

# UDGHOOSH

**The Sound of Righteousness**



**VOLUME III**

OCT - DEC

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Old bonds, new stories

# FLASHBACK 2025: ALUMNI MEET

Some moments refuse to be contained by time. They return in the sound of laughter drifting through familiar corridors, in conversations that begin without hesitation, and in the quiet comfort of belonging. The 8th and 9th of November transformed Indus Business Academy, Bangalore, into such a space, where the Alumni Meet 2025 unfolded as a heartfelt homecoming rather than a formal reunion. As alumni walked back through the gates, the campus seemed to breathe differently. Faces lit up with recognition, stories resurfaced effortlessly, and every corner carried a sense of shared history. It was a reminder that while years may pass, the bond with IBA remains rooted in emotion, memory, and pride.



The first day, 8th November, unfolded with a thoughtful balance of engagement, learning, and celebration. Beginning with registration and lunch, the campus quickly turned into a space where alumni and students shared tables, stories, and aspirations. Alumni panel discussions created meaningful dialogue around the future of industries, the changing nature of career roles, the impact of evolving workplaces, and the importance of adaptability and soft skills in a rapidly shifting world. These conversations felt less like formal sessions and more like guidance shared with honesty and warmth. Faculty mentor interactions further strengthened this exchange, helping students gain clarity and direction through real experiences. For us, the students of the 2025–27 batch, the day carried an added sense of responsibility and ownership. Under the guidance of our mentors, we conceptualised, organised, and managed food, refreshment, and game stalls for the alumni.

Every stall demanded coordination, financial planning, operational efficiency, and constant communication. These spaces became informal hubs of laughter and conversation, allowing alumni to relax, reminisce, and reconnect. Through this process, we learned lessons in teamwork, leadership, time management, and professionalism that no classroom could replicate. As the evening approached, the campus shifted into celebration mode with the cultural show. I had the opportunity to participate in the fashion show, an exhilarating and empowering experience that celebrated confidence, creativity, and self expression. The applause, encouragement, and shared excitement made it unforgettable.



## Reuniting memories, rekindling bonds, celebrating journeys together.

This was followed by the cake cutting ceremony, a simple yet meaningful moment that captured gratitude, unity, and shared achievement. The night reached its emotional high with a live performance by Ms. Anjusha Sharma, whose music filled the campus with warmth and energy. Alumni and students sang, danced, and celebrated together, turning the evening into a collective expression of joy and connection. The spirit of togetherness carried seamlessly into the morning of 9th November with the Alumni Cricket Meet and other fun game activities. The field became a space of friendly competition, cheering crowds, and genuine camaraderie, where alumni and students bonded beyond batches and years. Every match and every shared laugh reinforced the idea that IBA is not merely an institution but a community that grows stronger with time.

By the end of these two days, what remained was far more than memories of events. It was a deeper understanding of teamwork, leadership, and connection, along with a renewed sense of pride in being part of the IBA family. The 8th and 9th of November will forever be remembered not simply as dates, but as moments when the past returned with warmth, the present felt alive with meaning, and the future felt deeply tied to where it all began. Watching the alumni relive their journey made us realise that one day, we too will return to these corridors with stories of our own, standing where they once stood, carrying the same sense of nostalgia and gratitude. On that day, we will no longer be students welcoming alumni, but alumni ourselves, coming back to relive the memories that began right here.

# IBAIans Participated in AVEGA 2025: Management & Cultural Fest

AVEGA 2025, the National Level Management and Cultural Fest of Dayanand Sagar University, was hosted Department of Management Studies, Dayananda Sagar College of Engineering, Bengaluru. The fest was conducted from 17th to 19th December 2025 at the P.C. Sagar Auditorium and brought together students from institutions across India for a blend of academic and cultural engagement.

The theme was “Kaliyug,” this time fest highlighted the growing influence of Artificial Intelligence on business decisions and human thinking in today’s rapidly changing world.



The fest featured competitive verticals in Marketing, Finance, Human Resources, Business Analytics, etc. offering participants a well-rounded exposure to management practices.

In terms of achievements, IBA secured 1st position in the Voices of Kaliyuga (Singing Competition), adding to the cultural success of the fest.

IBA secured 2nd position in the Sankya Vishleshana (Business Analytics), reflecting strong analytical and presentation skills. This vertical focused on practical application through dashboard creation, on the spot presentations, and time bound insight communication. The judging panel consisted of experienced professionals from the business analytics field, whose feedback provided valuable learning to participants.

Interaction with students from different colleges also encouraged knowledge sharing and confidence building.

Overall, AVEGA 2025 provided a meaningful space for learning and reflection on the evolving role of technology in the modern business world.



*Driven by vision, led by passion*

# Clubs & Committees Launch 2025

The Club and Committee Launch at Indus Business Academy was conducted over two structured and engaging days, serving as an important induction for the first year students. The primary purpose of the event was to introduce us to the various student driven clubs and committees that contribute significantly to campus life and overall personality development. These bodies play a vital role in shaping student leadership, fostering teamwork, and encouraging participation in co-curricular activities that complement academic learning.

Both first year and second year students were present in the auditorium, and their combined energy created an environment that was vibrant, enthusiastic, and welcoming.



The event began with an overview of the objectives of these clubs and committees, followed by individual launches that highlighted their unique identity and scope. Each group presented a launch video, and these videos stood out for their creativity, quality, and clarity in communicating what the club or committee stands for. It was evident that the senior members had dedicated considerable effort to ensure the new batch understood not only the functions but also the culture of each body.

Every club, Om, Dolphins, Barcodes, Cosmos, Hunterz, Infin'IT, Spandan, and Navigators, had a structured leadership team comprising the Secretary, Joint Secretary, PRO, Treasurer, and other active members from the senior year. The committees, YMCC, Gyanodaya, Santripati, I3, Hope, and Newsletter, had similar roles, although the positions of Secretary and Treasurer were yet to be formally appointed.

Through their introductions, it became clear how each club and committee provide distinctive opportunities for skill building, from event management to develop leadership, teamwork, and professional skills. Attendance was taken before each launch segment, ensuring discipline and smooth coordination throughout the two days.

The atmosphere in the auditorium remained vibrant and interactive across both days. The auditorium echoed with excitement as students cheered for their respective clubs and committees.



## **New leaders, fresh ideas, shaping tomorrow's campus together.**

The seniors interacted with the first-year students in a warm and approachable manner, sharing experiences and encouraging us to participate actively in the years ahead. Their confidence and camaraderie set a positive example of how involvement in these student bodies enhances campus experience.

Once the scheduled activities for the day concluded, the auditorium transitioned into a more informal space where students celebrated together with open stage dance. This allowed everyone to unwind and connect with peers beyond academic boundaries, making the entire event more memorable.

The Club and Committee Launch successfully fulfilled its purpose of orienting the new batch to the dynamic student ecosystem at Indus Business Academy. The event provided a clear understanding of the diverse opportunities available for personal and professional growth. It also strengthened the sense of community, motivating students to engage actively and contribute to the institution's vibrant culture. The launch set a positive tone for the academic year and emphasized the importance of holistic development through involvement in extracurricular and co-curricular activities.

A Celebration of Kindness and Community

# Daan Utsav 2025

From October 2nd to October 8th, 2025, the Indus Business Academy (IBA) celebrated Daan Utsav, a week dedicated to generosity, gratitude, and meaningful human connections. Through a series of thoughtful initiatives, the campus came together to embrace the true spirit of giving.

A key highlight of the week was the “Box of Happiness,” a simple yet impactful initiative that encouraged students, faculty, and staff to share anonymous notes of appreciation and gratitude. Placed across campus from 9:00 AM to 9:00 PM, these boxes collected heartfelt messages, often accompanied by small gifts.



A dedicated student team ensured these tokens reached their recipients, spreading joy and reinforcing the value of kindness. Extending its efforts beyond campus, IBA organized the “Bhojan Mahal” initiative on October 3rd and 4th. Nutritious meals were provided at a minimal cost, ensuring dignity for recipients while fostering a spirit of shared contribution through community donations.

The latter half of the week focused on honoring IBA’s support staff—the unsung heroes of the campus. The “Silent Angels” event on October 6th celebrated their efforts through cultural performances and heartfelt recognition. On October 7th, the “Step Into Their World” initiative allowed students to experience roles such as mess workers and security staff, promoting empathy and respect for the dignity of labor.

The event was successfully led by a committed student team, including Secretary Arjun Laxane, Treasurer Jigyasa Verma, PRO Akash Gupta, and core members Ishita Arya, Shruti Parmar, Jamima Firdousi, Lipsi Yadav, and Anil Kumar Khatua.

Daan Utsav 2025 was more than a week-long event—it was a powerful reminder that true leadership lies in empathy, service, and the ability to uplift others.



# HOPE Committee's New Year Drive

As Indus Business Academy (IBA) welcomed 2026, the HOPE Committee launched a heartfelt New Year Drive centered on gratitude, resilience, and purpose. Inspired by Martin Luther King Jr.'s words, "We must accept finite disappointment but never lose infinite hope," the initiative encouraged the campus community to begin the year with optimism and reflection.

The drive featured two thoughtfully curated keepsakes designed to spark joy and meaning in everyday life. The Personalized Calendars 2026, priced at ₹300, were more than just date trackers. Each month carried uplifting quotes and messages, motivating individuals to reflect and stay inspired throughout the year. Complementing this were Personalized Polaroids.



These small yet meaningful photographs captured warm smiles and heartfelt moments, making them perfect as keepsakes or thoughtful gifts.

Beyond personalization, the initiative carried a deeper purpose. Proceeds from the drive contributed to the HOPE Committee's social impact activities, allowing students and faculty to play an active role in supporting meaningful causes. Every purchase symbolized a step toward building a more compassionate and connected community.

The success of the drive was made possible by the dedicated efforts of the organizing team, including Secretary Arjun Laxane, Treasurer Jigyasa Verma, PRO Akash Gupta, and core members Ishita Arya, Shruti Parmar, Jamima Firdousi, Lipsi Yadav, and Anil Kumar Khatua.

Their commitment ensured that the initiative was both impactful and memorable. The HOPE Committee's New Year Drive 2026 beautifully combined creativity, nostalgia, and social responsibility. It served as a reminder that even the smallest gestures can create meaningful change. By spreading positivity and purpose, the initiative set a strong and inspiring tone for the year ahead at IBA.



A tribute to Karnataka's rich legacy

# Kannada Rajyotsav 2025

The Karnataka Rajyotsava celebration at Indus Business Academy on 22nd November was a day-long tribute to the heritage, culture, and spirit of Karnataka, marked by ceremonial dignity, rich performances, and enthusiastic participation from students, faculty, and dignitaries. The programme began at the Admin Block with a warm reception of guests, followed by a symbolic tree plantation ceremony. Saplings were planted by dignitaries as a gesture of environmental responsibility, while the legacy of Padma Shri awardee Saalumarada Thimmakka for her lifelong dedication to nurturing trees was respectfully remembered. A two-minute silence was observed to honour her memory, setting a reflective tone before the celebrations moved into a more vibrant phase.



A colourful procession then advanced from the Admin Block to the Amphitheatre, featuring traditional folk-art forms such as Dollu Kunita, Veeragase, Gaarudi Gombe, Yakshagana, and Chende. The rhythmic drumbeats, striking costumes, and spirited performances filled the campus with festive energy as the IBA community moved together towards the main venue. At the Amphitheatre, the formal programme commenced with a welcoming address that celebrated Karnataka's natural beauty, cultural depth, and values, with dignitaries, faculty, staff, seniors, and students being warmly acknowledged. A devotional Vandana led by Dr. Nagendra Hegde and his team created a spiritual ambience, followed by the ceremonial lighting of the lamp and showering of petals on Goddess Bhuvaneshwari Devi, symbolising purity and the illumination of knowledge. The Karnataka flag was then hoisted with pride, accompanied by the singing of the Naadageete, reinforcing unity and cultural identity.



Prof. Prashant Kulkarni delivered the Welcome Address, underscoring the importance of preserving linguistic and cultural heritage, after which Director Dr. Easwar Krishna lyer spoke about Karnataka's values and the responsibility of youth in safeguarding cultural identity. The Chief Guest, Dr. B. R. Guruprasad—Director of Jawaharlal Nehru Planetarium, former ISRO scientist, acclaimed science communicator, and author—was introduced with a detailed overview of his contributions to over twenty-five satellite missions and his work in science communication. In his address, he beautifully articulated the sentiment that “India is the mother, and Karnataka is her child,” urging students to nurture curiosity, innovation, and cultural rootedness.



Felicitations were then offered to the Chief Guest and Guest of Honour by dignitaries including Dr. Manish Jain, Dr. Easwar Krishna Iyer, Ms. Bhavya, and Dr. Sharmila, adding grace and gratitude to the occasion. A classical dance performance by Ms. Khushee showcased the elegance of Karnataka's artistic traditions, followed by an address in Kannada by Guest of Honour Dr. Vijayalakshmi, which resonated closely with the cultural ethos of the day.

Further enriching the morning, Dr. Gnanamurthy reflected on Kannada culture and community values, and a melodious group song by Dr. Sharmila and her team captured the emotional essence of the state. The intensity of Dollu Kunita electrified the audience, while a thoughtful student skit conveyed a meaningful social message. Prof. Narendra Babu's address added reflective insights and motivation. A powerful Veeragase performance, depicting courage, devotion, and warrior spirit, emerged as one of the most stirring highlights of the session. The morning concluded with a Vote of Thanks by Dr. Sharmila, acknowledging dignitaries, performers, volunteers, and participants, after which delegates proceeded to the exhibition area. A traditional Karnataka lunch featuring regional delicacies further enriched the cultural experience and camaraderie.

The post-lunch segment reignited the festive spirit with an energetic Chende performance, celebrating Karnataka's folk traditions. A Kannada poem recited by Mr. Sarvesh Gujjar reflected the language's richness, followed by a captivating Yakshagana performance that brought mythological stories to life. Musical performances by students and faculty added warmth, while Ms. Sandhya's solo dance blended tradition and modernity. A surprise dance by Prof. B. M. Gourish, joined by students, delighted the audience. The event concluded with a Vote of Thanks by Prof. Nayana Rajeev and a final Chende performance, leaving a lasting sense of pride and cultural connection.

*A Divine Celebration of Triumph and Tradition*

# Navratri Celebration 2025

The Cultural Committee successfully organized the Durga Puja and Dussehra celebrations on campus from 28 September to 2 October 2025, transforming the premises into a spiritually vibrant and culturally enriching space. The five-day celebration commemorated the victory of good over evil while fostering unity, devotion, and cultural pride among students, faculty, and staff.

The festivities commenced on Maha Saptami (28 September 2025) with the ceremonial Idol Sthapana conducted in the evening. The ritual, accompanied by sacred chants and floral offerings, marked the auspicious arrival of Maa Durga and set a reverent tone for the days ahead.



Maha Saptami and Maha Ashtami (29–30 September 2025) featured morning and evening pujas, creating a continuous atmosphere of devotion. Cultural dance performances added grace and artistic expression to the rituals. Maha Ashtami included the Pushpanjali Puja, Chappan Bhog offerings, a special dinner, and vibrant Dandiya and Garba celebrations, enhancing festive participation.

The celebrations concluded on Maha Navami and Vijayadashami (1–2 October 2025) with traditional pujas, Dhunuchi Naach, Nabapatrika Visarjan, symbolic Ravan Dahan, and grand Visarjan. Overall, the event harmoniously blended spirituality and culture, reinforcing traditions and strengthening the campus community.



*Diyas, laughter, and festive cheer across campus*

# Diwali Celebration

Diwali, the festival of lights, was celebrated with great enthusiasm, warmth, and cultural vibrance at Indus Business Academy (IBA) in 2025. The campus transformed into a glowing space of joy and togetherness, reflecting the true spirit of the festival — the victory of light over darkness, knowledge over ignorance, and hope over despair. The celebration brought together students, faculty members, and staff, creating an atmosphere filled with positivity, unity, and festive cheer. The preparations for Diwali at IBA began well in advance. Students from various committees and clubs actively participated in planning and organizing the celebrations. The campus was beautifully decorated with colorful lights, lanterns, flowers, and traditional motifs. Special attention was given to maintaining an eco-friendly approach by using earthen diyas, flowers, and reusable decorations, reinforcing IBA's commitment to sustainability alongside cultural celebration.



One of the most striking highlights of the Diwali 2025 celebration was the diya decoration across the campus. Pathways, corridors, staircases, and common areas were lined with rows of glowing diyas, creating a mesmerizing visual experience after sunset. The soft flicker of the lamps illuminated the campus, symbolizing wisdom, peace, and prosperity. Students worked in teams to design diya patterns and arrangements, showcasing creativity and collaboration. The diya lighting ceremony marked the official commencement of the celebrations and filled the campus with a serene yet festive ambiance.

Adding to the charm were vibrant rangoli designs created by students using natural colors and flower petals. These rangolis reflected traditional Diwali themes and added artistic elegance to the campus surroundings. The activity encouraged participation, teamwork, and creative expression while enhancing the overall festive décor.

The celebration also included interactive games, fun activities, and informal gatherings that allowed students to relax and bond outside the academic environment. Cultural performances such as dance and music added energy and excitement to the event, highlighting the diverse talents within the IBA community. The joyous performances reflected the cultural richness of India and helped foster inclusivity among students from different backgrounds.

The event was not just about celebration but also about strengthening relationships and promoting harmony among all members of IBA.



*Festive vibes and brighter smiles*

# Christmas Celebration 2025

The campus illuminated with festive cheer on December 25, 2025, hosting a spectacular Christmas celebration that embodied the true spirit of the season. On this special day, the campus transformed into a magical wonderland with alluring lighting and mesmerizing decorations, creating an atmosphere of joy, unity, and celebration that brought together students, faculty, and esteemed guests.

The evening unfolded with a vibrant lineup of engaging activities that captivated all participants and created a festive atmosphere.



The highlight of the celebration was the Secret Santa with a Treasure Hunt, where participants followed exciting clues, leading to six lucky winners who received special surprises. This was followed by a lively Musical Chair game, filled with energy, laughter, and friendly competition as everyone enthusiastically competed for the final chair. The event also featured a vibrant dance performance that showcased the incredible talent and rhythmic spirit of the college community.

Adding to the joy was the cake cutting ceremony, a cherished tradition symbolizing togetherness and shared happiness. The evening concluded with a prize distribution ceremony, where winners of various games were recognized, followed by a heart-warming gift exchange that spread smiles and strengthened bonds among participants, making the celebration truly memorable.

Adding prestige to the occasion, Director Sir and Chairman Sir graciously joined the celebration, sharing in the festivities and inspiring all with their presence and encouragement.

The campus echoed with joyful Christmas carols as musical chairs, vibrant dances, and the cake-cutting ceremony brought everyone together in festive harmony. Prize distribution and heartfelt gift exchanges created magical moments of connection and celebration. Twinkling lights and shimmering decorations transformed our campus into a winter wonderland of unity and warmth. This celebration not only reignited holiday magic but also reinforced our community spirit.

Where new journeys begin

# Freshers' 2025

## The Aurora Nights

At Indus Business Academy (IBA), welcoming our juniors is not just an event—it is an experience crafted with warmth, creativity, and togetherness. The Freshers' celebration for the batch was thoughtfully planned across two vibrant days, 8th and 9th October 2025, with activities beginning even before the main celebrations to ensure juniors feel included and excited from the very start.

The invitation itself was designed to be special and memorable. Juniors were invited through a creative video that symbolically welcomed them into the IBA family, making them feel valued and eagerly anticipated. On 7th October, a day prior to the main event, juniors approached their seniors to coordinate ramp walks and other collaborative activities. This interaction helped break the ice, encouraged bonding, and created a comfortable space for juniors and seniors to connect as one community.



The celebrations officially began on 8th October with a lively retro theme. Juniors embraced retro attire, adding color and enthusiasm to the campus. To encourage participation and creativity, brownie points were awarded to those who shared their looks first and stood out with the best outfits. As the evening progressed, the theme transitioned into Bollywood Glam, bringing elegance, confidence, and excitement to the night.

The first round of activities featured a ramp walk with partner introductions, allowing participants to showcase confidence while introducing their partners in a creative and engaging manner. The second round was a fun musical challenge where participants picked items based on songs played, testing their presence of mind and teamwork.

The third round was an adventurous treasure hunt that promoted coordination, problem-solving, and group bonding, making the day energetic and memorable.

On 9th October, the celebration continued with a relaxed and refreshing No Bag Day, where juniors dressed in beach attire, creating a cheerful and stress-free atmosphere on campus. The night theme, Cocktail Elegance, added a touch of sophistication and grace, perfectly balancing fun and formality.

# PRachar sPaRdha: Case Competition

*By Dolphin Club*

The Dolphins Club successfully hosted Prachar Spardha, a competitive marketing event that challenged participants to design and present a comprehensive product launch strategy within a strict 15-minute time frame. The task required teams to cover key aspects such as Segmentation, Targeting, Positioning (STP), branding, marketing strategy, sustainability focus, and financial feasibility—testing both strategic depth and presentation skills.

Demonstrating exceptional clarity and creativity, two teams were rewarded by delivering a well-structured and engaging pitch.



The winning presentations stood out for its strong narrative-driven approach and unique brand naming, which effectively communicated the product's value proposition while keeping sustainability at the core of the strategy. The experience highlighted the importance of storytelling in marketing, proving that even under time constraints, a compelling narrative can elevate a well-researched strategy.

The teams extend sincere gratitude to the Dolphins Club for organizing a dynamic and enriching event, and acknowledges the collaborative efforts of team member, whose ideas and energy played a key role in the success.



# 18th SEAA International Accreditation Conference

**Theme: Quality Assurance with Accreditation: Challenges Within**

The conference provided a comprehensive understanding of accreditation as a strategic and transformative process in higher education. The inaugural session set the tone, with Prof. A. Thothathri Raman highlighting the relevance of accreditation, followed by Dr. Manish Jain's insights into IBA's journey. Dr. Rishiksha Krishnan emphasized accreditation as a tool for global competitiveness, while Mr. Abhishek Ranjan linked it to sustainability and SDGs. Dr. Naganagouda SJ reinforced the importance of people competence as the foundation of institutional quality.

The Academic Leaders' Round Table brought together deans and decision-makers to discuss building a culture of quality beyond structural compliance.



Speakers stressed the need for leadership alignment, stakeholder involvement, and continuous communication, especially in the evolving post-NEP landscape.

The Technical Session provided exposure to global accreditation frameworks. Representatives from AACSB, AMBA BGA, and IACBE shared insights on assurance of learning, curriculum innovation, and outcome-based assessments. This session highlighted how Indian institutions are aligning with international standards and what defines a "world-class" education system.

The Stakeholders' Perspectives session offered a holistic view of quality creation. Discussions focused on the role of IQAC, social impact, and the importance of ESG and SDGs in education.

Dr. Dan Leclair provided a global perspective, emphasizing the value of international collaboration in achieving excellence.

Overall, the conference highlighted that accreditation is not merely a compliance exercise but a continuous journey driven by vision, culture, and collaboration. It reinforced that true institutional excellence emerges from aligning people, processes, and purpose toward long-term quality enhancement.

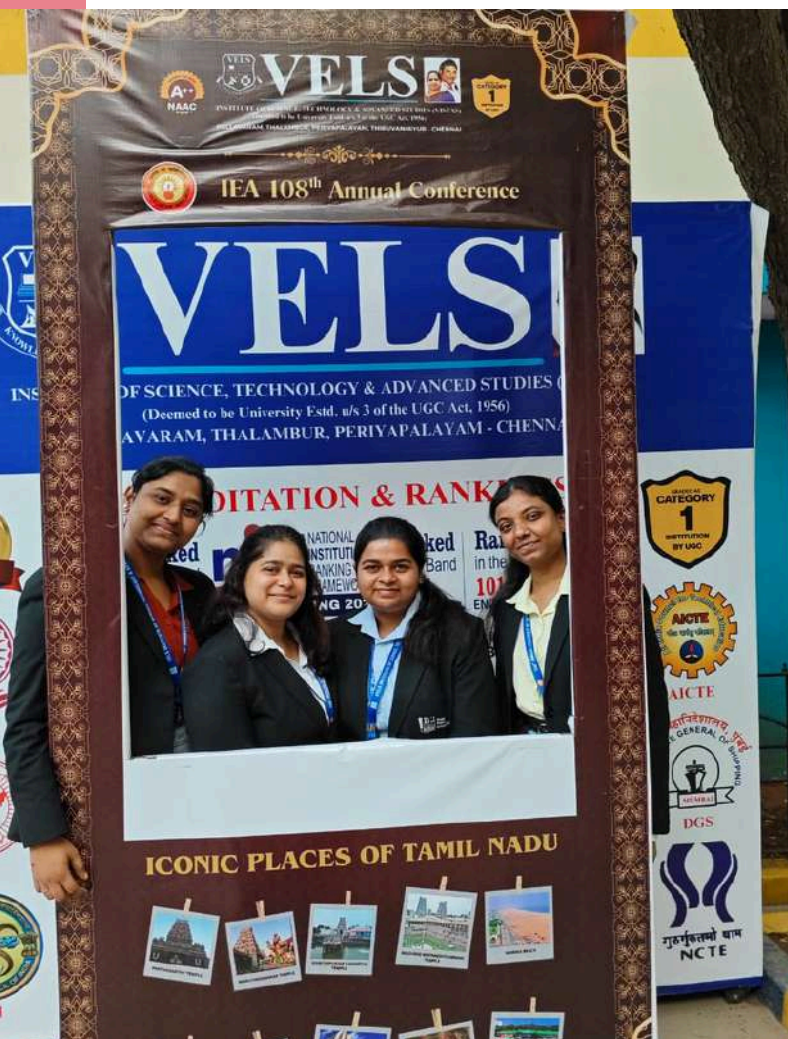
# Research Paper Presentation: IEA 108<sup>th</sup> Annual Conference

Indus Business Academy, Bangalore, continues to strengthen its academic excellence as students and faculty actively contribute to meaningful research in the field of management. It is a matter of great pride that a large number of students from IBA successfully presented their research papers at a prestigious conference held at VELS University, Chennai. Notably, several of these research papers have been accepted and published in the esteemed Indian Economic Journal (IEA), reflecting the institution's strong research orientation and commitment to academic rigor.



Adding to this achievement, Dr. Mansi Bansal was honoured with the Best Paper Award, recognizing her outstanding contribution and scholarly excellence. Her accomplishment serves as an inspiration for budding researchers within the institute.

Students expressed their heartfelt gratitude to the institution for providing a supportive platform to explore, present, and publish their research work. Special thanks were extended to Chairman Mr. Manish Jain, Director Dr. Easwar Krishna Iyer, Ms. Bhavya Kalra, and mentors including Mr. Prashant Kulkarni and Dr. Mansi Bansal for their constant guidance and encouragement throughout the research journey.

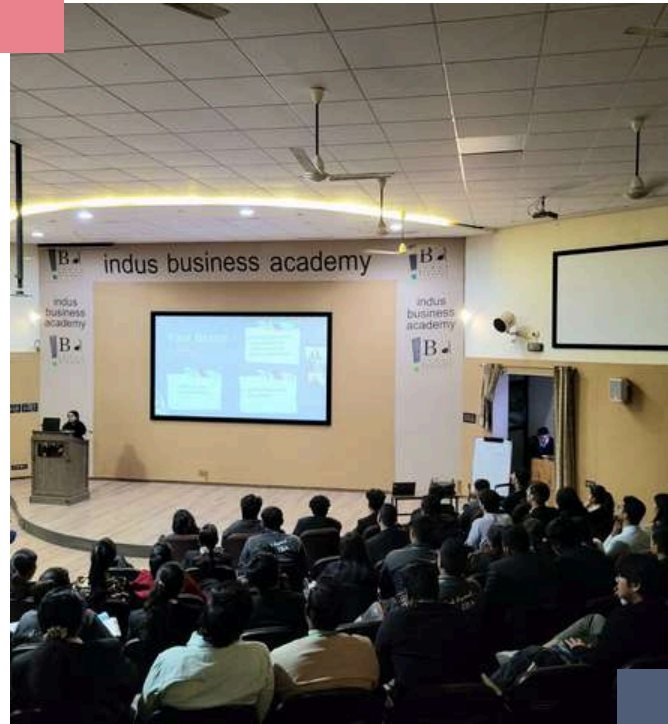


# Guest Lecture: Building Your Personal Brand in a Digital World

By Hunterz Club

In an era where visibility and identity play a crucial role in shaping careers, Indus Business Academy organized an insightful online guest lecture on “Personal Branding Masterclass” for the Batch of 2025–27. Conducted via Zoom, the session witnessed enthusiastic participation and provided students with a fresh perspective on presenting themselves effectively in today’s competitive professional landscape.

The session was led by Ms. Priyam Gupta, a content creator and writer known for building a strong personal brand through her digital presence.



Drawing from her own journey, she shared relatable experiences, challenges, and practical strategies that resonated deeply with students. Her storytelling approach made the session engaging and helped bridge the gap between theory and real-world application.

The lecture began with an interactive discussion on how individuals are perceived and remembered, encouraging students to reflect on their own identities. Key topics covered included the fundamentals of personal branding, the importance of visibility, leveraging digital platforms, identifying one’s niche, and exploring career opportunities through content creation. The concepts were presented in a simple and accessible manner, making them easy to understand and apply.

Despite being an online session, student participation was highly encouraging. The interactive format, combined with thoughtful discussions and an engaging Q&A segment, allowed students to actively share their ideas and seek guidance on personal and professional growth.

Overall, the session proved to be both inspiring and practical, motivating students to take a proactive approach toward building their personal brand. It served as a valuable reminder that success today is not only about skills, but also about how effectively one communicates their unique identity to the world.

# Guest Lecture By

## Dr. Satish Bhavankar

The guest lecture by Dr. Satish Bhavankar, CEO of the Tumkur Innovation, Incubation and Entrepreneurship Council (TIIEC), Tumkur University, focused on “Building Entrepreneurship as a Career, How to Harness the Ocean of Opportunities and Leverage Incubators.” The session opened with a simple question to the students, What is entrepreneurship? which helped set the tone for the discussion. Dr. Bhavankar described entrepreneurship as the act of creating value, whether by solving a problem, improving something that already exists, or offering a useful alternative. He explained that entrepreneurs are not defined by grand achievements but by the willingness to take initiative and build something meaningful.

The lecture then moved into an interactive Q&A where students were asked what qualities they believed an entrepreneur should have.



Dr. Bhavankar highlighted traits such as passion, curiosity, resilience, competence, risk-taking ability, clarity of vision, and the openness to seek guidance when needed. He also shared that people process thousands of thoughts every day, and useful ideas often come from everyday life rather than rare moments of inspiration.

When students asked where entrepreneurial ideas usually originate, he pointed out that many ideas come from simple observations, personal difficulties, or small problems people face regularly. He also mentioned that one's educational background should not restrict the kind of ideas they explore, as innovation can emerge from any field.

Dr. Bhavankar explained that every idea generally develops through three layers. The land stage refers to the initial, basic form of the idea. The sky stage involves possibilities that seem achievable with effort, time, and refinement. The space stage is more aspirational and takes longer to shape into a clear plan. To work through these stages, he shared a practical approach, start small and think ahead. This, he said, helps maintain momentum without creating unnecessary pressure.

He also spoke about the importance of focusing on what is within one's control rather than trying to predict every outcome. According to him, entrepreneurs benefit from taking steady steps instead of worrying about the entire journey at once.

Shifting to the larger startup landscape, Dr. Bhavankar shared that India has become one of the leading startup ecosystems globally. In recent years, a notable rise in startups from **Tier-2 and Tier-3 cities** has shown that innovation is not limited to metropolitan areas. He referred to this shift as the “Bharat opportunity,” suggesting that many smaller towns and rural regions offer untapped potential and practical problem areas that can inspire meaningful ventures.

He also outlined several key sectors where opportunities are currently growing, such as agritech, health technologies, defence and space, biotechnology, climate-focused solutions, food and nutrition, and various rural innovation segments. These fields, he explained, are evolving steadily and offer space for students who wish to explore entrepreneurship in a realistic and grounded manner.

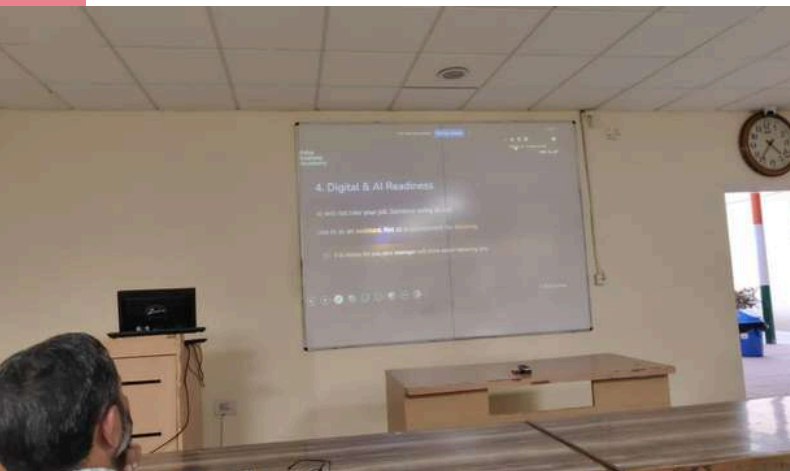
Throughout the session, Dr. Bhavankar kept the discussion practical and relatable. He encouraged students to observe their surroundings more thoughtfully and to recognise that many good ideas begin with simple questions or small personal experiences. He also explained how incubators like TIIEC can support early-stage ideas by offering structure, guidance, and a space to test concepts.

# Special IIC, MoE-GoI Webinar Event

## Competencies Required amongst Management Graduates for Building an Enterprising Career in Industry

Indus Business Academy, Bangalore, hosted an insightful guest lecture on the topic "Competencies Required amongst Management Graduates for Building an Enterprising Career in Industry." The session brought together distinguished academic leaders and industry experts, offering students a comprehensive perspective on navigating today's dynamic business landscape.

The session commenced with a welcome address by Dr. Nagendra Hegde, who highlighted IBA's strong commitment to fostering entrepreneurship through initiatives like the Institution's Innovation Council (IIC) and the Entrepreneurial Learning & Innovation Centre (ELIC). He also shed light on India's thriving startup ecosystem, emphasizing the growing role of young professionals.



Entrepreneurship Learning & Incubation Centre (ELIC),  
A Centre of Excellence at IBA since 2013

A SPECIAL EVENT Under Institution's Innovation Council (IIC)  
of Ministry of Education, Govt. of India  
at IBA Bangalore

My Story' International Industry Expert Session from UK

Industry Expert : **Dr. Pramod Kumar, CEO, Arience, London, UK**  
<https://www.linkedin.com/in/pramodkumar>

Date & Time : **29<sup>th</sup> December, 2025 (Monday) 4:00 pm - 5:00 pm**

Venue : Adarsh Memorial Auditorium, IBA

Topic : **"Competencies required amongst Management Graduates for building an Enterprising Career in Industry"**

Presided by : **Dr. Easwar Krishna Iyer, Director, IBA, Bangalore**

Mode of Delivery : Online (via Zoom Meeting)

Target Audience : **Entire batch of 2024-26 PGDM Students**  
(This session will be **compulsory** for all the 2<sup>nd</sup> year PGDM Students).

Event Co-ordinators : **Dr. Nagendra Hegde, Senior Asst. Professor and President - IIC at IBA**  
**Dr. Nandeesh V Hiremath, Professor & Dean - Strategic Partnerships, IBA**  
**Mr. Jayachander R. Manager-Corporate Engagements, IBA**  
**Mr. Subramanaya Karanth, System Admin & Tech. Support, IBA**

The highlight of the celebration was the Secret Santa with a Treasure Hunt, where participants followed exciting clues, leading to six lucky winners who received special surprises. This was followed by a lively Musical Chair game, filled with energy, laughter, and friendly competition as everyone enthusiastically competed for the final chair. The event also featured a vibrant dance performance that showcased the incredible talent and rhythmic spirit of the college community.

Adding to the joy was the cake cutting ceremony, a cherished tradition symbolizing togetherness and shared happiness. The evening concluded with a prize distribution ceremony, where winners of various games were recognized, followed by a heart-warming gift exchange that spread smiles and strengthened bonds among participants, making the celebration truly memorable.

Adding prestige to the occasion, Director Sir and Chairman Sir graciously joined the celebration, sharing in the festivities and inspiring all with their presence and encouragement.

The campus echoed with joyful Christmas carols as musical chairs, vibrant dances, and the cake-cutting ceremony brought everyone together in festive harmony. Prize distribution and heartfelt gift exchanges created magical moments of connection and celebration. Twinkling lights and shimmering decorations transformed our campus into a winter wonderland of unity and warmth. This celebration not only reignited holiday magic but also reinforced our community spirit.

