huge ad revenue data from the recently concluded T20 World Cup 2021 is a sign that the next cycle media rights bidding prices may skyrocket expectations.

The recent market is currently being run by only two players, Star and Sony. The duopoly of the two companies has been such that there are no other players near the two networks. Star Sports currently owns the rights for 8 years (2015-23). It has long been India's leading sports media outlet, and it holds half of the country's cricket media rights. Star reported 84 million monthly subscribers as of September 2021. Its OTT platform Disney + Hot star gets 30 million subscribers only for cricket. The media currently owns the rights to ICC events and the rights of India and South Africa. On the other hand, Sony Sports Network India completes the duopoly in the cricket market accounting for the rest of half share. Sony reported 55 million monthly subscribers as of September 2021 and is ready to invest after merging with Zee. Sony's merger with Zee has happened at the right time concerning the cricket rights of the Indian subcontinent. It currently owns the rights of England, Australia, Pakistan, and Sri Lanka. Mukesh Ambani-led Viacom18 has been making a mark in the sports broadcasting arena. By acquiring media rights of the Abu Dhabi T10 league and other big non-cricketing sports events such as LaLiga and NBA, the network is getting ready for the big game. Viacom18 is also coming up with a sports channel and it recently hired Anil Jayaraj, former Vice-president at Star Sports Network as its Sports CEO. The network also has platforms 'Voot' and 'JioTV' for 2nd screen broadcasting. Unlike other players, Mukesh Ambani's primary objective would not be to earn ad revenue as they would be eyeing the data revenue through Jio. With Jio TV already broadcasting matches, the database can be used to build a network in the field of sports. With Sony and Star set to expand their current market, they face their toughest competitor in Mukesh Ambani-led Viacom18 which looks set to acquire the market.

The auction will be the first time for all the players as Disney-led Hotstar is bidding for the first time and Sony-Zee is also set for a big game after their merger. When it comes to the overall Indian sports market, smaller sports such as Kabaddi, Hockey, Tennis, Golf, and others aren't as popular as cricket and might be seen growing with the entry of a third player in the market.



-VISHNU D
MBA (2021-23)

BOOK REVIEW

“THE FORTUNE AT THE BOTTOM OF THE PYRAMID: ERADICATING POVERTY THROUGH PROFITS” AUTHOR: C.K.PRAHALAD

The Author, C.K. Prahalad the Greatest personality and an Influential Global thinker has put forth his core idea for emerging youngsters, readers and many MNCs with a thought-provoking question “Why cannot we fix the problem of pervasive global poverty and disenfranchisement that is revolving around the world?” followed by brilliant suggestions which will help billions of hapless people who are at the bottom of the pyramid to overcome their distress.

The central theme of the book revolves around the idea of eradicating poverty by lifting people from the poor socio-economic category i.e., by extinguishing their social decay, political chaos, and terrorism among others and recognising them as Creative Entrepreneurs. Besides, the book delves into the BOTTOM OF INCOME PYRAMID which consists of 4 tiers. Tier 1, 2 and 3 cover the wealthiest sections, upper middle class and middle class. The market aims to target the above three tiers as it considers them as mere buyers and consumers. However, it completely excludes Tier 4 which is primarily the largest but unfortunately the poorest socioeconomic group of the pyramid (> 4 to 5 billion people) due to the low purchasing power. The author notifies here that any company that chooses to disregard this category will face its own risk in terms of market expansion and growth as its underlying value is still unidentified.

To bring out every aspect of the last tier’s importance to the market, the author examines its benefits in-depth and urges the focus of the global markets to shift towards Tier 4 and make this new innovation successful. Further, the author has produced the book in four major parts wherein the significant role of the private sector in the eradication of poverty; the essence of the BOP; the successful companies that served with the idea of BOP and ended with the compilation of cases that include trials and sequential remedies adopted by companies serving the BOP market are propounded in a detailed manner. Largely, the book emphasizes that instead of just considering the poor as victims or burdens to society, accredit them as value-conscious consumers and creative entrepreneurs. Because, when the Global market, Private sectors and Local governments partner with these poor social entrepreneurs, then a new whole world of opportunity begins to thrive. Therefore, the threshold of the shift from Poverty into Profitability will evolve. This idea is called INCLUSIVE CAPITALISM.

In addition, Market Development has to take place by encouraging the consumption choice of the poor i.e., by providing single-serve sachets for a wide variety of products. This approach not only creates convenience for the poor (affordability) but also yields profitability to the market (cash-in-hand transactions). According to the author, to make the opportunities more effective at the BOP, the companies have to use the strategy of 3A’s: ACCESSIBILITY, AVAILABILITY, and AFFORDABILITY. Companies that have applied this strategy include Hindustan Unilever Limited, Jaipur Foot, Aravind Eye Care System, Coca Cola, ICICI Bank, etc.

On the whole, the book has precisely foregrounded the need to democratize Mercantilism where consumers across all tiers will be able to access and afford the available world-class products and services. Consequently, everyone can take part in the global economy as micro consumers, producers, entrepreneurs and innovators and thereby wipe out the extant POVERTY.



**-SHANMUGA
PRIYA S.
MBA (2021-23)**

THE PLACE WHERE I....

I remember going to a place,
 With a cheerful blooming face.
I wondered what it was,
 As the entrance passed.
I truly aspired,
 O'er the minds which inspired.
I wished just to avail,
 All the happiness prevailed.
I started to grow,
 Every day a little more.
I showed obeisance,
 For it added a tone of radiance.
I witnessed my dreams come true,
 Which etched onto me like glue.
That place was known for its fame,
 And NSB is its name.



-Kavyshree.

MBA (2021-23)

MOVIE REVIEW: THE GODFATHER

DIRECTOR: FRANCIS FORD COPPOLA

Godfather is an iconic crime-drama movie in the sense that it features all the Hollywood stars starring Marlon Brando (Don Corleone), Al Pacino (Michael Corleone), Diane Keaton (Kay Adams Corleone), James Caan (Sonny Corleone) etc. It is one of the most revered movies of all time and its contribution to cinema is remarkable. This movie will make you fall in love with the crime genre movies by its astounding depiction of the mafia and immerse you into its world from the very start

PLOT: Based on the Mario puzo novel of the same name, the godfather chronicles the history of Corleone family under its patriarch Vito Corleone; a respected mafia don nicknamed Godfather. But when Don Corleone refuses to enter drug business, a series of events are set in motion resulting in assassination attempt on the Don and leading his youngest son, Michael to rise and take over his father's business.

DIRECTION: Francis ford Coppola's direction is quite remarkable. The creative decision he took whether be in screenplay, the casting, dialogues etc. is superbly done. The father-son bond is a major highlight as it looks so subtle. The relationship between any two characters doesn't seem melodramatic. Though some viewers might find the movie too slow to grasp despite having some really top-notch dialogues.

CINEMATOGRAPHY: The technical aspect will leave you mesmerized especially cinematography. Use of technicolor provides a memorable look for the film. The opening scenes and wedding scenes are beautifully shot. The killing of Sonny Corleone was done using squibs and blood packs to make it look horrific and traumatizing.

EDITING: The editing is good, but I thought it could have been trimmed by 30 minutes, and certain sequences should have been skipped. The soundtrack and background score by Nina Rota especially the opening scenes seems iconic.

CASTING: The whole cast was exceptional, but plaudits must go to Brando for portraying the character of Vito Corleone which required immense method acting, Pacino for playing Michael Corleone. And Dianne Keaton's understated portrayal of the mob wife (kay Adams) who prefers not to know of her husband bad business was excellent. I felt that most of the female characters were little one dimensional, apart from kay. Mama Corleone (wife of don) had no character build up and barely said a word and had little personality. Side characters especially Tom Hagan and Peter Clemenza were good to watch onscreen.



-Shivam Singh

MBA (2022-24) **49**

ART WORKS



-AYUSHI SARKAR
MBA (2021-23)



-JAMPANI
SRAVANI

MBA (2022-24)



-BANDUCHODE SAI
MBA (2022-24)

Life at NSB

A photography competition was held by the NSB Social Media Club to highlight the photographic skills of students. Our NSBians caught the moments colourfully.



Team Initium

Content Team:

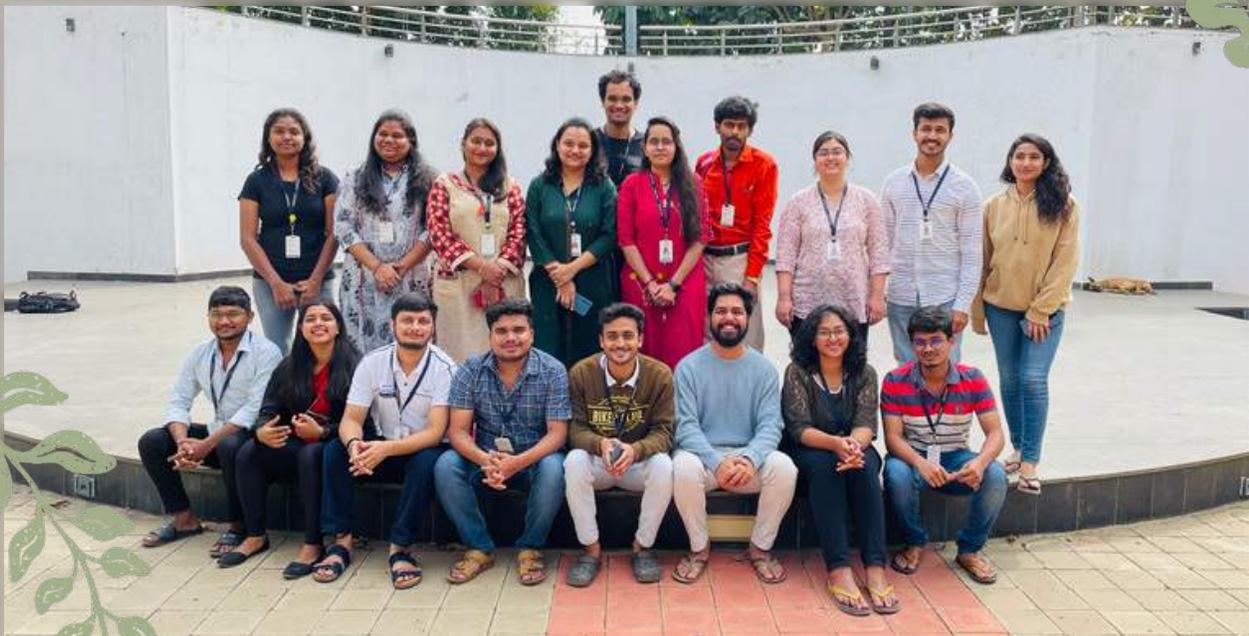
Harsha Jangid
Avani Pathak
Dharnesh Darla
Lingala Neeradh
Rakshith H
Raja Sharan
Sagar Malhotra
Dhanush Babu
Poojitha Kumersan
Manpreet Kaur
Priya Thakur
Pooja Tiwari
Deepak Alok

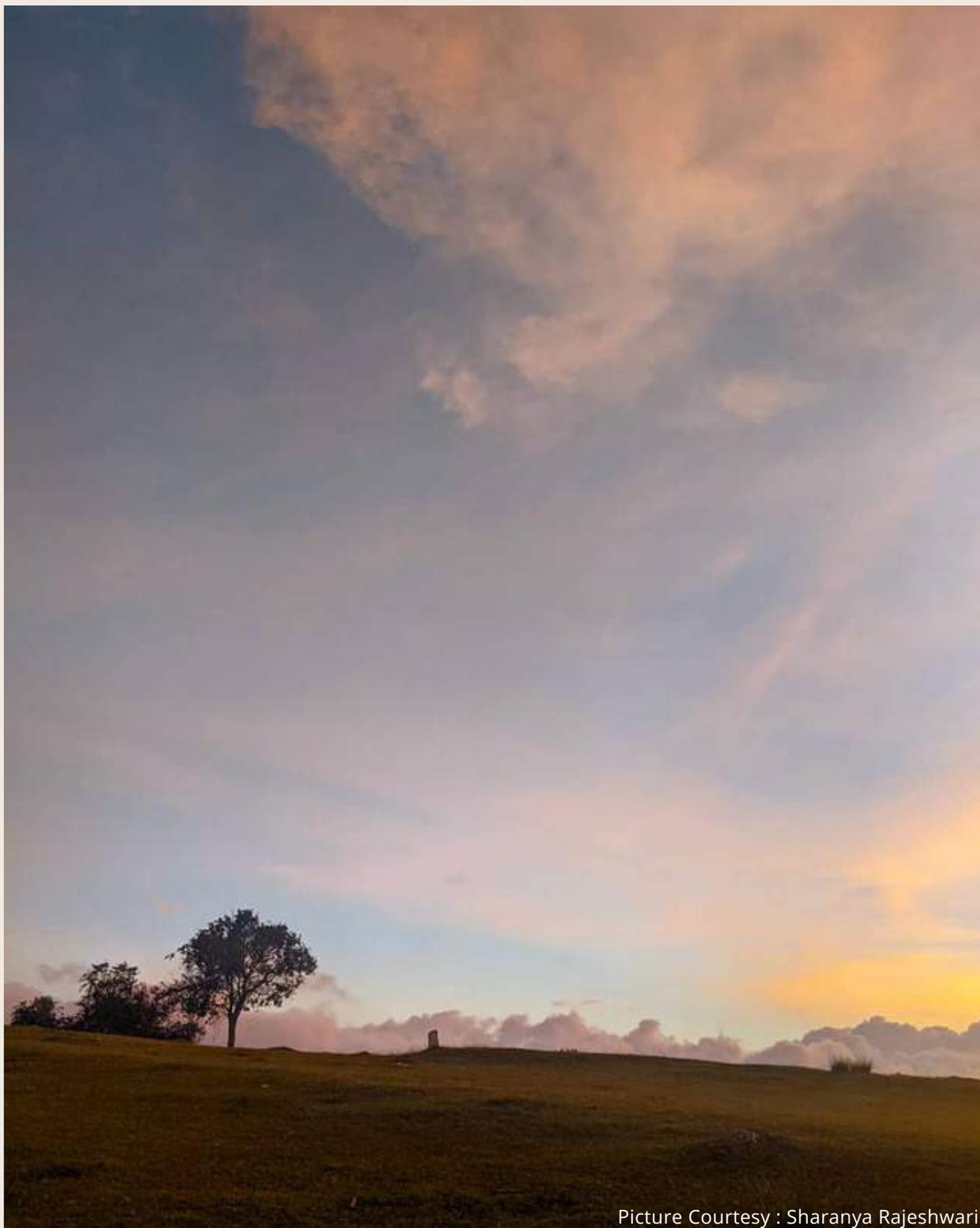
Proof Reading Team:

Kankshini Deshpande
Noleen Nisha
Adarsh K

Designing Team:

Nihali Phayade
Aryan Khan
Nikhil Reddy
Ashar Hanzala





Picture Courtesy : Sharanya Rajeshwari



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<https://nsb.edu.in>

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