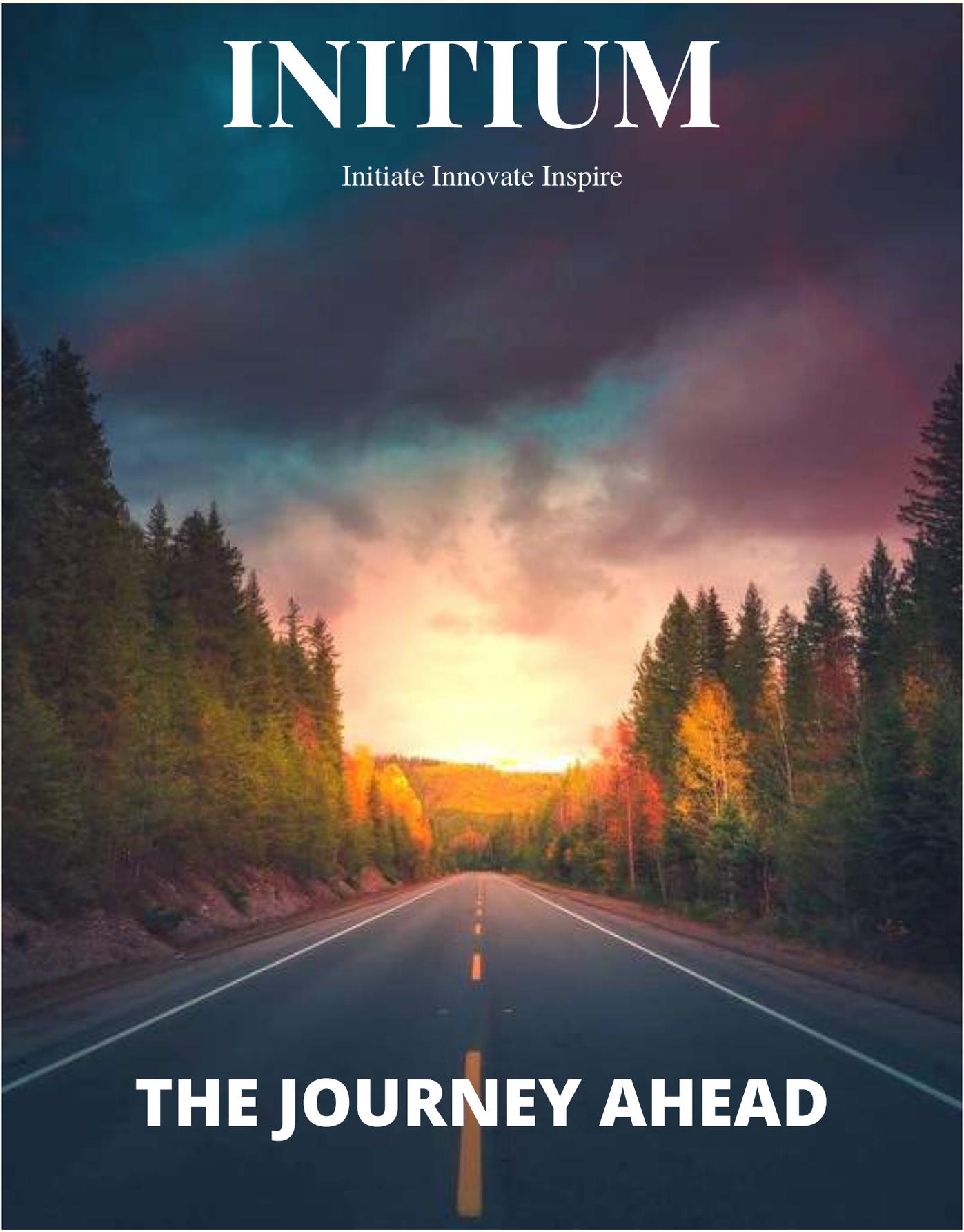


ISSUE 7

INITIUM

Initiate Innovate Inspire



THE JOURNEY AHEAD

April-2021

CONTENTS

PRESIDENTIAL ADDRESS **01**

PRESIDENT'S VIEW ON THE CHALLENGES AND CIRCUMSTANCES - THE INSTITUTION HAD GONE THROUGH POST LOCKDOWN. HIS INSIGHTS ON THE STATE OF ART COMPUTER CENTRE AND HIS MESSAGE TO THE BUDDING MANAGERS.

EDITOR IN CHIEF **03**

THE EDITOR IN CHIEF SPEAKS ABOUT THE PREVIOUS ISSUES OF INITIUM AND HOW THIS EDITION IS YET ANOTHER DARING JOURNEY FROM POST LOCKDOWN. FURTHER HE SPEAKS ABOUT ALL THE ACTIVITIES AND VARIOUS GUEST LECTURERS AND MUCH MORE WHICH TOOK PLACE IN THE INSTITUTION.

ALUMNI PRESIDENT ADDRESS **05**

MR. UDAY ONE OF THE ALUMNI SHARES HIS EXPERIENCE DURING HIS DAYS AT NSB. FURTHER, HE TALKS ABOUT HOW GOOD NSB IS AT MAINTAINING CORPORATE AND ALUMINI RELATIONSHIP. HE SHARES HIS VIEW ON HOW THINGS HAVE CHANGED FROM WHAT WAS IMPOSSIBLE IS NOW NORMAL. HIS EMPHASIS ON CHANGE AND HARD WORK CAN BE NOTED.

CORPORATE SPEAK **06**

MR. SOMNATH AN EMINENT RESOURCE PERSON SHARES HIS EXPERIENCE REGARDING HOW THE FIELD OF HUMAN RESOURCE IS AND WHAT IS REQUIRED FROM STUDENTS WHO WANTS TO PURSUE THEIR CAREER IN THE FIELD OF HUMAN RESOURCE.

CONVOCATION & CULTURALS **07**

THE CONVOCATION CEREMONY OF THE NATIONAL SCHOOL OF BUSINESS FOR THE COHORT 2018-20 MBA WAS CONDUCTED. EMINENT PERSONALITIES WERE INVITED TO HONOUR THE DEGREES TO THE BATCH AND AWARDS WERE PRESENTED TO STUDENTS ON RESPECTIVE CATEGORIES.

TOPPERS WORDS

10

TOPPERS OF NSB ACADEMY SHARE THEIR VIEWS ON HOW THEY MADE IT TO TOP AND THEIR EXPERIENCE AT NSB. THEIR EMPHASIS ON SELF STUDIES AND OTHER ASPECTS WHICH HELPED THEM TO ACHIEVE THE SUCCESS HAS BEEN DISCUSSED HERE.

LEADERSHIP AND STAR AWARDS

11

AWARDS AND RECOGNITIONS FOR THE STUDENTS WHO GAVE AN EXCEPTIONAL PERFORMANCE IN LEADING THEIR TEAMS TO THE GIVEN TASKS AND GOALS.

ORIENTATION PROGRAMS

12

ICE BREAKING SESSIONS FOR THE COHORT BATCH 2020-22, WHERE VARIOUS EMINENT PERSONALITIES GUIDED THE NEW NSBians TO SET THEIR GOALS AND PAVED WAY TO THEIR FUTURE IN NSB AND AS MANAGERS.

GUEST LECTURES

13

VARIOUS INDUSTRIAL EXPERTS AND RESOURCE PERSONS WERE ASKED TO CONDUCT WORKSHOPS AND GUEST LECTURES TO HELP STUDENTS PREPARE THEMSELVES ACCORDINGLY AS PER THE INDUSTRIAL DEMAND.

EVENTS

14

STUDENTS WERE TAKEN OUT TO ADVENTURE LEARNINGS AND A LOT OF EVENTS WERE CONDUCTED TO HELP THE STUDENTS IN UNDERSTANDING VARIOUS CONCEPTS SUCH AS TEAM BUILDING, LEADERSHIP ACTIVITIES AND MUCH MORE.

CONTRIBUTIONS FROM STUDENTS

17

STUDENTS ARE THE NERVE CENTER FOR ANY INSTITUTION. STUDENTS HAVE SHARED THEIR ARTISTRY AND CREATIVE CONTENTS TOWARDS THE MAGAZINE.



"Average managers lose themselves to external complexities while great managers keep themselves prepared and ready."

FROM THE PRESIDENT'S DESK

Team Initium: When educational institutions were struggling to ramp up post lockdown, everything looked smooth for NSB. What were the measures you took to get the institute going post lockdown?

President: NSB's quick-to-act and responsive leadership has always prioritized the agility of NSB. The innate ability of NSB's administration to act with ease and move swiftly facilitated us to take important decisions without any lapse of time.

We being an educational institution, had not time to waste as it would impact the learning outcomes of our students. We discussed the emerging scenarios almost on a day-to-day basis and adjusted our response to the challenges swiftly. We did not leave our students and their families guessing and we kept them engaged through our communications.

NSB not only ensured continuous learning but also quickly adopted new methods and technology to make learning non-stop.

We did not allow pandemic to break NSB's strong student-teacher connect. NSB also understood the psychological impact of Covid-19 on our employees.

We implemented every tool that was available for us to keep our employees motivated. NSB never believed in axing people or their salaries. We stood solid on the ground and protected all jobs and salaries of our hardworking NSBians. This not only sent a strong message on our ethical leadership but also fuelled deep respect and escalated commitment among our employees. While most educational institutions across the globe saw falling enrolments, NSB saw a 20% growth in its enrollment. This is a shining example of what motivated employees can do to an organization in difficult times.

Team Initium: How difficult or easy is it to get the institution to new heights after the difficult Covid-19 situation we all faced?

President: I agree that this pandemic has brought a different set of challenges for institutional growth. However, the future belongs to those institutions that cross these hurdles with care. All things being equal, the institution that is coherent, flexible, and fast will emerge as the winner.

Having seen NSB for over a decade, I can confidently say that NSB has the ability to change the direction quickly when needed by re-balancing itself, without losing its speed. Moreover, NSB knows that this is a new normal and therefore, it will make extra efforts to reach its goal. For NSB, its goals are sacrosanct. Therefore, NSBians have no option but to do all that it takes to get there.

We shall and we will!

Team Initium: Can you talk about your take on inaugurating the state-of-the-art Computer center on our campus?

President: NSB always believed in creating state-of-the-art infrastructure, be it physical or intellectual. Therefore, we never wanted our lab to be ordinary. NSB conceived a full-fledged computer lab that can be used for practical training sessions not only on application software (such as ERP, Data analytical tools etc) but also for running simulations and business games. Moreover, we wanted the computer lab to be the happening place facilitating mock trading on NSE or digital learning through global MOOCs platforms.

To this end, we needed high-end computers that are fully loaded and completely integrated. This led us to acquire 80 latest versions of “All-in-One” PCs with powerful specs. The cordless mouse and keyboard had added to the charm of team learning.

Team Initium: Looking at the pace at which NSB is growing, we are excited about what's in store for the upcoming batches of students. What are your future plans for NSB?

President: Thanks to your recognition of NSB as an ever-growing institution. To that end, I must say that NSB has never stopped growing since its inception. NSB has made rapid progress in all important areas be it the construction of a new campus, enhancing its intellectual capabilities, or its global outreach.

Here is what upcoming batches can expect from NSB:

- Beautiful campus, state-of-the-art learning facilities, and great intellectual pool of professors
- A diverse set of specializations and contemporary curriculum
- Innovative “outcome-driven” teaching methodology that makes them “hands-on”
- Increased global outreach – more exchange opportunities across the globe, International internships, and Global immersions.
- Improved corporate outreach to achieve better placements with every passing year.

While these are some major focus areas, NSB commits itself to excellence in its educational endeavors.

"NSB saw a 20% growth in its enrollment. This is a shining example of what motivated employees can do to an organization in difficult times."

Team Initium: Your message to the budding managers during these times.

President: Nature is unforgiving. It gives us a character and tests our ability. While you have an eye on what is changing, focus more on what you can control. Average managers lose themselves to external complexities while great managers keep themselves prepared and ready. Have a mind that is open for everything and keep it prepared.

EDITOR IN CHIEF



Dear Readers,

It's a pleasure to connect with you all once again through Issue 7 of Initium. I believe that our team has been doing a great job in keeping you all engaged through all the previous issues of Initium and this Issue is no different.

This issue is themed "**The Journey Ahead**". "But this one thing I do, forgetting those things which are behind and looking forward unto those things which are ahead", is a line from one of my favourite books. We all have been through tough times in the past few months and we continue to face these different times. But what is more important is the journey ahead and it's going to be brighter and better. In continuation with the theme of Issue 6, "Grow through what you go through", let's keep our eyes on the journey Ahead and keep going.

This issue of Initium features an exclusive interview with the Asia-Pacific HR Director of Atkins and our president, a message from the NSB Alumni Association president, the multitudes of events and happenings at NSB, the talents of NSB students and much more. I am sure you will have a great time reading this issue.

I would like to take this moment to welcome the new members to the Initium team and would like to thank the entire team for the tireless effort put to release this issue.

Let me stop here and let you enjoy your reading journey ahead.

Happy Reading,
Prof. Abishek Santhosh Raj
Editor-in-Chief



HIGHER EDUCATION Review

Presents



NSB Academy

Recognized as

HIGHER EDUCATION *Review* TOP 10
**INSTITUTES FOR BUSINESS
ANALYTICS PROGRAMME – 2021**



Deepshikha Singh
Deepshikha Singh
Managing Editor

ALUMNI PRESIDENT ADDRESS



Let me take this opportunity to thank my faculty members of NSB for guiding and directing me through the crucial initial years of my career. It takes a great deal to be still associated and feel belonged to my Alma matter, even after all these years. This shows the length that the institution goes to keep the circle watertight. Apart from the excellent academic experience, I also gained the benefits of being a part of the various initiatives and exposure provided by the college. It is 11 years since I have graduated, but when I look back it feels like yesterday. Over the last decade, I have grown professionally but remained rooted in the values and character that were developed during my forming years at the college. Sworn in as Alumnus President in November 2019, this is the first formal letter I am writing, and the time could not be better than this.

Over the last year, we have witnessed a paradigm shift in the way things have altered. What we believed was impossible is now the new normal. Take instances of technology adaption, new labor laws, economic improvement, scientific development, and so on. What remained constant during all of it is the CHANGE itself. The new era post-pandemic is going to bring in a sea of change in the manner we perceive and execute our jobs. The need of the hour is to be agile, integral, and to develop a futuristic view. With a stern conviction, we need to move towards our goal besides staying mindful of the fact that we may fail but not doomed. Success is subjective, and you will feel every achievement smaller as you achieve the next milestone. Six months of hard work and focus can put you 5 years ahead in life. Do not underestimate the power of consistency and desire. With this, I will leave you with a thought.

“And by the way, everything in life is writable about if you have the outgoing guts to do it, and the imagination to improvise. The worst enemy to creativity is self-doubt.”—Sylvia Path.

- Ajay Udayar

CORPORATE SPEAK - DR. SOMNATH BHAGAVATHULA

“Be Honest to Yourself” and “You don’t become a better professional unless you walk through fire”



**Regional HR Director,
Asia-Pacific, Atkins**

Interviewer: According to you, what top skills should an HR aspirant should have?

Speaker: The person needs to know about his domain, HR is very important, as they need to understand what is employee relations, how to really create employee engagement. They need to specialize in at least one domain. You got to be really good in two or at least one, once you do that, you have set a very good foundation.

Interviewer: How do you prepare yourself for local conditions?

Speaker: Your ability to understand the local language will bind you with the local populations. You got to make an effort to understand whom you're working with, As simple as Karthika Deeposthsava your ability to be a part of the functions, then they will think of you as part of the function.

Interviewer: We as students, how do we bridge the gap between academia and the industry?

Speaker: You have a very powerful medium- social media, the amount of information that exists, you don't need too much info beyond that.

Interviewer: According to you, what will be the future of HR with the rapid growth in the digital era?

Speaker: AI is going to take over a lot, For me, HR is all about managing people. I see the future of HR teams too, I'll have people specialize in Psychology and human emotions. The future of HR is not going to be what exists today, that world is done.

Interviewer: What are the major changes you see from when you started to what the industry is right now?

Speaker: ERP, some people call it mobile forced. The ability to do stuff now, what used to exist, earlier HR was a more personal department function. Today HR is all about managing talent, taking responsibility for talent in the organization where ever they exist. Earlier it was about payroll managing, payslips, giving salaries. I think that it is an important component but more and more that is moving towards finance and administration.

Interviewer: In what way has Covid-19 affected the Human Resource industry?

Speaker: I think emotional wellbeing is now the HRs' main responsibility. I think covid has really impacted people on a mental level. The well is the physical, emotional, and sometimes financial well-being. The ability of HR to play a big part in it and is critical for its success, otherwise, it will not serve its purpose.

CONVOCAATION

**COHORT
2018-20**



Well with a heavy heart I arrived at the venue, I knew I won't be able to share the same bond with the place where we spent two years grooming ourselves to face the real world. But the moment I was called up to receive my certificate, I felt motivated looked in my mother's eye as I progressed towards the podium. It was a moment of utter honor to receive one last academic achievement from the dignitaries. But adding to the academic, I received a token of appreciation for contributing my efforts apart from the academic. It felt like recognition and it was resultant of people who always motivated me to be better. With a heavy heart, I left the place where it'll start.

Sreeraj Nair (Cohort 2018-19)



I always believe in the statement 'Give the best you have and the best will come back to you'. Likewise I have given my best in studies as well as extra curricular activities. When I got the star award and certificate, I felt very proud, happy and delighted. Also it boosted my confidence level. I am eager for achieving more.

Shanmugashree (cohort 2018-19)

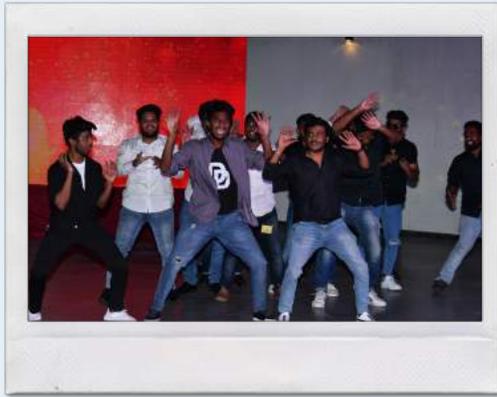
Grandeur, Nostalgia, and emotions... All summed up together. It will surely be an unforgettable evening of my life and I'll forever cherish the belongingness I have with NSB. The joy of holding the our degrees after 2 years of persistence and hardwork is beyond measures.

Neha (Cohort 2018-19)



CULTURALS

The 1st year students presented a mesmerizing variety of extravaganza. They entertained the gathering with various performances like dancing, singing, and fashion shows. It was nostalgia for the parents who had accompanied the fresh graduates. The day's events winded up with a sumptuous banquet for everyone to carry memories for a lifetime.





TOPPERS WORDS

It was not an easy ride. I had always imagined myself achieving the award that I hold this day. There were ample difficulties and obstacles in my way. But something inside me wanted to try more, and something inside me gave me the hope and willpower to continue. I thank my younger self to focus on the goals and not the hurdles. Self Sufficiency is the Key. Power and Motivation come from within.



**PRASAD SREHA
MANORANJAN
1ST RANK**

Having studied in 5 different academic organisations, NSB is the only organization where I have gotten the homely attachment. I may have topped the university exams, but it has only happened because of the correct mentorship by the faculty. Faculty helped us with proficient knowledge to be Industry ready. The faculty maintained a cordial relationship with students, which is a very happy feeling that helps the students to excel in academics, paper publications, and other extracurricular activities. I'm very much happy to get associated with such good faculty and thankful to them. Positive environment, ambiance, continuous help to the students, to the students to achieve even beyond their expectations. I'm contented to be a NSBian.



**ABED ALI KHAN
2ND RANK**

The amazing journey of 2 years. This wouldn't have been possible without the immense love and support from our NSB faculty guides and my parents.



**KIRAN KUMARI
3RD RANK**

NSB CONGRATULATES ALL THE TOPPERS

NSB LEADERSHIP AND STAR AWARDEES



ANNIRUDDHA
ANAND



NEHA RAI



SONAM RANI



NIKHIL KADOLKAR



YOGAVIGNESH B



DHAVAN KUMAR S



SREERAJ NAIR



SHANMUGASHREE S



MOHIT KUMAR



ORIENTATION PROGRAMME 2020-22

Amid the Pandemic, NSB has taken a challenging step for its students where it has conducted an Orientation program for about a month.

It helped orientation program for (2020-22) students creating strategic planning on leadership, management, and other skill set required for a manager. It also conducted many games on team building, adventures trekking.



GUEST LECTURES



A recipient of outstanding corporate trainer award 2017 from MTC Global a UN affiliate organization at the World Edu Summit 2017 was the speaker of the day. He briefed students about various marketing challenges and shared innovative ideas to tackle those challenges. He also explained to the students on how to break the clutter by introducing the **C-I-D** framework i.e. Create – Influence – Deliver and discussed many more concepts in detail like needs, awareness, authority, experience, consistency, trusts, etc.

MR. ARJUN VELLAL

**CEO - PROAWITZ LEADERSHIP INC.,
MD: UTSAH FOODS AND HOSPITALITY PVT. LTD, PARTNER SRI MAYYIA CATERERS.**



"Be an investor, rather than becoming a trader." It was indeed a mesmerizing session that gave the students a clear-cut scenario about the Stock Market and its basics, by a most influential personality Dr. Balaji Rao DG from his 28 years of experience in the Indian Stock market. His valuable words persuaded the students to become successful investors. He advised to "Observe small things happening around that can be related to investing in stocks."

Dr. BALAJI RAO

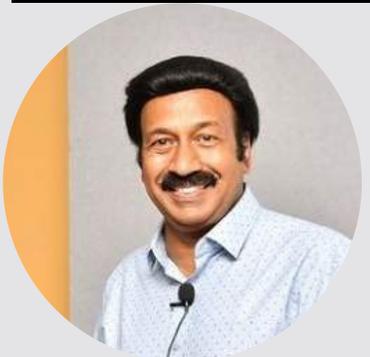
FOUNDER AND CHIEF TRAINER: SAPIEN KNOWLEDGE VENTURES



"Finance is the heart of any business." To understand the accounting and finance information and to develop analytical skills in order to learn techniques for making better and informed decisions, NSB organized a Guest Lecture for the students on the topic "Accounting & Finance for Managers" by CA. RS Raghavan. The session was noteworthy for the students. It gave them a comprehensive understanding of accounting & finance.

R.S. RAGHAVAN

ACA, DISA- FOUNDER, FINANCE ACADEMY



"Don't burn your bridges they are the soul of your success." said by Dr. P.E Vijay Anand, U.S. Soybean Export Council (USSEC). They organized the session for the cohort 2020-22 students to give them a brief of challenges and opportunities of global entrepreneurship in a world in which the economic and cultural context is transforming. An overview of knowledge on the basic issues in domestic entrepreneurship such as opportunity recognition, team building, fundraising, marketing, financing, organizational governance, ethical and regulatory issues, and social and environmental issues.

Dr. P.E. VIJAY ANAND

SENIOR LEAD- EMERGING MARKET DEVELOPMENT (USSEC)

EVENTS

PEARL VALLEY

As a part of adventure learning cohort 2020-22 students were taken to Pearl Valley to inculcate habits like team building, co-ordinating a better understanding of each other, and to help students learn many management skills creatively.



WOMEN'S DAY

NSB has driven a step ahead by celebrating International Women's Day. Where women from NSB took up the #ChooseToChallenge: Challenge by challenging the world on different aspects.



INDUSTRIAL VISIT

The students at NSB visited to the Ministry of Agriculture - Dept. of Animal Husbandry, Dairying & Fisheries Hessarghatta, Bengaluru as part of the Industrial visit. It aimed to help students learn about the various in-house procedures and techniques involved in agricultural management, technology, entrepreneurial opportunities in agricultural sectors.





CHRISTMAS CELEBRATION

NSB held a vibrant Christmas celebration where students had a lot of fun-filled activities conducted to enhance the positive environment.



BLOOD DONATION

NSB strongly believes in CSR activities, and these activities are part and parcel of the institution. A blood donation camp was held to create awareness in the minds of budding managers that any kind of minute act of selflessness can actually create a lot of difference in society and can save lives of many.



BUDGET SCREENING

NSB screened a LIVE session of the Budget for the FY 2021, allowing the students to get a dimension of the LIVE Budget Session. This was the first digital budget which was presented by our Finance Minister Smt. Nirmala Sitharaman. Students even noted the budget highlights, and they later discussed this in all classes.



NSB TV

NSB Academy is proud to release its first episode of NSB TV as part of social media club, which is run by our students. It aims to give timely updates on happenings at NSB's campus and business news around the world. NSB wishes all the members of the Social Media Club for their efforts and contribution.



COMPUTER CENTRE

Today NSB inaugurated its new Cutting-Edge computer center. Inauguration ribbon cut by Mr.Somanath Bhagavatula - Regional HR Director, Asia-Pacific, Atkins; presided by Dr. Sridharamurthy, Director & President NSB Academy, The lab has 40 high-tech computers equipped with latest peripherals and high-speed Wi-Fi connectivity.



ABSOLUTE FINANCE QUIZ

NSB's in-house finance newsletter "Absolute Finance" team organized an online quiz competition where 38 teams participated in the competition enthusiastically. The quiz touched all the fundamental knowledge to brush up our skills and bring out the true potential within us. The winners are:
 Winners - Umesh & Swetha (PGDM 1st year)
 Runners - Harish & Tushar (PGDM 1st year)
 Third place - Bismaya & Sachin (MBA 1st year)

PHOTOGRAPHY COMPETITION

URBAN LIFE

TOP THREE CAPTURES



JERIN MOHAN

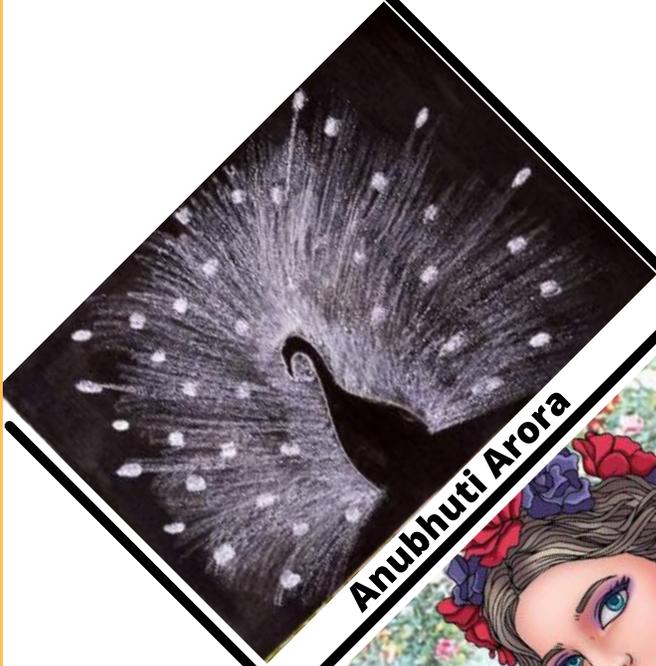


A KAUSHIK



JERIN MOHAN

ARTISTRY



Anubhuti Arora



Tushar Sahu



Ojasvi Mahajan



Esha Verma



Anubhuti Arora



Anubhuti Arora



Arpita Chatterjee



Arpita Chatterjee



Indian Contract Act, 1872

**“ALL CONTRACTS ARE AGREEMENTS, BUT
ALL AGREEMENTS ARE NOT CONTRACTS”**

Normally as per people's point of view agreement and contract are synonym terms, but it is not the same, there is a huge difference between agreement and contract. The agreement is defined in section 2 (e) while a Contract is defined in section 2 (h) of the Indian Contract Act, 1872. An agreement need not be given in writing, but the contracts are normally written and are registered. The agreement doesn't legally bound any party for the performance. In the Contract, the people are legally bound to perform their part.

The Indian Contract Act was passed on 25th April 1872 and came into force from 1st September 1872. i.e. many years before independence, so this legislation was made by Britisher and it includes 266 sections, whose divisions are as follows:-

- | | |
|------------------------------------|--------------------------------|
| • 1-75:- General Provision | • 148-181:-Bailment and Pledge |
| • 76-123:- Sales and Goods | • 182-238:- Agency |
| • 124-147:-Indemnity and Guarantee | • 239-266:- Partnership |

But in 1930 they removed the part of section 76-123 from this act and made a separate legislation Sales and Goods Act.

Essential characteristics of a valid contract:

- | | |
|--|---|
| • Having two or more parties. | • Statutory consideration and purpose. |
| • Stagnation, Proposal, and acceptance. | • Non-declaration of stay clearly in vain. |
| • The desire of the parties to establish legal relations among themselves. | • Written, certified, and registered if necessary |
| • The ability to contract with the parties. | |
| Free consent of the parties. | |

-ANIRUDH PAREEK (PGDM, 2019-21)



‘CAN TECHNOLOGY REPLACE MANAGERS?’

Well, Can Technology do wonders? Yes, true! But when the question arrives to the replacement with Managers, then definitely I would disagree. Technology can't replace managers. Okay, let's just quickly sum up the basic roles of a manager. Henry Mintzberg stated that a manager has 10 roles to perform: Figurehead, Leader, Liaison, Monitor, Disseminator, Spokesperson, Entrepreneur, Disturbance Handler, Resource Allocator & Negotiator. So, now Technology/ Artificial Intelligence can be a great helping hand to the roles of the manager but never can be a replacement. More in-depth if we scrutinize, we can say, technology can be influential in just two of them- 'Monitor' and 'Resource Allocator'; and helpful in two of them- 'Liaison' and 'Disseminator' out of all the 10 aspects.

Hence, we can claim that, we can't imagine a situation when it replaces them completely.

One more important aspect we should keep in mind that a robot can do maximum what is programmed into it but for managers it's always about tackling problems out of the book starting from emotional understandings and connections, morale-boosting, maintaining organizational behavior, managing stress, etc. These are some emotional aspects that a technology/AI/robot can never do or fulfill. Yes, they can be a replacement to the bad managers or base level employees who doesn't show up these quality roles but can never in present or future take up the whole management of a firm or organization into its automated hands

So, on my conclusion I would again emphasize enunciating the fact that managers- one that takes care of teams in terms of transparency and a healthy work atmosphere can benefit from technology to analyze different areas of their domains. The technology can minimize the human need to the maximum but cannot replace them entirely.

**-SATASHRUTI PARASHAR
(SECTION-C, 2019-21)**

LEMON CORIANDER PASTA

INGREDIENTS

- Raw pasta
- Butter
- Spinach(optional)
- Coriander
- Onion
- Garlic
- Italian mixed herbs
- Fresh cream
- Lemon juice



METHOD :

- Take a pan and put around 2-3 tbsp of butter.
- Add into it some chopped onions and garlic.
- Saute it for a minute and then add herbs like oregano and chili flakes into it. Again saute it for a minute and add some roughly chopped spinach and coriander.
- Then pour around 1.5-2 cups of water into the pan and put your raw pasta into it and also add 2 tsp of salt.
- Cover it with a lid and let it cook for around 7-8 minutes.
- Take off the lid and you can add a little of water if required to make it saucy. Then add 3-4 tbsp of fresh cream and some grated cheese. Lastly put some coriander, 2-3 tsp of lemon juice and a pinch of sugar.
- Mix it well for a minute and the delicious pasta is ready. Garnish it with some coriander and slices of lemon.

CARAMELIZED BANANA AND PEANUT BUTTER QUESADILLA

BY - KAUSTUB

Need a brisk sweet?

Use your overripe bananas in this caramelized banana, peanut butter, and cinnamon "quesadilla".

The perfect single portion of dessert!

PREP TIME: 5 MINS

COOK TIME: 10 MINS

TOTAL TIME: 15 MINS

INGREDIENTS:

- 1 RIPE BANANA
- 1 SMALL ROTI
- 1 TBSP PEANUT BUTTER
- 1/2 TBSP BUTTER
- 1/2 TBSP BROWN SUGAR
- 1 DASH CINNAMON

INSTRUCTIONS:

1. Slice down the banana. Melt the butter in a small skillet over medium heat. Once melted, add the sliced banana and brown sugar. Cook the banana in the butter and brown sugar until the slices turn golden brown and slightly sticky. Remove the skillet from the heat.
2. Spread the peanut butter over half of the quesadilla. Scoop the caramelized banana slices onto the peanut butter. Sprinkle a dash of cinnamon on top. Fold the empty half of the roti over the filled side.
3. Place the quesadilla in a clean dry skillet and cook over medium heat until golden brown and crispy on both sides. Slice the quesadilla into triangles using a large knife or pizza cutter, then serve.

NUTRITION PER SERVING

- CALORIES: 397.5KCAL • CARBOHYDRATES: 58.6 G • PROTEIN: 7.9 G • FAT: 17.1 G
- SODIUM: 360.3MG • FIBER: 6G

STRINGS OF HOPE

IT WAS THE DAY OF HOPE..
SUMMER CHECKED OUT EARLY,
GREY CLOUDS PUSHED THE SUN OUT OF SKY,
AND A RAINDROP LANDED ON MY WINDOW.
I LET A FEW OF THEM SNEAK INTO MY CUP, AND SIPPED IT, THE
CHAI TASTED LIKE PETRICHOR.

GREENERY ALL AROUND, THOSE FARMERS IN FIELD, SMALL NARROW
PATH THAT ALMOST LOOKED UNDISCOVERED, A PLEASANT
MORNING.

I WAS RUNNING OUT OF PATIENCE, MAP SHOWED 5 MINUTE TO
THE DESTINATION AND YET NO SIGN OF WHAT I WAS LOOKING FOR.

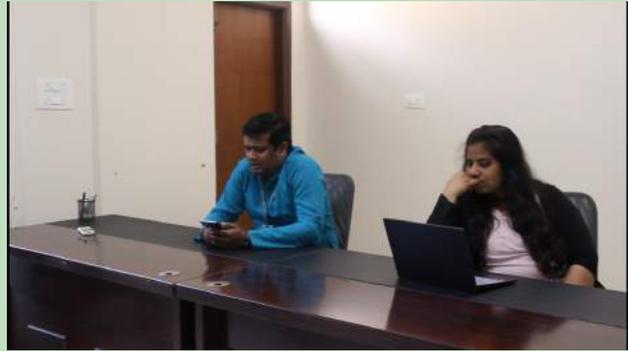
FINALLY I STOPPED MY BIKE, A BLACK GATE GLIDES IN FRONT OF
ME, A GUARD APPEARED IN A BLACK UNIFORM, I WONDERED
WHAT HIS NAME WAS. AND I MISS HIM NOW FOR REAL, HE IS NO
MORE SEEN.

THOSE TILE PAVED GROUND, WELL MAINTAINED GARDEN, IT WAS
EXACTLY HOW I DREAMED IT WOULD BE , WHERE MY NEW
JOURNEY WAS ABOUT TO BEGIN IN SEARCH OF THE DESTINATION.

IT WAS MY FIRST DAY AT NSB.....

NSB TV

BEHIND THE SCENES





TEAM INITIUM

- Ojasvi Mahajan
- Vishrutha V Hangal
- Anish Nag
- Tushar Sahu
- Nikhil G Reddy
- Rutuja Madgulkar
- Taniya Sarkar
- Arvind Kumar
- Sai Lakshmi Priyanka
- Debankita Bose
- Arpita Chatterjee
- Antonita Aishwarya A



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