

INITIUM

INITIATE | INNOVATE | INSPIRE

Getting Ahead Of The Curve

ISSUE - 10, 2023

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Welcome to the 10th Issue of "Initium." As we celebrate this milestone issue, we delve into the essence of progress and innovation, exploring how individuals, and NSBian's as a team are continually striving to get ahead of the curve. From cutting-edge technologies to forward-thinking strategies, join us on a journey to discover what it truly means to be at the forefront of change.

Within these pages lies a truly unique edition - a compilation where every piece, phrase, and image weaves together a narrative.

This issue serves as a chronicle of our triumphs and cherished moments, a testament to the journey we've undertaken. Our magazine embarks on a mission to enrich your reading adventure through diversity, offering an array of content. This edition proudly presents an exclusive conversation with Mrs. Jaya Praveen, Senior Human Resources Professional.

So get along with us through this magazine, on the journey of our way to getting ahead of the curve in which you will also see the glorious event recollections, showcases of the multifaceted talents of our students, and much more.



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CORPORATE SPEAK

By

**JAYA
PRAVEEN**

SENIOR HUMAN RESOURCES
PROFESSIONAL



QUESTIONS & ANSWERS

Q The world is getting ahead of the curve faster than previous years, what is your point of view on this drastic changing environment with respect to business? **X**

The change is all about creating resilience. It is vital for any business to plan and prepare for future developments, to understand the potential opportunities for sustainable growth. However, change is an inevitable part of running any business. Businesses can build an environment that encourages innovation upon embracing change.

Q As an HR director, what would your suggestion be to the fresher's on the changing business environment? **X**

Business change offers several benefits to employee's like

- Staying abreast with latest industry trends
- Enhanced business efficiency – Eg: a new machinery helps to speed-up productivity; innovative delivery process makes more satisfied employees as well as customers.
- Drives innovation & promotes skills & growth of employees more faster.

CORPORATE SPEAK



QUESTIONS & ANSWERS

Continued...



If such a situation arises in the future what measures has the company taken to withstand in the market?



Today company after experiencing such challenges has developed well defined strategies for uninterrupted working environment viz; introduced various new technology based operations, working models like regular shift, Hybrid model for various job profiles, maintained proper skill metrics and strengthened in-house training. Every department and every Division has a back-up plan and strategy framed to surpass any such challenge without affecting our routine business operations.



A lot of people in the corporate say that “we expect more than what is taught in the classroom” could you share with us what exactly are you trying to get from the fresher’s? Is t some add on courses or some hands on experience like Internship or 1 year of corporate experience?



Employer expectations are always high whether you are experienced or a fresher.

An add on course will be like a helping tool to execute your job in future. Eg: Advanced Excel courses, AUTOCAD certificate for a designer etc.

Internships or part time jobs help you to understand and get a feel of live –work environment. How people come to work, their attire, punctuality, engaging with co-workers, rules and regulations etc. You will be partially groomed in such environment.

Moreover, a fresher should keep a very positive attitude, develop personal skills like be passionate about your job, Quick learner, willing to go the extra mile and so on.

CORPORATE SPEAK



QUESTIONS & ANSWERS

Continued...

Q MBA student are more focused on building their CV, which may be one of the reason to why we also may give attention to a lot of extracurricular activities. What would your suggestion be on building resume? **X**

Would like to suggest few things:

- 1. Provide an impressive, short and engaging heading**
- 2. Give a professional summary, (Portfolio) projects handled, achievements**
- 3. Qualification with grade**
- 4. Highlight your soft skills and Technical skills if any**
- 5. List your Hobbies briefly**

Q Your last message to the reader on getting ahead of the curve? **X**

A business change entails several job functions and departments. Management & stakeholders also involved in framing well defined goals and strategies to attain a successful business change. Communication is a crucial element in any business. Explaining the importance of changes within the business will enhance employee engagement and they feel more involved in the entire process. We have to embed employees' time management skills and work prioritization to improve productivity and profitability. This will equip the employees to adapt to changes within the routine tasks or within the organization at any point of time.

Guest Lectures

NOVEMBER
3RD

Online Guest Lecture on Leverages: Types and Measurement by Associate Professor Dr. Razana Juhaida Johari. She is a Chartered Accountant of MIA and is currently working as an Associate Professor at University Teknologi Mara Malaysia.

She has a solid educational foundation, which makes her a sought-after woman in the accounting industry. Competent in academic writing, research, teaching, and research design. The third-semester MBA Finance students at NSB are fortunate to have such a fantastic guest professor on board.



NOVEMBER
10TH

Workshop on Implementation of Sexual Harassment of women at workplace (Prevention, prohibition & Redressal) Act, 2013, conducted at NSB Campus for batch 2022-2024 on 10/12/2022.

The event chief guest was Dr. Devika Singh, Co-founder, Lead Legal Consultant and Founder of Cohere Communities (NGO). She was welcomed & felicitated by Dr. A.V Rao (Dean-Administration). She gave an overview of the laws and acts which are made for sexual harassment.



DECEMBER

15TH - 17TH



NSB Academy has successfully completed 1st Research Serial Workshop Phase I on "Research Methods, Text Analytics and Statistical for Management Research" during 15-17 December 2022.



The participants, resource persons Dr Ramakrishna Venkatesakumar and Dr Ganesh Kumar C, Our President and our Chief Guest Dean, Canara Bank School of Management, Bangalore University for making Phase I of the workshop a grand success.

2023

JANUARY

1ST



Guest lecture was given on the topic "Insights to HR domain: Best L&D Practices in the Industry" by Dr. Mohan Kumar. Sir is working as a Practice Head for Wipro Limited. He has 34 years of IT experience and has been associated with Wipro Limited for over 16 years. Mr. Mohan is currently involved in community projects in the area of youth leadership and provides mentorship to students pursuing Engineering, Management and other courses, conducts FDP, MDP sessions and any interventions for Faculties.

NSB organized a special guest lecture on "Cultural Intelligence - Key to success to Manage in Global Environment by Dr. Nelson D'Souza.

JANUARY

23RD



He is a highly seasoned Leadership & Talent Development professional with a unique blend of expertise in Industry and Academia gained across geographies in developing and developed economies.

Dr. D'Souza had the incredible opportunity to work with people across the organization (including CEO and Board members) in developing human/leadership capital. He also had the privilege of partnering with best in class executive education providers viz: Duke CE, Harvard, IESE, RBL, INSEAD in co-creating cutting-edge leadership & learning solutions. In the session he spoke about different cultural practices in different countries such as Sydney and Dubai (UAE). The session ended with question and answer session.

JANUARY

30TH



NSB Academy has organized a guest lecture on Cloud Accounting and CSR- Tripple Bottom Line by CA Kushik Rai, FCA, RV, Bcom. He has an experience of around 2 years in handling taxation matters of MNC's. Apart from that he has an experience of handling tax audit of various manufacturing and service industries.

In the session he walked us through what is Cloud Accounting, its Benefits and its features along with that he also spoke with the Indian context for the same. On the other half of the session he spoke about CSR- Tripple Bottom Line where he discussed about 3Ps ie People, Planet and Purpose and he also gave a brief understanding about what other companies are contributing to the society through the act of CSR. He discussed about the CSR activities of companies such as GB, BOCH, Coca - Cola, DHL, Starbucks etc.

FEBRUARY

7TH

NSB Academy had the privilege to organize the inaugural ceremony of the NIPM Students Chapter on 7th Feb 2023. NIPM is an association for Human Resource Management professionals.



The Chief guest were Mr. Robert Cutinha: chairman, NIPM-Karnataka chapter (NIPM-KC). As the chairman of NIPM, he shared insightful knowledge with all the audience citing that book knowledge is easy to gain but experience knowledge is really advisable in the industry.

90% of the HR people want one-to-one connection. We also had MR. Prabhu H: Chairman, Academics and student Interface Committee (NIPM-KC). He congratulated the Department of MBA and coordinators, where he also made all the Students take Oath on 12 declarations to be full responsibility towards the NIPM in all the professional forum. Mr. Sheenapa Gowda M: Co-chairman, Academics and student interface Committee (NIPM-KC)



NSB Academy organized, NHRD an interactive workshop meant for MBA students specializing in HR.

FEBRUARY

8TH

Two prominent business veterans Mr. Durga Prasad R. (Director, Global HR, Atkins) and Mr. Uttam Vasudevan (Group VP HR, iBus Network Infra Pvt.Ltd) graced the occasion.

Mr. Durga Prasad R. gave insights for all the budding HR professionals, the need to be practical in order to get a fine end user experience in their corporate life. He sensitized the students about the need to be updated with the latest digital skills as expected by the corporates.

Mr. Uttam Vasudevan, mentioned that "moonlighting", is more dangerous for the organization and its HR than gig economy does for the society. The concept of "moonlighting" may put HR into trouble because the HR sometimes find itself in the back seat to get a clear background picture about own employees.



CLUB EVENTS

SRUJANA- "AAGMAN" - MARKETING

Are you creative? Can you Influence and convince others? Do you have it in you to be a Marketer? Let's find out.

"Srujana," the Marketing Club and social media club at NSB Academy, brings to you "Aagman", the Intra-college Marketing Fest, the perfect platform to exhibit your knack and expertise as a marketer.



Day 1 (16-01-2023)

- Recycle Mania -: Create a new product out of waste
- Ad-Mad -: Create a new Ad-video for your product.
- Best Brand Manager -:
Round 1- Create new Logo and Tagline for any pre-existing brand.
Round 2- Revive a Dead Brand with your Marketing.
- Meme Mania - Create a Meme related to Marketing.



Day 2 (17-01-2023) - The Finale

- Marketing Quiz - Finale of the event includes Quiz related to Business/Marketing.

CLUB EVENTS

VANIJYA- "FINTASTICA" - FINANCE

The finance club of NSB ACADEMY hosted an event from 23rd January 2023 to 28th January 2023. The event was conducted for four days with each event in a day. The events were - Business Quiz, Stock Market trading, abstract writing followed by a secret event. The responses from the students were huge and finally the best team that fetched the highest points altogether in all the events were considered the winners of "FINTASTICA" and awarded cash prizes for the same.



CLUB EVENTS

UDAAAN - HR

14th Feb, yes the reknowned day, was chosen for the inauguration of "Uddan", the HR club. The inaugural ceremony was followed by a guest session wherein we had two great minds on the stage, Mr. Mothi V Hareesh and Mr. Nav Kishlay, who took the students on a tour of the interesting topic which was "Growth Mindset For Career & Success, With Love". Which was followed by the cerificate distribution for the Udaan club coordinators as well as HR Conclave coordinators.

The HR conclave was again an HR event conducted on 11th February where we had prominent speakers who addressed the audience with the topic being "Industry 5.0 and its Implications for HR Leaders".



CLUB EVENTS

CULTURAL CLUB

RANGOLI COMPETITION:

It is believed that Rangoli represents positivity, happiness and liveliness of households and is intended to bring wealth and prosperity. So as a part of Sankranti/Pongal celebration, the cultural club organized Rangoli Competition on the 13th of January 2023. There were 2 prizes and a president's pick. 1st position was secured by Team number 2, second position by team 11 followed by president's choice which was Team 1.



STORY TELLING:



The Cultural Club of NSB ACADEMY has organized a story telling competition on 2nd February 2023, having 4 teams and 1 individual as competitors. The 5 teams participated and depicted their stories based on what they wanted to convey.

SUPPLY CHAIN MANAGEMENT AND LOGISTICS

LOCATION: VIZAG
VIZAG PORT



**INDUSTRIAL
VISITS**

LOCATION:
CONTAINER
CORPORATION OF
INDIA, BANGALORE



MARKETING

INDUSTRIAL VISITS



LOCATION: IKEA





PONGAL

Pongal is the harvest festival of Tamil Nadu. A festival to thank God for all his goodness and mercies and to look forward to a prosperous year. It usually falls on the 14th or 15th of January in the English calendar.

NSB Academy celebrated Pongal on the 13th of January for the year 2023, where the students

arrived in traditionals to mark the occasion. The entrance of the college was decorated with colorful Rangoli. Everyone gathered to celebrate pongal with the supervision of the staff members of the college. It was an ambience filled revelry, music, and the joyful faces reverberated with big smiles.

Meanwhile there were other activities conducted. The management had organized a rangoli competition for the students to celebrate the traditional art forms.

The day came to an end with the announcement of the prize winners for the best Rangoli done by the group of students as well as teachers association.

Everybody left home with memories as it was yet another joyous celebration NSB Academy had to offer.

Celebrations

Christmas Day



On December 25, the NSB Academy celebrated Christmas on the college grounds, where many teachers and students had gathered to mark the birth of the Lord Jesus Christ. There was great joy among the students and teachers when the student choir sang the traditional Christmas carols with devotion and gusto. A specially ordered Christmas cake sweetened the already festive atmosphere. The memory of that celebration still lingers in our minds as a very memorable joyous event.

Celebrations

Happy Independence Day



The faculty, students, and staff joined forces in a collective tribute to the relentless heroes who dedicated themselves to securing our freedom.

The tricolor flag waved prominently, embodying our steadfast allegiance to the principles of justice, liberty, and equality.



Celebrations

Immersion Program

With great excitement, we extended a warm welcome to a cohort of gifted students hailing from the University of Deusto, Spain.



They have embarked on a rewarding expedition alongside us at NSB Academy, poised for a memorable journey.



Dubai

Organized between June 7th and June 12th, 2023, NSB's latest IIP Trip to the UAE proved to be an exceptional venture for our MBA students belonging to the 2022-2024 cohort. This experience offered them unparalleled insights into practical expertise, cultural diversity, and a newfound global outlook.



The MBA students from the class of 2022-2024, who participated in an extraordinary IIP program in Malaysia, acquired invaluable hands-on experience, honed their leadership abilities, and garnered cross-cultural perspectives that will profoundly influence their upcoming professional journeys.



Malaysia



PEARL VALLEY VISIT



Trekking and Nature Trail Visit to Pearl Valley on 29th November, 2022 - Nature area with boating in a reservoir & walks above the treeline on a stepped dam.

Muthyalamaduvu, pearl valley -: Muthyala Maduvu popularly known as the Pearl Valley is a beautiful picnic spot that lies in the outskirts of Bengaluru. This tourist spot is located at a distance of 5 Kilometers from Anekal and 40 Kilometers from Bengaluru.

Outbound Activities

VILLAGE VISIT





Bangalore University Youth fest held on 2nd and 3rd January 2023 all the affiliated colleges under Bangalore University participated. Where our Students performed mine act , face painting and Mehendi competition too. We hope every year our students will bring happy colors for the Institution.

Outbound Activities



"Winners never Quit and Quitters never win". Where NSB Boys participated in Basketball match conducted in Symbiosis Institute of Business Management Bengaluru on 20 January 2023 Where they have qualified for semi final round beating the team's participated Along them. Hoping that our boy's will bring more glory in coming future.



Cranium Management Fest Conducted in Jain University on 5th and 6th January 2023 Where different Business quizzes for branches like Marketing, Human Resource, Corporate Social Responsibility , Finance and Business Analytics.

Jain University in collaboration with KS Narasimahaswamy Trust Government of Karnataka organized in the UN women, peace and security 2022 where various competitions like Photography, Videography , face art based on women's and NSB ACADEMY students make us proud by achieving 15 prizes from various events.

Outbound Activities



Tarkash Management fest organized by ICFIA Business School on 6th and 7th of January 2023 where different management quizzes were conducted for HRM, Marketing, IT&BA

KARUNASHRAYA

SIP VISIT



Karunashraya, is a joint project of the Indian Cancer Society and Rotary Bangalore Indiranagar, for providing free palliative care to advanced-stage cancer patients who are beyond cure.

In India, cancer hospitals are overcrowded and preference is given to those patients whose disease has scope for control and cure, either through surgery, chemotherapy or radiation or a combination of the three. Several terminally ill cancer patients on account of poverty, ignorance and total lack of basic facilities do not receive the required medical and nursing care.

It is against this background, several corporates can participate and contribute towards providing palliative care at Karunashraya for critically ill cancer patients to make a positive difference in their lives during their last days.

Outbound Activities





ALUMNI MEET



NSB academy organized "ALUMNI MEET 2019"- a programme to facilitate, consolidate and coordinate Alumnis at college .

The alumni meet is to reconnect with the Alumni and celebrate their success and various achievements. The Alumni started arriving in college by 8.00 a.m. and they were received by the registration team and they have been asked to fill the registration form. The meeting was graced by our President sir.

Alumni also interacted with the students and gave motivational talk regarding preparing for higher studies and placements. Students asked many questions regarding placements and the alumni shared their views. College management and students were thankful for the support and guidance which has made Alumni Meet 2022 a grand success.

student TALENT

Talent is the multiplier. The more energy and attention you invest, the greater the yield. The time you spend with your best is quite simple, your most productive time.

Padma B
2021-23



Kunal Naskar
2022-24



student TALENT

Arya
2022-24



Christina
2022-24



Sneha
2022-24



student TALENT

Rupesh
2022-24



Samuel
2022-24

FITNESS BLOG

UNLEASHING THE POWER OF SELF-TRAINING
WITNESS THE INCREDIBLE JOURNEY OF
SHANMUGA PRIYA AND VAVIN RAJ

From self-doubt to self-made. A true inspiration for every aspiring individual out there!

They started with nothing, armed only with a burning desire to succeed. Through grit, determination, and unwavering belief in themselves, they turned their dreams into reality.

Step into their shoes and be inspired by their relentless pursuit of greatness. If they can do it, so can you! Let their story ignite the fire within you to chase your own dreams and rewrite your destiny



Vavin Raj



Shanmuga Priya



The Secret of
Getting Ahead is
Getting Started



-Mark Twain

NSB ACADEMY

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