

INITIUM

INITIATE INSPIRE INNOVATE



NEW AMBITIONS

ISSUE 08

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PRESIDENTIAL ADDRESS



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

“We need new aspirations, new ambition, and a renewed effort to take our lives forward and to reignite the human spirit.”

Let's discover our New Ambitions!

I am delighted to see the Initium themed – New Ambitions. It is a very apt title for the current situation. The last two years ruined by the pandemic requires repair and reconstruction. We need new aspirations, new ambition, and a renewed effort to take our lives forward and to reignite the human spirit.

This seems to be happening more rapidly than we can imagine. Currently, Indian stock markets are at record highs, GST collection has shown a significant jump, many unicorns are emerging. As we speak, India's first Direct-to-Consumer (D2C) company-Licious-turned a Unicorn. This is India's 29th Unicorn this year (2021) and has brought a new ambition in the long ignored, unorganized meat sector. Licious's entry into the Unicorn club paves the way for other D2C startups to raise funds at the right valuations.

All these happenings signify a fueling new ambition and mark the beginning of the new generation of technology, innovations, and opportunities. Let's wake up with new enthusiasm, a new ambition, and create a sustainable future.

Have a great time reading!

EDITOR IN CHIEF



Prof. Abishek Santhosh Raj
Assistant Professor

Dear Readers,

It gives me the joy to connect with you all once again through this issue of Initium. Before I begin my address, I would like to take this time to appreciate all the efforts put by the team to publish this issue. They have worked tirelessly amidst the uncertainties of the second wave of COVID. Kudos Team!!!

One of the positives the pandemic brought to many individuals and businesses was “New Ambitions” and taking a cue from this, this 8th issue of Initium is based on the theme “The New Ambitions”. “A Man’s worth is no greater than his ambitions” are the words of Marcus Aurelius. Though the pandemic has been cruel to many of us, let us look to move forward with new ambitions.

This Magazine brings variety to enhance your reading experience. It features an exclusive interview with the Global Delivery Head and Senior Vice President of Polestar Solutions, an interesting interview series content on how small businesses survived the pandemic, words of motivation from our Alumni, the many events at NSB, and most importantly, the display of talents of our Students and much more.

I also would like to take this opportunity to thank the graduating Initium team members from the 2019-2021 cohort for their valuable contributions.

We believe that an exciting journey of reading awaits you. Let me leave you alone with the magazine and bid you adieu.

Happy Reading,



Govardhan

Global Team Lead, Google

ALUMNI SPEAK

● **G**RATITUDE

● **E**XECUTE

● **T**IMELY

Team Initium: So, in your tenure, what changes have you noticed in the guiding work culture?

Govardhan: Bringing diversity into the company, the LGBTQ+ now, bringing those into a wider picture and giving them more visibility and, yeah, Google culture, how Google works, Google saw things differently doesn't mean that it has to be done the only way Google. So we have multiple companies for liking the same and even doing better. Yeah. There are a few surveys that give you information that they were doing better than Google, feedback, employee satisfaction, survey. The startups which are coming up are doing better, with Bangalore being the highest Hub of Startups. So we have the highest population creating self-employment, creating a climate and creating them a new space to work that also building into that culture or getting into that hang of things like NOT going INTO the, you know, old school types. Yeah. But definitely, some people are still working with old school sites. it doesn't matter, but then companies are moving their culture from a government desk job to, open online community.

Team Initium: The time from when you were a student in NSB, now that you get invited to give guest lectures. So how do you see any changes in NSB as in progress?

Govardhan: Campus. Yes, we have got a beautiful campus, one of the main structures was, we can say the campus, which brings out the college standard or, you know, has the decorum and, it's how you present yourself to colleges. I could do that from what we were going to do. And when we started, initially, we were the first people who started the issue.

Things are improving, We need to improve as we go, and that's what the college has been doing and trying to come back to the college and see that we can help someone else to shine out, know what is happening in the corporate world so that we can also be a help for the college.

Team Initium: A few words for the readers of the magazine.

Govardhan: If Gratitude and hard work, pays off in the right form, you will achieve what you need. So you'll get what you need.

CORPORATE SPEAK



It is always the business need that drives technology. AI as a feature is a necessity in the future.



LAKSHMI NARAYAN
Global Delivery Head & Sr. Vice President, Polestar Solutions & Services

Team Initium: According to you, what is the first thing students must know about technology?

Lakshmi Narayan: The perception about technology is that I would say that just because we are all part of the IT Revolution in India, so all of us look at technology as where we need to code its more technical in nature, that's what we understand. But we never realised the role of technology in the market today. So technology has become an enabler for a lot of business and technology is solving a lot of problems. So one important perspective which everyone must have be it an engineer or be it a management graduate or any degree for that matter, the perception that people should develop is - technology is there to solve peoples' problems and depending on the problem you choose the right technology to solve it. Yes of course, technical engineers are always there to fix it for you but the first important perspective is "how to solve problems with the help of technology".

Team Initium: The amount of digitization which should have happened in the span of five years happened in a few months. Your take on the statement?

Lakshmi Narayan: There goes to the popular joke right, who enables the digital marketing transformation- is it your CEO, CTO or the COVID 19? COVID 19 is the answer.

Lot of organizations were thinking about moving to digital or to use digital technology for their organizations but they did not take the step right yet. The people who took the first step are the ones who are able to survive today during the covid times. Be it remote working of the employees or catering to the customers who could not come to the branch or who could not come to the store .

Today the organizations use technology as a competitive edge, earlier COVID are the ones reaping the benefits and people who were lacking behind at that part of time are realising the benefits of digital by looking at their competitors. Now they are taking the first steps and as you rightly mentioned - what could not have been achieved for 5 years we are able to achieve it in few months now.

Team Initium: Given the impact that COVID has on business. Do you think integrating technology with business, is the new ambition?

Lakshmi Narayan: It was just extending it to the class that today, business without technology is becoming a challenging thing. And of course, a lot of startups are becoming successful. Take any startup that has become successful. The last two or three years, you would realize that technology has played a big role in the way they're running their operations. They are running their marketing. Everything is technology-driven and data-driven. So definitely the new businesses that are coming up, the new business models are evolving with the help of technology and the businesses, which will not pick up technology, are the ones that are lacking, which are destroying their models. So keep on changing with technology. That's what is a mantra for the new age businesses and they should follow.

Team Initium: Future of AI and technology for the business

Lakshmi Narayan: Definitely great. I would especially say that a year is going to be the foundation for most of the other technologies, look at it in this way AI it's not an independent technology or take any digital technology for the kinder. So, compared to the conventional technologies, all the digital technologies that we talk about exist in the form of an ecosystem that is data or AI plus operations or technology, AI plus augmented reality. So you try to look at the combination of technologies to solve bigger problems. Like the most popular example of this case is the digital twin, which is being occupied in many organizations today. So it's a combination of technologies for both of these solutions. So organizations should look at it as an engine used with other technologies to empower them. So AI as a feature is a necessity in the future.

CHAMPIONSHIP AWARDS

**“EVERYONE HAS THE FIRE, BUT THE CHAMPIONS KNOW
WHEN TO IGNITE THEM”**

All the students of MBA & PGDM were eagerly waiting for the results of the academic championship that were given out to the top-performing teams. These were based on the academic involvements and other academic components. Out of the 29 teams in MBA, the top 3 teams prevailed as the winning team that was awarded the rolling trophy. Out of the 5 teams in PGDM, one team triumphed as the rolling trophy winners. Wishing all the teams ‘Best of Luck’ for the future.



PGDM



MBA



ORIENTATION PROGRAMS



NSB Academy has warmly inaugurated the new academic MBA session for the cohort 2021-23 on 30th August 2021.

Dr. Syed Ahmed, Associate Dean NSB introduced the dignitaries and welcomed them. The Chief Guest of the event, Mr. Aslam Sherieff Jahir Basha, Co-Founder, Chief Growth Officer, Smartail Ltd addressed the gathering with his inspirational thoughts. The Board of Governors of NSB, Prof. K.V. Raghavaiah(Chairman), and Prof. D. R. Nagaraj(Member) have been the guest of honor and shared their valuable wisdom of management with the students. The President of NSB Dr. S.R. Sridharamurthy presided over the program and addressed the students with an energetic, inspirational, and commendable speech followed by Dr. Aashish Mehra, Director of NSB has addressed the students with words of encouragement. The new cohorts along with their parents joined the program and made the program a grand success.



GUEST LECTURES



NSB organized an expert guest lecture on HR Trends 2021 by eminent resource person. The session covered the current HR Trends in the organizational work culture and implementing new technology to stabilize the work culture in an organization. To start the stability. Discussion a few important metrics, such as upskilling, reskilling & mobility, adaptability, and resilience. Overall, the session was informative and helped students to understand the current HR challenges and the need for new technology to overcome the challenges.

Ms. Annapurna A, Founder, and CEO, Emotionalytics and Co.

Although it is sometimes called the soft side of change, managing the people's side of a change is often the most challenging and critical component of an organizational transformation. At the organizational level, change management is a leadership competency for enabling change within an organization. It is also a strategic capability designed to increase the change capacity and responsiveness of the organization. To understand this change, management, NSB has organized an expert guest lecture. The session was informative and applauded by the students.



Mr. Sourya Bose, Asst. Vice President, Standard Chartered Bank GBS



"Entrepreneurs don't make things they make others do". He started saying that entrepreneurs are never successful and concluded by saying that entrepreneurs should be genuine and should sell the features and not products. It was a fun and informative session as the students of NSB understood the importance of partners, marketing, sales, and funding in entrepreneurship.

Mr. Nisarg Kumar founder of skill on technology

To nurture your money tree to reach your goals, NSB Academy has organized an interactive webinar session with the eminent speaker Ms. Nidhi Tatia, CA, CS & ISA, Founder & Director, Dev Mantra Financial Services & Optymoney. This webinar helps you in understanding the basics of personal finance, pro guide on how to invest & various vehicles of investment. The investment approach & asset classes and nuances and career opportunities & social influencing.



Ms. Nidhi Tatia, CA, CS & ISA, Founder & Director



GUEST LECTURES



The ability to extract real insights from written comments is a great example of how AI in marketing research can improve insight time. Over 80 percent of the data produced every day is unstructured, written feedback, photos, and so on and this data is not being used by AI solutions to provide real insights in a way that wasn't possible without AI. NSB Academy organized an expert guest lecture by Harnessing this unused data to create a continuous big picture of customer insights can alert marketing teams to patterns and trends sooner than traditional methods, helping firms stay on top of consumer needs.

Ms. Anjanita Das, Associate Director, Artificial Intelligence & Analytics, Cognizant.

Realizing the need of the day, NSB Academy organized an Expert Lecture on "Current Market Scenario & Industry Challenges Post Covid Pandemic" with Special reference to Future Job Skills & Preparation for Management Students who shared his valuable insights with the students. He explained how cop-ability is more important than capability in the upcoming days. He also elaborated on drastic changes brought by the pandemic and emphasized that the current scenario is all about survival in the market. Overall session was very insightful and informative.



Mr. Arun Rajput, GM - Corporate Sales-User Engagement



Every brand aims to create its own identity and stand out from its competitors. To achieve this goal, brands should be able to shape the decision-making of the consumers especially when it comes to choosing among multiple brands. It's Saliency that is a vital factor for the success of the marketer. After attending this webinar, You'll be able to understand what exactly is brand Saliency and what can brands do to attain higher saliency.

Dr. Uma Gulati, Professor, Management Department Gitarattan International Business School, Delhi.

Human resource is the most important part of any organization. The success of organizations depends on the capabilities of their members. The role of a human resource manager is evolving with the change in the competitive market, environment, and the realization that human resource management must play a more strategic role in the success of an organization.



Mr. P.B. Kotur (GM HR, Global Head - Wipro Limited)



EVENTS AT NSB

Never be a job seeker be a job giver is what entrepreneurs believe. Today will go into the calendar of NSB with golden words as E-CELL was launched. The launch event was Graced by Shyam Mahopatra Udyog's organization was the Chief Guest, Ms. Jagadeshwari Awake organization and Vinay Prashant Tamaala group were the guest of honors, Dr. Ashish Mehra director started the formal event with his words, Dr.Sridharmurthy president encouraged students with his golden words and Dr. Syed Ahamed Gave the vote of thanks. The torchbearers of the E-cell were presented badges by Our president sir.



E-CELL



As a part of non-academic clubs, the movie & theatre club, "Drishyam", was inaugurated for the year. The Movie & Theatre club aims to provide students with an opportunity for meaningful engagement. Students can learn managerial implications, helping them to develop and understand the analytical skills of a character (psychological, moral, physical, and socio-economic analysis). On note of the Inaugural, the team published a magazine with the theme of how Corona has shaken up the entertainment industry. And the way how people dependent on them managed this hailstorm. Dr. Aashish Mehra, Director NSB Academy, Dr. S Syed Ahamed, Associate Dean NSB Academy inaugurated the club. The event was a grand success and received exceptional support and guidance from everyone.



DRISHYAM

All the students of MBA and PGDM from the Batch 2020-2022 were taken to an adventure trip for two days. They had visited the 'Nature Camp at Kanakpura' on the 6th and 7th of August. Students had a wonderful time as there were a lot of activities like zip-line, mudgames, trekking and a little bit of rain. Night was all set for the camp fire were all the students enjoyed themselves by dancing and singing to their tunes. The next day morning all the students were taken to a long trek which ended in a good note and all the students took back memories with them.



ADVENTURE TRIP





GD COMPETITION

Never be a job seeker be a job giver is what entrepreneurs believe. Today will go into the calendar of NSB with golden words as E-CELL was launched. The launch event was Graced by Shyam Mahopatra Udyog's organization was the Chief Guest, Ms. Jagadeshwari Awake organization and Vinay Prashant Tamaala group were the guest of honors, Dr. Ashish Mehra director started the formal event with his words, Dr.Sridharmurthy president encouraged students with his golden words and Dr. Syed Ahamed Gave the vote of thanks. The torchbearers of the E-cell were presented badges by Our president sir.



On the occasion of Onam, NSB celebrated the Onam festival on the 19th of August. All the students wore traditional attire. Alongside the CRD had conducted a GD competition for all the students and the winners were declared. The MBA & PGDM boys had 'Tug-of-war.' Faculties enjoyed engaging themselves in a game 'hitting the pot'. The Day ended with a lot of fun.



ONAM CELEBRATION



VACCINATION DRIVE

Coming together only makes us stronger. NSB has organized two days covid19 vaccination drive for students, faculty, non-faculty staff, and family. To ensure the safety of our community and to be socially responsible and to participate in the fight against covid19 pandemic.



Senior's Interview

The journey in NSB was quite great and challenging at the same time, as coming from the north side area to the south had faced a few challenges and changes in the culture. The beginning seemed demanding, but gradually things started falling into place and the best thing happened! I discovered myself in all of this.

-Ananya Sharma

Actually, I am an Introvert and I can't able to express my opinions or ideas to others. Once I get into the college our Management has started taking BNA'S from us and to be honest I am very scared of it. But with the help of our professors, I also take part in it, and then seriously I am getting used to it. Through this, I overcome my problem and I am easily express my ideas even in my corporate life also, it gives great benefit in my corporate life.

- Sai Thanmai

My journey at NSB has been really very good. The faculty is very cooperative, I would say they were our mentors adding value to our lives. The best thing you like about this college. Shaping the life of the student and helping him/her grow with the utmost potential.

- Rishabh Oswal



Initium Experience

“ My experience was really magnificent as working in INITIUM. I was the leader and coordinator so handling both things was a big task for me. From there I learned I can take up challenges and manage things easily. If I'll get another chance I would love to work with INITIUM... ”

-Ojasvi Mahajan



“ Time passes quickly resembles a bolt. The days I spent at Initium was actually similar to this proverb. Initium had upgraded the innovativeness in me and caused me to understand my secret ability of designing. Personally, I would thank professor Abhishek sir and my seniors Janmejay and yoga for directing me. ”

- Gayatri Pujari



BUSINESS STRATEGIES

NETWORKING STRATEGY

Networking is the easiest way of reaching out to our target audience. Ask people in your current network for referrals. Remember, they have contacts too. Those Contacts could provide you with job leads and advice. Inquire if they know of anyone who they think can help. By effective networking, you're going to get a huge social presence. For instance, LinkedIn and other social media platforms, multi-level marketing is also a better tool.

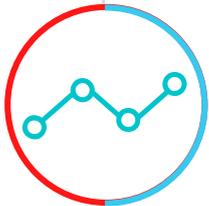
DATA STRATEGY

As you all know, controlling the data will be the future. It is one of the most valuable things in the world right now. A data strategy helps by ensuring that data is managed and used as an asset. It provides a common set of goals and objectives across projects to ensure data is used both effectively and efficiently. Data strategy can help to find your customer needs and wants, the best location to set up your business, interpret the data, and can analyze the psychology of the consumers.

CORNERING A YOUNGER MARKET

Organizations see great value in tapping into customers at a young age so that they continue associating with a brand as they get older. Some larger companies buy out their competitors to gain a share of this lucrative market.

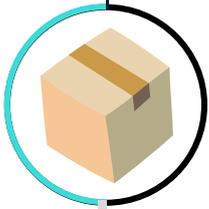
Cornering a young market allows you to increase your presence in a new demographic while retaining your existing customer base.



BUSINESS STRATEGIES

PRODUCT DIFFERENTIATION

Many companies, particularly in the technology or automotive space, differentiate themselves through their innovation. To get yourself noticed using this business strategy, you need to highlight that your products are superior because of their technology, pricing, features, or even design. Product differentiation is an effective strategy because it sets you apart from competitors. In return, customers are loyal to you because of the uniqueness only you can offer them.



ATTRACTIVE PRICING

When it comes to pricing, businesses can either keep their prices low to attract more customers or give their products an aspirational value by pricing them beyond what most ordinary customers could afford. If companies plan to keep their prices low, they will need to sell a much higher volume of products, as the profit margins are usually low. Companies that choose to price their products beyond the reach of ordinary customers would get to maintain the exclusivity of their products while retaining a large profit margin per product.



MERGER AND ACQUISITION STRATEGY

A merger is a corporate strategy to combine with another company and operate as a single legal entity. The companies agreeing to mergers are typically equal in terms of size and scale of operations. One of the major mergers we saw in the last decade was Vodafone and Idea into Vi. Acquisition strategy involves finding a methodology for the acquisition of target companies that generates value for the acquirer. The use of an acquisition strategy can keep a management team from buying businesses for which there is no clear path to achieving a profitable outcome. Walmart's acquisition of Flipkart is the biggest ever in India, with the US-based retail giant spending \$16 billion.





Is the Education Transformed forever?

The COVID-19 has resulted in schools locked all across the world. Globally, over 1.2 billion children are out of the classroom. As a result, education pedagogy has changed. With the distinctive rise of e-learning, something undertook remotely teaching on digital platforms. Research suggests that online learning has been shown to increase retention of information and take less time. The changes coronavirus has caused might be here to stay.

Worldwide, there are currently over 1.2 billion children in 186 countries affected by school closures because of the pandemic. With this sudden shift in the classroom scenario in many parts of the globe, some are staring whether the adoption of online learning will continue to persist post-pandemic, and its impact on the education industry. Even before COVID-19, there was already high growth and adoption in education technology, with global Ed-tech investments reaching US\$18.66 billion in 2019. They project the overall market for online education to reach \$350 Billion by 2025. Whether it's language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since COVID-19.

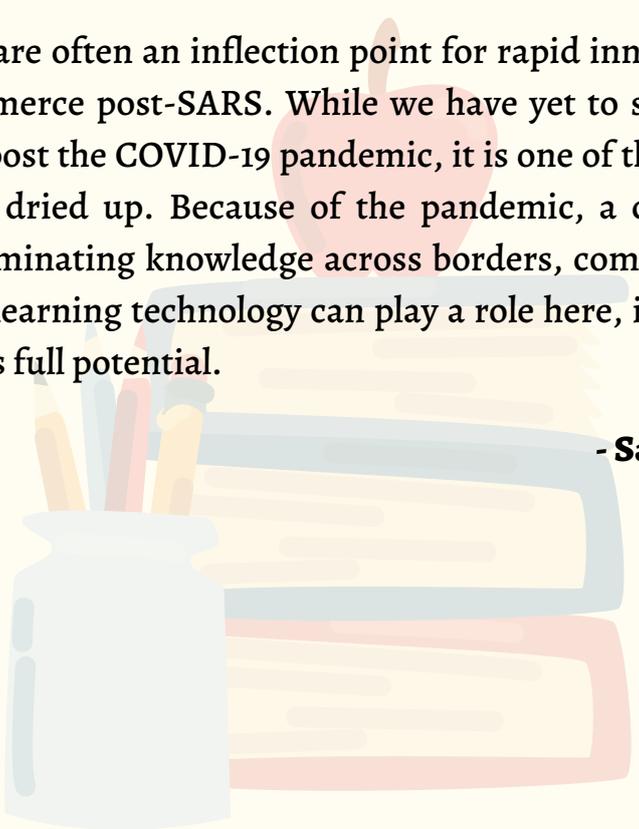
In response to significant demand, many online learning platforms are offering free access to their services, including platforms like BYJU'S, a Bangalore-based educational technology and online tutoring firm founded in 2011, which is now the world's most highly valued Ed-tech company. Since announcing free live classes on its Think and Learn app, BYJU has seen had a 200% increase in the number of new students using its product. While some believe that the unplanned and rapid move to online learning with no training, insufficient bandwidth, and little preparation will cause a poor user experience that is uncondusive to sustained growth, others believe that a new hybrid model of education will emerge, with significant benefits.

The challenges of online learning include some students without reliable internet access and/or technology struggle to take part in digital learning. This gap is seen across countries and between income brackets within countries.

For those who have access to the right technology, there is evidence that learning online can be more effective in several ways. Some research shows that on average, students keep 25- 60% more material when learning online compared to only 8-10% in a classroom. This is mostly because of the students being able to learn faster online; e-learning requires 40-60% less time to learn than in a traditional classroom setting because students can learn at their own pace, going back and re-reading, skipping, or accelerating through concepts as they choose. The effectiveness of online learning varies amongst age groups. The consensus on children, especially younger ones, is that a structured environment is required because kids are more easily distracted.

Major world events are often an inflection point for rapid innovation, an example is the rise of e-commerce post-SARS. While we have yet to see whether this will apply to e-learning post the COVID-19 pandemic, it is one of the few sectors where investment has not dried up. Because of the pandemic, a clear-through in the importance of disseminating knowledge across borders, companies, and all parts of society. If online learning technology can play a role here, it is incumbent upon all of us to explore its full potential.

- Sai Lakshmi Priyanka



That's When I

I saw a beautiful girl walking in the park. Her beauty stunned me that I decided to approach her. That's when I thought of my mother, who is busy doing her dishes now thinking her son is studying hard to secure a job in order to help the family. Walking on the campus, I saw a boy and girl kissing passionately. I thought I would find a suitable girl for me that's when I thought of my father who would be in the sun traveling here and there to pay my college fees.

My friends were boozing and partying every weekend. I thought I would join them from next week onwards that's when I remember my parent's old dresses used by them for years now.

I thought I would start smoking as 90% of my friends were smoking. Wait.... that's when I thought of my mother's pale face and father's dark circles after losing their hours of sleep working tirelessly for the family.

After all these thoughts now I am pretty clear about my parent's sacrifices for my future Tell me how do I dare to break that trust upon me, that was built over sacrifices for years.

" They lived for me and now it's my turn to live for them"

- Inam Bhai

An Unpredictable Wind

*I didn't see that coming,
An unpredictable wind blowing,
I wish i could have foreseen it,
To stop from wrecking it.
Making an impact so deep,
Leaving my shore clean sweep.
Carrying away all my peace,
My strength now ceased.
Just an occasional poet,
Seeking for her cachet.*

-Baishali Ray

TENSION

*The moment you are in tension,
You will lose your attention.*

*Then you are totally in confusion,
And you are feeling irritated.*

*Then you will lose your personal relation,
Ultimately you want cooperation.*

*And your blood pressure may also rise in caution,
Suddenly you have to meditate.*

*Instead of worrying about the situation,
Please try to think about a solution.*

*Many problems are solved by discussion,
Which will come out better in the profession.*

*It's only you for your prevention,
If you will understand my intention.*

You will never ever be in tension.

LIFE-NATURE

“Life is a race,” many say, but according to me, it is experiencing every aspect of life. The purpose of life is to live totally and exploring things. Many think earning a huge amount could make life easy and they start earning, achieving what they desire, but when we start exploring nature and feel it there comes the most beautiful moments of life which couldn't be forgotten throughout your life. Exploring nature can't be done in days, the more you explore the more you discover and that's the beauty of nature. When you explore, it's not just your experience but also feel the changes within you, that is like you will become the better version of yourself. You'll have the feeling like you can achieve anything.

Exploring nature is a massive addiction that you could never come out of it once if you get into it. Nature is the natural force that controls what happens around the world so when we badly wish for something the nature that is the natural force ensures it happens to us, that force results in life. The most important thing is never giving up at any cost, miracles happen when we never give up. When you start looking deep into nature your way of perceiving things differently and you will understand things better.

-B. Sreemanth Rjau

IT INDUSTRY IN INDIA

The IT-ITeS (Information Technology and Information Technology Enabled Services) sector is a rapidly evolving field that is reshaping Indian business standards. Software development, consulting, software management, online services, and BPO are all part of this industry.

Factors such as the worldwide market and its rate of growth have a significant impact on the IT industry. The recession in the US had a significant influence on India's IT industry. This category is attractive and has a lot of promise, but there are some concerns about the rising demand-supply mismatch. Inadequate infrastructure, tax concerns, and limited preferential access for local enterprises are some challenges that the industry faces. China and Taiwan are examples of low-cost destinations, and India's current tax structure needs to be changed for it to compete with other countries. TCS, Wipro Technologies, Cognizant, Google, TechM, Infosys Technologies, HP, Capgemini, iGATE Patni, Accenture, L&T, EY, Convergys, Mphasis, Genpact, HCL Technologies, and Godrej Infotech are among the top IT companies in India that offer job opportunities in this field. Because of these major IT businesses, cities such as Bengaluru, Delhi, Noida, Gurgaon, Hyderabad, Chennai, Bombay, and Cochin have emerged as potential IT centers for the country.

Telecommunications, software development, design, mobile commerce, e-commerce, BPO, and knowledge process outsourcing are now important contributors to the growth of the Indian economy (KPO). The IT sector is much more than just software creation. Through DBMS or custom-made software, we can use technology in libraries, hospitals, banks, stores, jails, hotels, airports, train stations, and many other places. Among other industries, India's IT sector has been driving growth for the past decade or more, and it can do so again in the coming years if flaws and issues are addressed.

- Ojasvi Mahajan

OUTER BEAUTY ATTRACTS BUT INNER BEAUTY CAPTIVATES

“Beautiful Faces are Everywhere but A Beautiful Soul is the Rarest”

Have you ever met anyone so lovely that you fall in love with them right away? Not talking about appearances when I say elegance? I am talking beauty in the way people are—the purest form of kindness, a gentle touch, and a loving heart. Beauty lies in the eyes of the beholder; but they often judge people based on their appearance. What they forget is no matter how good-looking and ripe a fruit looks on the outside, it is what is inside that gives you the taste of a lifetime. People are the same way!

What people cannot notice is that those who have the most attractive and exciting lives have their hearts torn out by sadness, while an average-looking person may be in utmost bliss and the happiest soul on earth. It is all about the deception that materialistic things impose on an individual that keeps people from realizing the true depth of a person. A beautiful face will age, and a perfect body will change, but a beautiful soul will remain the same. Outer beauty glances at us, but it's the inner beauty that makes us stay. Even though some people feel that inner beauty is more essential than outer beauty, but a majority of people aim for outer beauty. To be beautiful, one must first feel beautiful. If we believe we are beautiful, our self-esteem and optimism radiate a glow that no external beauty can match. If we don't feel beautiful, pointless to look beautiful. A pure heart is far more appealing and extremely uncommon.

Outer beauty is just a reflection of our inner beauty, our self-confidence, morals, values, and ethics, and how we feel about the things we do. If we have faith and confidence in ourselves and we feel good about our thoughts, personality, and values, it will create an outer beauty that does not really have to do with shapes and forms. We are all born beautiful in our own way. Some of us simply have a different way of expressing it than others, but that distinguishes us all. The definition of beauty goes beyond the skin, a flat stomach, and perfect curves. True beauty comes from the heart, and there is no beauty that shines brighter than a healthy heart. As said by Ali Ibn Abi Talib, "Beautiful people are not always good, but good people are always beautiful".

- Ojasvi Mahajan

HAS COVID CREATED A DISTANCE BETWEEN EMPLOYEES AND AN EMPLOYER?

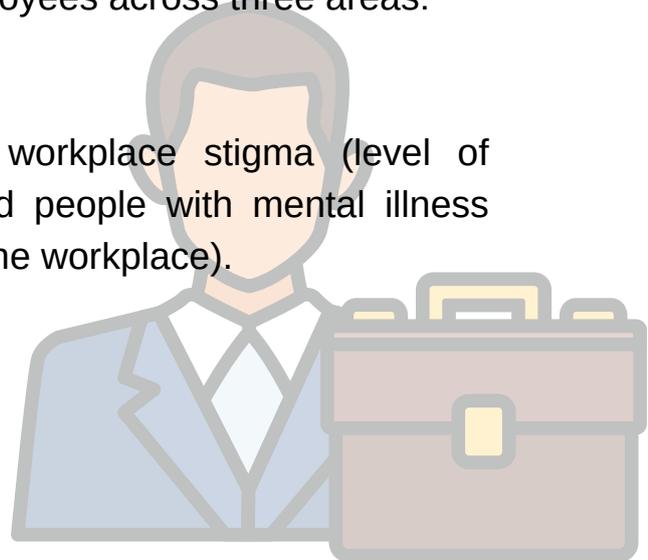
As the coronavirus pandemic rapidly swept across the world, it induced considerable degrees of fear, worry, and concern in the population at large and among certain groups in particular, such as the elderly, care providers, and people with underlying health conditions.

In public mental health terms, the main psychological impact to date is elevated rates of stress or anxiety. But as new measures and impacts are introduced – especially quarantine and its effects on the people's usual activities, routines, or livelihoods – levels of loneliness, depression, harmful alcohol, and drug use, and self-harm or suicidal behavior are also expected to rise.

According to the surveys, social distancing has created a difference in perception between employers and employees. According to a national survey of employers and employees insights into the mental health needs of the US workforce and how employers can best address them. It resulted in showing that there is continued opportunity for employers to support workforce mental health by taking five actions: make mental wellness a priority, enhance available mental health support, communicate available mental health support, create an inclusive work culture, and measure and meet the need.

The perspectives between employers and employees across three areas:

1. Level of employer support for mental health
2. Team member access to mental illness and
3. substance use disorder treatment, and workplace stigma (level of shame, prejudice, or discrimination toward people with mental illness and substance use disorders perceived in the workplace).



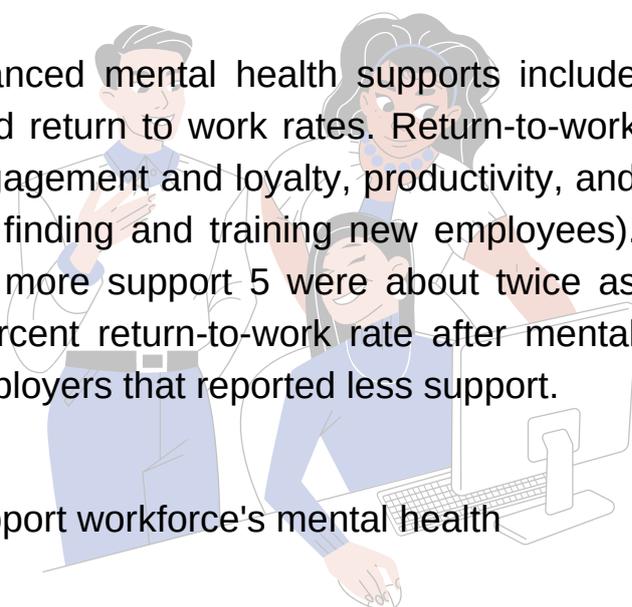
- Employers can make mental wellness a priority by dedicating organizational leadership and expanding resources for employees.
- They can prioritize mental health by appointing leaders responsible for mental health at an organizational level, as well as expanding benefits, policies, and programs.
- Enhancing and tailoring support can help employers address employees' persistent challenges in access to mental healthcare
- Creating an inclusive work culture—free from mental health stigma—is critical to supporting workforce well-being
- Employers deepen measurement and accountability for mental health outcomes

By offering mental health support, employers report aiming to increase team member satisfaction/engagement and reduce healthcare costs. Employers may consider broadening their target outcomes to include uptake of mental health support, team member experience and satisfaction with support, and the impact of support has on health, productivity, engagement, and equity.

Potential measurable effects of enhanced mental health supports include fewer missed workdays and increased return to work rates. Return-to-work rates are critical for team member engagement and loyalty, productivity, and reducing indirect costs (for example, finding and training new employees). Employers that self-reported offering more support were about twice as likely to report a greater than 50 percent return-to-work rate after mental health-related disability leave than employers that reported less support.

Employers can take five actions to support workforce's mental health

- Make Mental Health a priority
- Measure and hold accountable
- Enhance Mental Health supports
- Communicate supports
- Cultivate an inclusive culture
- Measure and hold accountable



EMOTION

The Greatest ever battles are with the closest people, the greatest level of emotions is experienced with the closest people.

After a remarkable battle for 9 months, the moment a mother experiences when she first holds her infant is the best ever kingdom of emotion a person can experience.

As the river can't be stopped when it's far flooded, tears can't be stopped when the heart is flooded with emotions.

Just as the Sunflower changes its direction depending on the Sun, Emotions are changed depending on the Situations.

For a person, life is a journey of Emotions.

5 steps to love yourself

1

Step 1: Set an inspiring goal. It's not just about The number on the scale or fitting into a tiny black dress

Step 2: What do you love about yourself? Remembering what you LOVE ABOUT YOURSELF every single day puts you in the right mindset to want the best for your body.

2

3

STEP 3: Thank your body. Your body never gives up on you, EVER. Thanking your body for making YOU the person you are; ONE OF A KIND

Step 4: Forgive yourself Forgive yourself and commit to start treating your body with more RESPECT and LOVE.

4

5

STEP 5: Stop comparing yourself with others Your only competition is YOURSELF. It is YOUR journey in being the BEST VERSION OF YOURSELF, not someone else's.

BE HAPPY, NOT PERFECT



There is no such thing as perfect

Where did the word come from?
The perfect husband, the perfect job
The perfect house, the perfect marriage.

We are all human, living in a human
world

Most are nice, sincere, loving, even kind
But perfect causes such unhappiness

Perfect is unreal, untouchable
Accept good, well done, and wonderful

Do your best, be your best
There is no such thing as perfect
Be happy, not perfect.





ART GALLERY



Manasa Priya



Baishali Ray



Priyanka R



Sumedha Roy



Bhavadharani M



Manasa Priya

SNAPSHOTS



- Vijayanand Harkude

PHOTOGRAPHY COMPETITION

WINNING ENTRIES



LOHITH KUMAR



PAVANA R

20A ▶

20 ▶

21A ▶

21 ▶



Sarvamangala



Sarvamangal



Austin Sebastian



V Lohith
Kumar

MARVEL VS DC AND BUSINESS MEMES

Deva G



Deva G

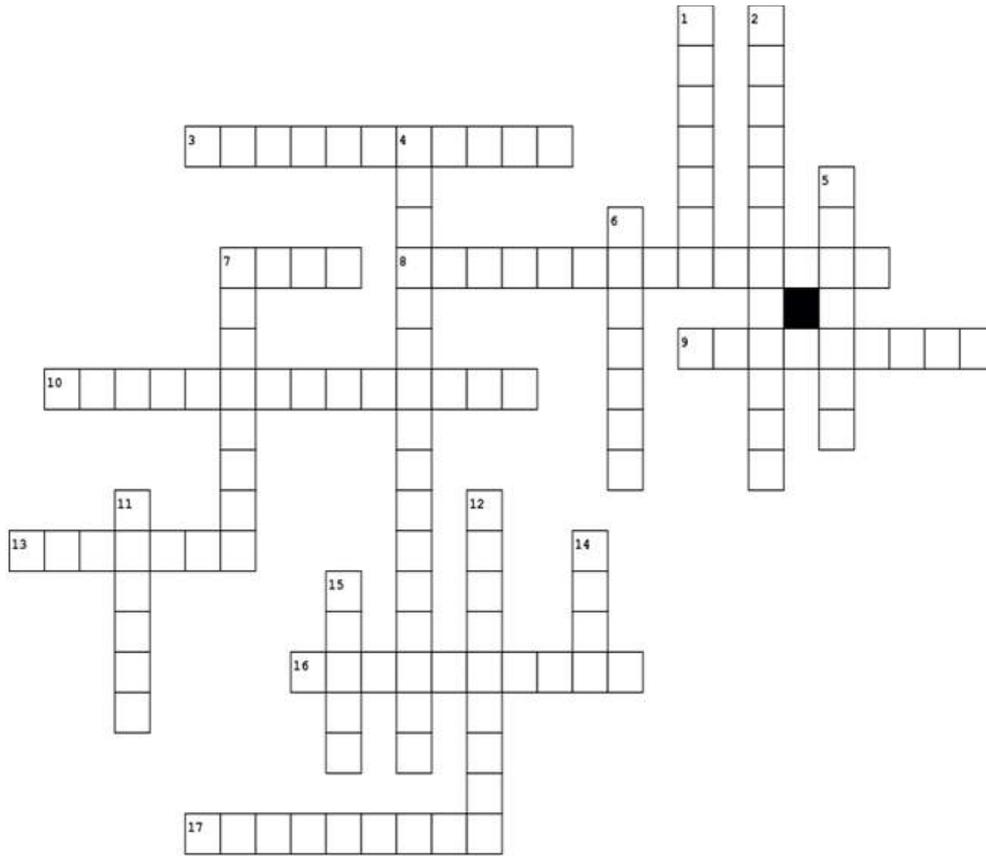


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Crossword Puzzle



Across

3. The system of procuring from raw materials to finished goods
7. Money in coins or notes
8. A type of enterprise owned and run by one person
9. The activities of selling goods or services directly to final consumers
10. The place where the company showcases their products or services through various platforms
13. A person who is responsible for administering a part of an organization
16. a wealthy person who uses the money to invest in trade and industry for making profits
17. the study of customer needs and wants in a well-defined market segment

Down

1. a person holding a position of command or authority in an organization
2. two companies join together and form a new company
4. is the study of how individuals and groups select, buy, use the goods or services
5. a financial gain, the difference in money earned and money spent
6. a man who supervises and directs other workers
7. the person who buys the finished products
11. the place where the trade happens
12. the activities of designing and producing a container for a product
14. a person in charge of a worker or organization
15. buying and selling of goods or services

ANSWERS

Down: 1. officer 2. joint venture 4. consumer behaviour 5. profits 6. Foreman 11. Market 12. Market 14. Boss 15. Trade
 Across: 3. Supply chain 7. Cash 8. Sole proprietor 9. Retailing 10. Advertisment 13. Manager 16. capitalist 17. Marketing

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INTERFACE

TEAM INITIUM

- Ojasvi Mahajan
- Gayatri Pujari
- Rutuja Madgulkar
- Taniya Sarkar
- Yoheswar
- Arpitha Chatterjee
- Sai Lakshmi Priyanka
- Anish Nag
- Debankita Bose
- Neha Pawar
- Nikhil G Reddy
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SAHAY



E-CELL

