

UDGHOSH

VOLUME IV

Voices. Visions. Vibrance.





REPUBLIC DAY

Indus Business Academy celebrated the 77th Republic Day on 26 January 2026, with a focus on understanding the Indian National Flag as a strategic blueprint for modern leadership and nation-building. The highlight was an inspiring address by Director Dr. Easwar Krishna Iyer, who reimagined the Tricolour as a guiding framework for future leaders of Bharat.

He interpreted saffron as a call for ethics and courage, white as a symbol of clarity and diplomacy, green as a reflection of ambition and prosperity, and the Ashoka Chakra as an emblem of innovation and adaptability. The event instilled in students a strong sense of patriotism, responsibility, and purpose, reaffirming the Academy's commitment to shaping leaders with vision and integrity.



EXCEL WORKSHOP PROGRAM

The Infin'IT Club at Indus Business Academy organized a two-day Excel Workshop on 27 and 28 January 2026 at the institute auditorium. Designed to enhance students' data management and analytical skills, the workshop was divided into Beginner and Advanced levels to accommodate varying proficiency levels across participants.

The beginner module covered Excel fundamentals, essential formulas, data cleaning, and conditional formatting, while the advanced module focused on pivot tables, charts, and their applications in business decision-making. With an emphasis on hands-on, practical learning, the workshop proved to be a valuable initiative that strengthened students' technical capabilities and prepared them for data-driven professional environments. Participants were awarded certificates upon successful completion.



OBSM

Indus Business Academy successfully organized the Overseas Business Study Mission (OBSM) to Dubai, UAE, providing students with valuable exposure to global business practices, innovation ecosystems, sustainability initiatives, and cultural heritage. The journey began with travel from Bangalore to Abu Dhabi, where participants experienced the UAE's advanced infrastructure, technological excellence, and efficient systems. Visits to iconic landmarks such as Burj Khalifa, Dubai Mall, Palm Jumeirah, Dubai Creek, and Gold Souk helped students understand how tourism, infrastructure, and traditional trade contribute to Dubai's global economic prominence.



INTERNATIONAL STUDY MISSION

A major highlight of the mission was the exploration of Dubai's innovation ecosystem through visits to Dubai Silicon Oasis and the Dubai Technology Entrepreneurship Campus (DTEC), where students learned about startup incubation, mentorship, and entrepreneurial support systems. At the Mohammed Bin Rashid Solar Innovation Centre, they gained insights into renewable energy and sustainability. Academic learning was further enriched through workshops conducted by London Business School alumni and interactions with business leaders, focusing on leadership, innovation strategies, and corporate management. Visits to the Etihad Museum and Masdar City also provided understanding of governance, sustainable urban development, and the importance of green technologies in modern economies.

The mission concluded with exposure to advanced logistics at DHL and enriching cultural experiences. The Dubai Business Challenge showcased participants' skills, making the OBSM a truly transformative experience.



AOL YES+

Students of Indus Business Academy participated in the Art of Living YES+ Program, a three-day immersive experience focused on mindfulness, emotional intelligence, and holistic well-being. The program encouraged students to step back from routine pressures and focus on self-awareness, balance, and personal growth.

Through practices such as Pranayama, Meditation, and Sudarshan Kriya, participants enhanced mental clarity, stress management, and emotional resilience. Sessions on the seven layers of existence highlighted the importance of maintaining balance for sustainable performance.

The program also emphasized emotional awareness, responsibility, and ethical leadership, supported by interactive activities that fostered teamwork and empathy. A visit to the Art of Living Ashram further reinforced values of sustainability and service, leaving students with renewed clarity and a stronger commitment to personal and professional growth.



LOHRI

Students of Indus Business Academy celebrated Lohri on 13th January 2026 with great enthusiasm, filling the campus with warmth, vibrancy, and festive spirit. The celebration provided a refreshing break from academic routines and brought together students from diverse backgrounds, fostering a strong sense of unity, cultural appreciation, and belonging.

The highlight of the event was the traditional bonfire, around which students gathered to mark the beginning of the festivities. The glowing flames symbolized togetherness and positivity, while offerings, chants, and active participation created a lively and engaging atmosphere. The inclusion of prayers and paath added a meaningful spiritual dimension, reflecting gratitude for well-being, prosperity, and new beginnings, and allowing students to connect with the deeper significance of the festival.

Overall, the Lohri celebration was a vibrant blend of tradition and community spirit. It not only strengthened interpersonal bonds but also offered a culturally enriching experience, leaving students with cherished memories and a renewed appreciation for the values and traditions associated with the festival.



MAKAR SANKRANTI

Students of Indus Business Academy celebrated Makar Sankranti on 14th January 2026 with great enthusiasm, bringing vibrancy and festive spirit to the campus. The celebration provided a welcome break from academics while promoting cultural awareness, unity, and inclusivity among students.

The highlight of the event was the kite flying competition, where students showcased their skills and competitive spirit. The sky filled with colourful kites created a lively atmosphere, symbolizing joy, freedom, and aspiration. The activity encouraged teamwork, sportsmanship, and strengthened bonds among participants.

Overall, the celebration was a joyful and enriching experience that blended tradition with engagement, reflecting the institute's focus on holistic development and fostering a strong sense of community among students.



BARCODES CLUB ACTIVITY

Indus Business Academy organized an engaging and insightful activity through its retail club, Barcodes Club, on 15 January 2026 to introduce students to the fundamentals of retailing. The session began with a comprehensive overview of retail concepts, including its role in the economy, various retail formats, and evolving consumer trends. This foundation-setting segment ensured that students developed a clear understanding before moving into more interactive components.

To enhance experiential learning, the institute conducted a series of interactive activities such as "Guess the Brand by its Tagline" and "Guess the Brand by its Logo," followed by a rapid-fire quiz on retail concepts and market trends. These activities encouraged active participation, strengthened brand recall, and connected theoretical knowledge with practical application. The initiative reflected IBA's commitment to fostering dynamic, industry-relevant learning experiences while cultivating student interest and engagement in the retail sector.



IRIS '26 IIM INDORE

In the high-stakes boardroom simulation, **Vyapar Sansad**, our students—**Jagrit Mittal, Garv Gupta, and Anshul Rawat**—showcased exceptional strategic depth. Acting as a "Crisis Council" for a global automotive giant, the trio navigated the "**Silicon Curtain**" case, a geopolitical scenario involving sudden mineral export bans and rising tariffs. To counter this supply chain collapse, they engineered the "**Morocco Pivot**," establishing semi-knocked-down (SKD) assembly lines within Free Trade Zones to maintain market access. Even when faced with a mid-round "**Graphite Shock**" crisis, the team successfully defended their financial and operational logic against a panel of industry veterans. By balancing diplomatic maneuvering with logistical feasibility, they secured their place as **National Finalists**, proving that our students can lead through global uncertainty with precision.



INSIGHT EDGE: NATIONAL CHAMPIONS

The defining moment of the festival was the national victory in **Insight Edge**, an economics and public policy competition where the team clinched the **1st Place Winner's Title**. Tasked with a forensic analysis of the landmark **CCI vs. NECC case**, the team moved beyond standard arguments to utilize advanced microeconomic modeling. By calculating the "**Deadweight Loss**," they quantified the specific destruction of social welfare caused by artificial supply constraints.

The trio effectively demonstrated how "voluntary" price suggestions were, in reality, enforced mandates maintained through social pressure and check-post monitoring. Their presentation was specifically noted by the judges for its ability to translate dense regulatory data into a compelling narrative of market fairness. This forensic clarity allowed them to outperform finalists from premier IIMs and other top-tier B-schools, showcasing the rigorous **analytical excellence** fostered at the institute. This achievement not only brought home a national trophy but also solidified our standing as a hub for future strategic leaders who can bridge the gap between classroom theory and complex corporate strategy.



PRACHAAR 3.0

GIM GOA



The campus celebrated a stellar achievement at **GIM Goa's Prachaar 3.0**, where team "The Hype House"—comprising **Jagrit Mittal, Garv Gupta, Anshul Rawat, and Shreyas Pujari**—emerged as **National Finalists**. Rising through a massive initial pool of over 800 teams, the quartet secured their place in the Top 10 to compete against premier institutes like MICA and IIM Mumbai. Under the strategic mentorship of **Prof. Nagendra Hegde**, they engineered a comprehensive market-entry strategy for **Hocco** Ice Cream titled the **"Susegad Strategy."** Their model featured operational disruptions like **"Hocco Wheels"**—solar-assisted trikes for "0-minute delivery" on beach sands—and creative products like the **"Feni Float."** The finale culminated in a high-energy live advertisement enactment, brilliantly showcasing the tactical agility and marketing prowess of our students on a prestigious national stage.

MARKETING WEEK

Indus Business Academy successfully organized Marketing Week 2026 from 19 to 25 January under the theme "Avengers Assemble: The Ultimate Marketing Battle," led by HUNTERZ IGNITE. The event provided a dynamic platform for students to engage in experiential learning through a series of competitive and practical marketing activities. The week commenced with a captain-led team formation and bidding process, enhancing negotiation and decision-making skills. A key highlight was the Influencer Bidding segment, which enabled students to integrate influencer strategies across activities, offering hands-on exposure to crisis marketing and brand management.

Throughout the week, students demonstrated creativity and strategic thinking through activities such as poster making, promotional video creation, and a Nukkad Natak competition on "Fake Ads, Real Problems," promoting awareness of ethical marketing practices. Additional events, including a BGMI tournament and a Fashion Show with Product Pitch, further emphasized teamwork, innovation, and presentation skills. The initiative reflected IBA's commitment to holistic development by blending creativity, strategy, and real-world marketing exposure in an engaging learning environment.

"Hocco Wheels" & The Last-Mile Matrix

1. THE RETAILER STRATEGY: "TYPE A vs. TYPE B" SEGMENTATION

Type A: The "Impulse" Network (60% Focus)	Type B: The "Volume" Anchors (40% Focus)
<ul style="list-style-type: none"> Target: Beach Shacks & Highways, Cooling Shacks. The Pitch: "The Anti-Q-Commerce Moat." Logic: Beating the "10-Minute" promise. We are 0-minute away (arm's reach) on the beach, where apps like Blinkit can't deliver. Asset: "Hocco Wheels" (Solar CargoTrikes) + Vialcoolers. 	<ul style="list-style-type: none"> Target: Supermarkets (Delfino's, Margosa) & Interior Kiosks. The Pitch: "The Power-Proof Promise." Asset: Eco-friendly Freezers (12-hour passive cooling). Economics: Flat 25% Mo-Malith Margin (vs. Amul's ~18%) + "No-Milk Exchange" policy to zero out retailer risk.

2. "HOCOCO WHEELS": SOLVING THE LAST MILE

- The Unit: Solar-Assisted Cargo Trikes (Candolim to Baga).
- The Fleet: "The Chill Bell" (when rung, nearest shack gets 10-minute "Happy Hour").
- Capacity: 200 units/day, refilled at "Water Hub" (Clock Tower).

3. THE SUSTAINABILITY LOOP

- Wrapper Redemption: "Return 5 Wrappers + 1 Free Scoop" (limited to 1000).
- Logistics: "Hocco Ethical" Trikes act as Reverse Logistics collector points. (Profit split: 30% to owner, 70% to rider).
- Material: 20% recycled 500G Recycled, sticks are Biodegradable Wood.
- Impact: Net-zero Carbon Footprint by end of Season 1 (Target 2026).

4. THE PHASE-WISE ROLLOUT (TIMELINE MATRIX)

PHASE 1: PEAK (Apr-Jun)	PHASE 2: MONSOON (Jul-Sep)	PHASE 3: FESTIVE (Oct-Dec)
Geography: Coastal Belt (Baga, Anjuna) Channel Focus: Hocco Wheels + Shacks Marketing Activation: "Chill Bell" Ritual + Wrapper Redemption	Geography: Urban Hubs (Panjim, Margosa) Channel Focus: Supermarkets (Volume Packs) Marketing Activation: "Sunny Day" Discounts + Auto-Rickshaw Branding	Geography: Highways (Entry Points) Channel Focus: Souvenir Box (Gifts) Marketing Activation: Welcome Hoardings + Sunburn Festival Drop

PHASE 1 LAUNCH: SUMMER 2026



MAHA SHIVRATRI

Indus Business Academy celebrated Mahashivratri 2026 on 15 February 2026 at Santripati, Ground Floor, with great devotion and enthusiasm. Organized by the YMCC Committee, the event began with a vibrant Shiv Baraat, where students recreated the divine procession with music and dance, followed by a cultural performance of Shiv Parvati Vivah that beautifully depicted the sacred wedding. At midnight, the Amritjal Abhishek and pooja were performed with deep reverence, creating a peaceful and spiritual atmosphere. The presence of faculty members and well-arranged dinner, including fasting options and prasadam distribution, added value to the celebration. Overall, the event successfully blended devotion, culture, and participation, leaving everyone with meaningful and memorable experiences. The beautifully decorated venue enhanced the divine ambiance and added to the spiritual essence of the celebration.



REMINISCENCE - FAREWELL

Indus Business Academy organized "Reminisce - Farewell 2026" on 13/02/2026 & 14/02/2026 as a vibrant two-day celebration to honor the senior batch, thoughtfully blending cultural performances, engaging activities, and emotional moments. The first day, Ethnic Night, featured lively music and dance performances, followed by fun activities like the Paper Dance and spontaneous group challenges that encouraged teamwork and creativity. A heartfelt gift distribution and speech ceremony allowed juniors to express gratitude, while the DJ night and confession wall added energy and a personal touch, creating a nostalgic and joyful atmosphere for everyone present.

The second day, themed Date Night, focused on elegance and interaction through a dinner session, rose-giving, and creative segments like "Introduce Yourself as a Brand," ramp walk, and ethical challenge rounds that highlighted confidence and individuality. A faculty-led quiz added an intellectual dimension, followed by cake cutting and award announcements recognizing outstanding participants for their presence and style. With the strong support of faculty members and organizing teams, the event concluded successfully, leaving behind lasting memories, strengthened bonds, and a truly meaningful farewell experience for all attendees.



ECOFLUENCE 3.0 – 17TH INTERNATIONAL ECONOMIC CONFERENCE

Indus Business Academy successfully organized Ecofluence 3.0, the 17th International Economic Conference, on 20 and 21 February 2026 as a dynamic platform for scholars, policymakers, industry experts, and students to discuss emerging economic challenges, public policy, and sustainable growth in the digital era. The conference featured an insightful panel discussion on “The Digital and the Regenerative - Transformation of the Global Digital Economy,” emphasizing the need to balance digital advancement with sustainability, inclusivity, and responsible policy-making. The event also included Research and Debate Championships, where students showcased analytical thinking, research skills, and effective communication through competitive rounds held across both days. Overall, Ecofluence 3.0 successfully combined academic dialogue, policy insights, and student participation, providing valuable exposure to real-world economic issues while reinforcing the institution’s commitment to thought leadership and interdisciplinary learning.



HOLI

Indus Business Academy, Bangalore celebrated Holi with great enthusiasm, fostering a vibrant and culturally enriching environment on campus. The festivities commenced with the traditional ritual of Holika Dahan, symbolizing the victory of good over evil. Students actively participated in the prayers and rituals, creating a serene and spiritually uplifting atmosphere that encouraged unity, reflection, and cultural connection.

The celebration continued with a unique and aesthetic beginning, where students played Holi with flowers before transitioning to colors. Soon, the campus came alive with gulal, laughter, music, and energetic participation. The following day featured the grand Holi celebration, where students engaged in playing with colors, dancing, and enjoying the festive spirit, strengthening bonds and creating joyful memories across batches.

The occasion held special emotional significance as it marked the first Holi for junior students and the final one for seniors, adding a heartfelt dimension to the celebration. A delightful spread of festive food, including traditional sweets like gujiya and refreshing thandai, further enhanced the experience. Overall, the celebration reflected IBA’s commitment to promoting cultural values, student engagement, and a lively campus life.



EID - UL - FITR

Indus Business Academy celebrated Eid-ul-Fitr with great enthusiasm, fostering a spirit of unity, inclusivity, and cultural harmony across the campus. The observance extended throughout the holy month of Ramadan, during which students actively participated in traditions such as Suhoor and Iftar, reflecting discipline and devotion. The daily sharing of fresh dates during Iftar added cultural authenticity, while the collective participation of students strengthened bonds and created a strong sense of community.

On 20 March 2026, the institute marked Eid-ul-Fitr with joyful celebrations, including refreshing beverages, fresh fruits, and a special festive lunch. The occasion brought students together to celebrate the culmination of a month of spiritual reflection and togetherness. The event reflected IBA's commitment to promoting cultural diversity, mutual respect, and meaningful shared experiences, enriching campus life beyond academics.



RAM NAVAMI

Indus Business Academy celebrated Ram Navami with great devotion, faith, and a strong sense of spiritual togetherness. The occasion, which marks the birth of Lord Ram, brought a calm and positive atmosphere across the campus. Students actively participated in the celebration, reflecting their connection to cultural values and traditions. The event was simple yet meaningful, allowing everyone to experience the spiritual significance of the festival.

In the evening, a puja was organized where students offered prayers with sincerity and respect. The rituals created a peaceful and divine environment, fostering unity and harmony among everyone present. Following the puja, prasad was distributed to all, symbolizing blessings and shared joy. Overall, the celebration not only honored tradition but also strengthened the sense of community and togetherness within the campus.



MAHAVIR JAYANTI

Indus Business Academy celebrated Mahavir Jayanti with great enthusiasm and devotion, bringing together students in a spirit of peace and reflection. The occasion marked the birth anniversary of Lord Mahavir, whose teachings of non-violence, truth, and compassion continue to inspire people even today. The campus carried a calm and positive atmosphere throughout the day, encouraging students to reflect on these values and their relevance in daily life.

In the evening, a prayer session was conducted where students gathered to offer their **श्रद्धा** and seek blessings. The atmosphere was serene and meaningful, allowing everyone to step away from their routine and connect with a deeper sense of inner peace. The celebration, though simple, left a lasting impact by reinforcing the importance of kindness, self-discipline, and harmony. Overall, the event reflected the institute's commitment to promoting cultural values and fostering a sense of unity among students.



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