

# UDGHS



## VOLUME 3



### ECOFLUENCE



### KANNADA RAJYOTSAVA

THE SOUND OF RIGHTEOUSNESS



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## NOTE



I'm thrilled to present to you, the 3rd edition of Udhghosh, our dynamic newsletter that captures the essence of our academic journey and achievements. This edition is a testament to the hard work, creativity, and dedication of our students and faculty. I encourage everyone to delve into the pages of Udhghosh and discover the stories that make our institution unique.

A special thanks to all the contributors for their exceptional work.

PROF. JENITA SAJI  
MENTOR



UDGHOSH extends a warm invitation to readers for its 3rd edition, reflecting the dynamic essence of the IBA campus. The newsletter highlights diverse voices, encompassing insightful analyses and heartfelt narratives, fostering a community where individuals from different backgrounds converge to influence the future. Gratitude is extended to contributors, writers, photographers, and editors for infusing passion into this enriching publication.

SHUBHAM KUMAR  
PRO



UDGHOSH welcomes all to the insightful narratives that embody the spirit of the IBA campus. I expressed a heartfelt gratitude to all the contributors. Your collective efforts amplifying the myriad perspectives within our college community. As we turn the pages, let's celebrate the influence we wield in shaping the narrative of our academic journey.

RAHUL ANAND  
Core Member

## “RICH DAD POOR DAD”

"Rich Dad Poor Dad" by Robert T. Kiyosaki is a financial compass that deftly navigates the complex landscape of personal finance. It remains a timeless gem, challenging conventional wisdom and inspiring a paradigm shift in the pursuit of wealth. Kiyosaki's narrative unfolds through a conversational tone, making financial literacy accessible and engaging for readers. The book revolves around the dichotomy of Kiyosaki's own upbringing, drawing lessons from two father figures—his educated yet financially conservative "poor dad" and the entrepreneurial, wealth-building "rich dad." Kiyosaki shares insights gained from his rich dad, who transformed humble beginnings into a lucrative business empire. This dichotomy serves as the backbone of the book, presenting contrasting philosophies that force readers to question traditional financial norms.

One of the book's boldest assertions challenges the widely held belief that homeownership is the ultimate goal. In Chapter 2, Kiyosaki provocatively argues that a house is a financial liability, not an asset. This viewpoint, although controversial, encourages readers to rethink their approach to wealth accumulation and consider alternative avenues for financial growth.

The narrative is skillfully structured, with each chapter concluding with a "Study Session" that reinforces key concepts and prompts readers to reflect on their own financial mindset. Kiyosaki advocates for a comprehensive financial education, emphasizing the importance of understanding accounting, investing, markets, and the law. This approach sets the stage for readers to make informed and empowered financial decisions.

"Rich Dad Poor Dad" is not just a book; it's a financial roadmap that challenges preconceptions and guides readers toward financial prosperity. Kiyosaki's wisdom, drawn from personal experiences and unconventional thinking, remains a beacon for those seeking to achieve true financial independence. This book is a must-read for anyone ready to embark on a journey toward financial literacy and wealth creation.



Charul Priya  
(2022-24)

## ECOFLUENCE : ECONOMICS RESEARCH CHAMPIONSHIP

Ecofluence- Economics Research Championship unfolded with an atmosphere charged with scholarly anticipation, providing a fertile ground for intellectual exchange and ground-breaking ideas in the field of economics. Ecofluence embodied an intellectual confluence, promoting innovative research in economics with a focus on sustainability. Scholars and experts convened to explore diverse insights, fostering a holistic perspective on economic development that integrates environmental considerations for a more responsible and forward-thinking approach.

Dr. Ravindra Kumar Brahme, a distinguished authority in Development Economics and Public Finance, graced the occasion as the esteemed guest of honour, infusing the event with his wealth of expertise.



The traditional inauguration commenced with a symbolic journey, marked by the ceremonial lighting of a lamp and the resonating chants of Saraswati Vandana, encapsulating the cultural ethos that imbues the institution. Dr. Manish Jain, the dynamic chairman of Indus Business Academy (IBA), set the stage for the gathering, extending a cordial welcome to attendees and the distinguished guests present.

The event gained momentum as Dr. Shubhas Sharma took center stage, delving into the spiritual underpinnings that characterize IBA. In his address, Dr. Sharma passionately elucidated the essence of HOPE – the Higher Order Purpose of Existence. He eloquently explored the landscape of education in India, emphasizing the imperative for innovative approaches that seamlessly integrate a holistic and sustainable dimension into the fabric of development.

## ECOFLUENCE : ECONOMICS RESEARCH CHAMPIONSHIP

Amidst the academic fervor, the lunch break adhered to IBA's customary tradition with guests participating in an honourable tree plantation ceremony. This act symbolized a commitment to environmental stewardship, aligning seamlessly with the institution's ethos of promoting sustainable development.

The post-lunch session ushered in the preliminary round of paper presentations in the classrooms, showcasing diverse and insightful perspectives in the field of economics. Dr. Vijayalakshmi, holding a Ph.D. in interdisciplinary economics and geography, and Prof. Nivedita, aluminary in the field of economics, formed the discerning jury. Each presentation offered a distinctive viewpoint, contributing significantly to the intellectual mosaic of the championship.



As the day reached its pinnacle, the event concluded with a captivating display of cultural performances by the talented students of IBA. This enthralling showcase not only spotlighted the academic prowess of the institution but also underscored the vibrant spirit and creativity embedded within its student community.

In reflection, the Ecofluence Economics Research Championship not only served as a catalyst for scholarly discourse but also emphasized the pressing need for transformative and sustainable approaches within the realm of economics. Driven by the visionary leadership of Dr. Manish Jain and enriched by the insights of experts such as Dr. Ravindra Kumar Brahme, the event left an indelible mark, inspiring a collective commitment to innovation and holistic development in the pursuit of excellence in the economic domain.

## AESTHETICS OF BUSINESS MANAGEMENT

On October 21, 2023, the Newsletter Committee and I3 Committee of Indus Business Academy held its international workshop on the aesthetics of business management, an initiative of Dr. Ananta Giri. The program emphasized the value and necessity for new business paradigms where ethics guide aesthetics. In addition to an initiative into adventures of consciousness and transformative practice, he emphasized the role of patience in management.

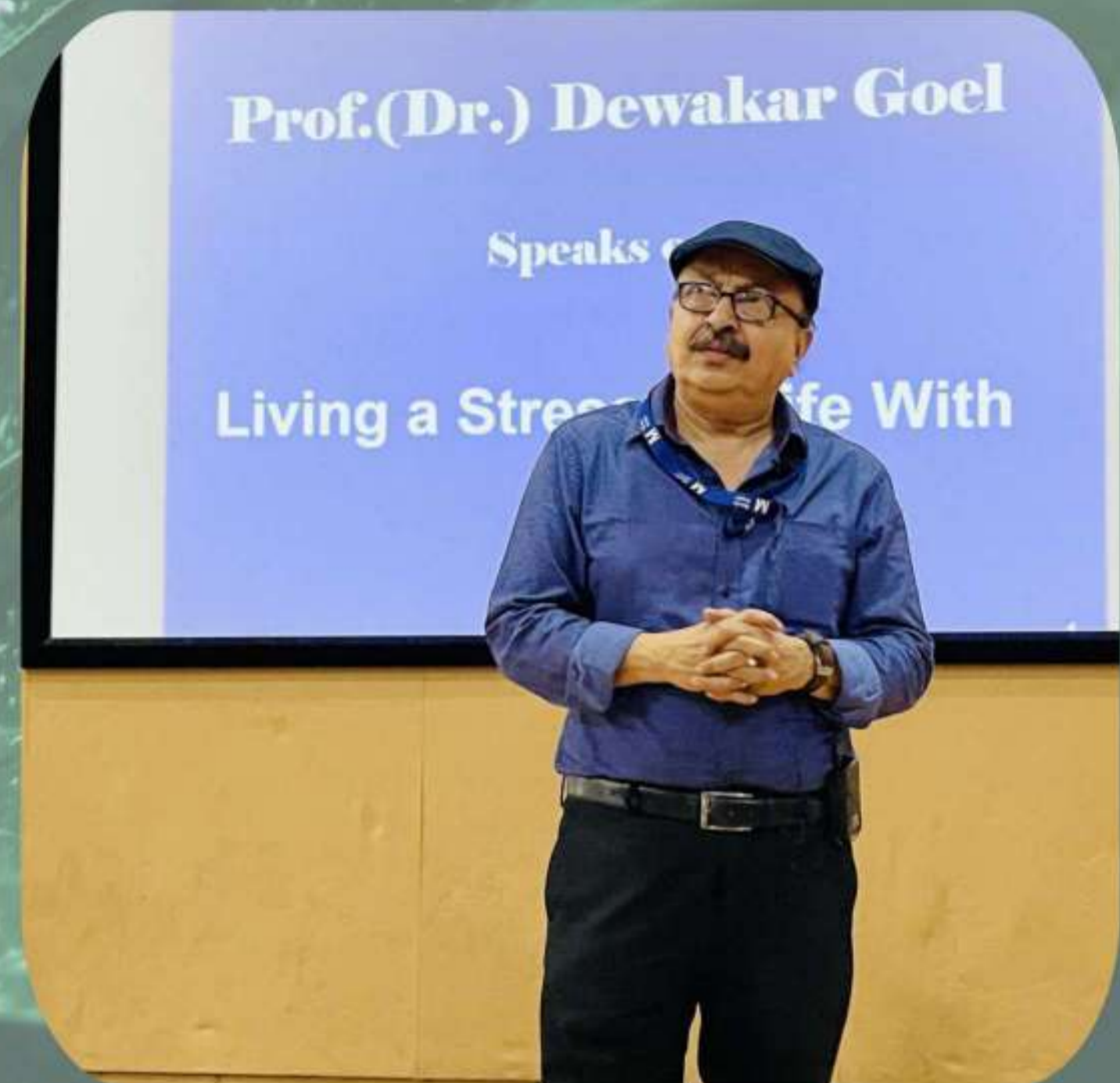


The thought about how management is an art and how aesthetics and theories go together. The part that business aesthetics plays in an artistic transcendence and how our thoughts reflect both our own and other people's perceptions as well as the process of changing from something to someone. The need for discovery of a new dimension of language, the fact that language is an invisible architecture, and the significance of developing new language to break the old myths and thoughts and to create new thoughts. Beautiful ancient phrases 'Satyam Shivam Sundaram' and 'Sach Chit Ananda' was brought into notice into Management perspective. The 4E model and the 3S model which bring together the principle of harmony was discussed. All together, this session was full of enlightenment towards new Era of management.

## STRESS MANAGEMENT

On November 7, 2023, IBA welcomed Mr. Dewakar Goel, the Executive Director of the Airport Authority of India and Director of the Indian Aviation Academy, for an enlightening lecture.

Delving into the realm of stress management, the session explored stress symptoms, historical perspectives, human error comprehension, error management, and stress coping strategies. Mr. Goel's incorporation of interactive activities ensured that the session was both engaging and instructive for all participants.



Attendees gained valuable insights into stress-related aspects in aviation, benefiting from Mr. Goel's expertise. This event showcased IBA's commitment to knowledge exchange, fostering a deeper understanding of stress management within the industry. Mr. Goel's role as a Director of the Indian Aviation Academy added a unique perspective, making the lecture a comprehensive exploration of the subject.

Overall, the session successfully enriched participants' knowledge and highlighted the significance of effective stress management in the aviation sector.

## PCOS

Dr. Chandrika Anand, MD, DNB, serves as the Director of the PCOS Center and is the Chief Consultant at Fortis Hospitals in Nagarbhavi, Bangalore. Additionally, she holds the position of South Zone Coordinator for the Endocrine Committee FOGSI (2022-23) and is a Managing Committee Member of the PCOS Society India. Dr. Chandrika Anand was invited to IBA to address the female students about PCOS. The lecture commenced by questioning the relevance of understanding PCOS in our lives. PCOS is an enduring diagnosis which can trouble your life with 20% or 1 in every 5 women being diagnosed with it.



An interesting fact is that earlier this issue was non-existent due to the strenuous work people engaged in during those times, PCOS manifests through various symptoms such as an irregular menstrual cycle, cessation of egg formation, growth of unwanted facial hair, severe pimples, and hair loss. Approximately 70% of women suffering from PCOS are obese, while 20% fall under the thin category. Women grappling with PCOS encounter challenges like difficulty in conceiving, susceptibility to diabetes, increased risk of abortions, high blood pressure, and heart-related problems. If left unaddressed, this problem can emerge during adolescence and persist until the age of 51. The causes of PCOS can be attributed to genetic factors, with 20% of patients affected by genetics, while others are influenced by an unhealthy lifestyle. PCOS, however difficult to treat, can always be controlled following a controlled lifestyle which includes: an adequate amount of sleep (6-7 hrs), regular exercise (30-40min), and being active throughout the day. While discussing PCOS, it is imperative to touch upon the topic of depression as 80% of PCOS patients may experience it. A few signs of depression include low self-esteem, fluctuations in appetite, difficulty concentrating, and negative thoughts.

## CAPACITY BUILDING ON CORPORATE GOVERNANCE

Indus Business Academy recently hosted a two-day workshop on December 2nd and 3rd, focusing on Capacity Building for Corporate Governance. Renowned speaker, Prof. Amlan Bhushan, a distinguished Policy Advisor and member of Board of Examiners at the Blavatnik School of Government, Oxford University, led the insightful dialogue. The workshop delved into critical subjects such as greenwashing and the multifaceted role of Corporate Social Responsibility (CSR).

The discussion extended to capacity building and its intersection with climate change, exploring topics like decarbonization and biodiversity. The dialogue illuminated the impact of geopolitical scenarios on international corporate social relations. Key terms like "green bonds" and "OECD" assumed significance during the discourse.



Prof. Bhushan's profound insights proved pivotal in expanding participants' perspectives, unveiling new avenues for expansion and globalization. The intellectual discourse sparked a potential for further growth and advancement, steering attendees toward a brighter future. The workshop provided a unique platform to dissect pressing issues, fostering a deeper understanding of corporate governance challenges and opportunities in the contemporary global landscape. The engaging exchange of ideas and exploration of emerging trends left participants inspired and equipped with valuable insights to navigate the complexities of the corporate world.



## GUEST LECTURE

### ENCOUNTERS IN ENTREPRENEURSHIP

Indus Business Academy recently hosted a four-day workshop from 15th December, 2023 to 18th December, 2023 on "Encounters in Entrepreneurship," featuring esteemed guest speaker, Mr. Prem Prakash, CEO of Singapore-based company, Inventrix. With extensive experience at companies like TCS and Infosys, Mr. Prakash shared invaluable real-life insights, emphasizing the importance of an entrepreneurial mind set.

During the inspiring session, Mr. Prakash delved into entrepreneurship, drawing from his experiences at Tata Consultancies and discussing the complexities the company faced on its journey to becoming a top Indian brand.



He underscored the significance of adopting an owner's mindset over an employee's to achieve success as an entrepreneur.

The workshop covered various crucial subjects, including the entrepreneurial mindset, empowering actions, attentiveness, and the comparison between human and animal lives. Mr. Prakash also explored unlocking the brain's potential and managing external and internal koshas, further categorizing them into green and red categories.

Mr. Prakash introduced the concept of internal koshas, connecting human beings with their mind and body. He highlighted the importance of maintaining a healthy mind, considering thinking as a subconscious process that responds internally.

Throughout the workshop, Mr. Prakash extensively covered key aspects of successful entrepreneurship, including aspirations, mindset, beliefs, habits, skills, attitudes, personal transformation, and continuous learning. Topics such as Learning Mindset, Learning Traits, Beliefs-Mindset and Vocabulary, Key Skills-Habits, Business & Management skills, group and self-productivity were discussed. The session concluded with reflections on role models and a summary of external and internal koshas, fostering dynamic discussions among participants and providing insights into cultivating an entrepreneurial spirit in the ever-evolving business landscape.



# LIFE IN CAMPUS

## FRESHERS' DAY

Indus Business Academy pulsed with vibrant energy on its Freshers' Day, a melting pot of new faces, nervous excitement, and infectious enthusiasm. The day began with the icebreaker: choose a Fresher buddy! Laughter filled the air as odd pairs formed, ready to take on the world, or at least the runway at the following fashion show.

The catwalk came alive with laughter and cheers as pairs strutted in their unique styles, the seniors setting the bar high with their dazzling choreographed routines. But the fun wasn't limited to the stage. Whispers became garbled shouts in the hilarious whisper challenge, and trust was tested in the blindfolded balloon popping game.



As evening fell, the seniors took to the stage. Pulsating beats echoed across the auditorium as they showcased their secret abilities, ranging from smooth hip-hop motions to incredible Bollywood tunes. Freshers cheered, tapping their feet and expanding their smiles. It was a celebration of elegance, a link across batches, and a witness to the tie that was already being formed.

But Freshers' Day wasn't just about performances. It was about connections. Conversations flowed effortlessly over wonderful food and shared laughter, fears were relieved, and friendships bloomed. Whether gathered in nooks whispering secrets or dancing the night away under the disco ball, every area was alive with wonderful energy.

As the night came to a close, a sense of shared thrill filled the air. These frightened novices were no longer just newcomers; they were members of the IBA family, driven by the "bonfire" that was shining brightly within them. And as they wandered out with their new friends, they realized that this was only the beginning of an unimaginable journey.



# LIFE IN CAMPUS

## BURNING BUSH

Indus Business Academy's annual extravaganza, Burning Bush, is a vibrant celebration of campus life, where the college's eight dynamic clubs—Hunterz Ignite, Cosmos, InfinIT, Navigators, Spandan, Om, Barcodes, and Dolphins—engaged in spirited competition across diverse domains. From Bollywood flair to handball prowess, tennis thrill to badminton agility, the rhythmic dance beats, mellifluous singing, artistic painting, where Cricket, the highlight of the event encompassed a kaleidoscope of talents and fun.



The festivities kicked off with an exciting auction where club members bid for participants, injecting an element of friendly rivalry. Seniors, juniors, faculty, and even the esteemed Chairman, Dr. Manish Jain, actively participated in the various verticals, fostering a sense of unity and camaraderie across the academic spectrum.

Burning Bush goes beyond mere competition; it's a platform for holistic learning and joyous experiences. The collaborative spirit between batches and the active involvement of the management contributed to its success. Ultimately, the event was a testament to the thriving campus culture at Indus Business Academy, where education extends beyond textbooks, creating lasting memories and friendships.

The annual spectacle at Indus Business Academy, known as Burning Bush, unfolded as a dynamic celebration of campus life, featuring spirited competitions among the college's eight distinctive clubs.

## NAVARATRI

For 10 enchanting days, IBA radiated with the triumphant spirit of Dussehra. Mornings and evenings were adorned with devotional chants during puja, creating an atmosphere pulsating with positive energy. The culmination on the last evening transformed the campus into a vibrant tapestry of color and joy. Dressed in traditional finery, we partook in the mesmerizing dandiya nights, twirling and dancing beneath the night sky.



Amidst this celebration, a sense of camaraderie blossomed as laughter echoed and infectious enthusiasm permeated the air. The shared moments forged during Dussehra became indelible memories. The fusion of cultural richness, devotional fervor, and the joyous festivities painted an unforgettable experience, leaving a lasting imprint on our hearts.



## LIFE IN CAMPUS

### SPARKLE AND SHINE : CELEBRATING DIWALI TOGETHER

Diwali, one of India's most celebrated festival, represents the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance." The festival's name comes from the line of clay lamps, that Indians place outside their houses as a representation of the inner light that guards against spiritual darkness.



People use diyas to adorn their homes during this event. Diwali is a time when many people honor Lakshmi, the Hindu goddess of wealth. It is believed that the lamps and lighting make it easier for Lakshmi to enter people's homes and provide wealth in the upcoming year.

We, at IBA, celebrated Deepawali on November 4, 2023, with great joy and happiness. Students dressed traditionally were present. The entire IBA campus was decked out with lights and diyas, which pleased our eyes. The students lighted Diyas, and lighting sets were used to beautify our buildings.

Naturally, the festivals of light would not be complete without the bursting of firecrackers, which symbolizes the triumph of good over evil. At IBA, we had a lot of fun lighting crackers to round off the day. Undoubtedly, enjoying this festival on the IBA campus provided us with cozy comfort, and we relished every second of it.

## KANNADA RAJYOTSAVA

Indus Business Academy (IBA) celebrated Kannada Rajyotsava, the birth anniversary of the state of Karnataka, on November 30th with a grand event that showcased the rich cultural heritage of Karnataka.

The event was a vibrant celebration of Kannada culture, with classical dance performances, local folk songs, drama and a panel discussion.

The audience was mesmerized by the graceful movements of the dancers as they performed to the rhythmic beats of the music, accompanied by an orchestra of traditional Indian instruments.



The event also featured a vibrant performance of local folk dance, which brought the energy of Karnataka's folk traditions to the stage. The dancers, dressed in colorful costumes, performed to the lively tunes of traditional Kannada folk songs.

The highlight of the event was a panel discussion on the topic "Should people living in Karnataka learn Kannada language?" The panelists, who were experts in Kannada language and culture, engaged in a thought-provoking discussion on the importance of language preservation and the benefits of learning Kannada.

The event was a resounding success, with many attendees expressing their appreciation for the opportunity to experience the richness of Kannada culture.



# NEWSLETTER COMMITTEE (2022-24)





# NEWSLETTER COMMITTEE (2023-25)



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**MENTOR**



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**“ATTITUDE IS THE  
‘LITTLE’ THING THAT  
MAKES A BIG  
DIFFERENCE”**

**— WINSTON CHURCHILL**