



INITIUM

INITIATE INNOVATE INSPIRE

INAUGURAL ISSUE, 2018

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INTERVIEW WITH THE PRESIDENT

“ One thing that constantly motivates you and drives you from within is the inner voice. You need to turn inwards to listen to it ”

- Dr. Sridharamurthy



DN: Could you tell us what you think about NSB's journey over the past 6 - 7 years?

SM: The journey has been very exciting and interesting. NSB has a concept that is very different from other educational institutions. Normal trend is to start with primary, secondary, graduate, and then reach postgraduate level. They would reach the post graduate level after 10-15 years of experience. However, in the case of National School of Business, we started with an MBA program. This institution was started solely by academicians; there was no intervention from business men, politicians, etc. So, the core value of NSB has been very strong in terms of academic strength. We started with best in class professors. Since we knew the community, it became easy for us to create a student centric environment. MBA is our flagship program. We look to ensuring that students joining NSB can fully make use of our core program. This is the aspiration of NSB.

AD: How did you come up with the idea for an exchange program for NSB?

SM: Our students want to be placed in MNCs. If a B School can simulate this scenario, with opportunities for students to interact with international professors, students and international cultures, this tremendously benefits students. We historically looked at foreigners with skepticism. Today, we are in a situation where we have the responsibility of understanding cross cultural nuances, developing tolerance for diversity, etc. This can happen in a learning environment in college, where you can learn from your mistakes. This has helped students improve their understanding of global environment and allowed them to be innovative in the workplace.

AD: What distinguishes NSBians from students of other colleges?

SM: Good question. All people who are associated with NSB are experts of management. NSB has been very simple, yet revolutionary. We have accomplished many things that others have not been able to do, be it getting good rankings and publications, bringing in best in class professors and having excellent international exchange programs. We have sent more than 500 students for the exchange programs. We have never declined an opportunity for any student who wants to go on the program. In the last 10 years, NSB has managed one of the best exchange programs in India. NSB is simple and sticks to its main objective of excellence in academics. We always get feedback from students on the quality of teaching, and act according to their feedback. We have a well equipped library. In case students need any book, they are free to make a formal request, after which we ensure it is available in the library as soon as possible. We also have a very strong placement training program. We ensure all resources are available to students.

DN: What is the one thing that you like best about NSB?

SM: (Smiles) Students. They are our core, we do not exist without them.

AD: What would be your advice for the new students?

SM: You have come for an MBA, so your seriousness must be very high. Always be prepared. If there is anyone who says that life is easy, then they have lied to you. Every day brings in new complexities. Accept hard work, ensure that there is progress towards your goal every single day. If not, then you are not on the right path.

DN: You once mentioned that you changed fields and switched over to management. There are quite a few students who find themselves in the same position as well. Could you elaborate on this?

SM: One always needs to follow one's heart. Every profession is a noble profession. That one thing that constantly motivates you and drives you from within is the inner voice. You need to turn inwards to listen to it. In one such situation, I asked myself what I really wanted to do. Then it showed the way, and I simply followed it. It's about believing that everyone comes to this world to accomplish something. It may not happen the way we expect it to, but along the way, we will surely find it.

AD: Why do our exchange programs mainly focus on France and Spain?

SM: Our primary concern is the feasibility. We have signed up exchange programs with Netherlands and USA. Although they are balanced exchanges, we have a major complication in terms of the Visa. We do not want to raise hopes of students only to have them dashed. In France and Spain, we are familiar with the process, the imperatives of the exchange program with the embassies, etc. So the outcomes are certain. Another reason is the geographical advantage. Europe doesn't have extreme capitalism or extreme socialism, which is why we prefer these countries for the exchange program. The Universities there are also flexible in accommodating our university interests in terms of the time table, and academic calendar. To that extent, we prefer France and Spain. Other universities may not have adequate number of students to send. Also, we look at affordability as a major factor.

"Every failure is only a lesson and not the end"

DN: What are the innovations that are brought into NSB year after year?

SM: In the last 6 - 7 years, we have understood the student mindset, through integration and disintegration of the modules, placement scenarios, etc. Every year, a lot of thinking goes into structuring our academic modules. Now, we have internship pushed to the end, we have a sequence of pre-placement, internship, followed by placement, which helps students accomplish the transition smoothly. We do not follow any other institution's practices. We just follow our own experiences and learn. Every year, we reflect, re examine and learn to make the future even better.

"Change is the only constant"

"Every day, I think of how I can improve to become even better, and bring about the wow process"

"I believe in working on different tasks at the same time, since life is never monochromatic."

AD: What is the difference between the work environment you have been exposed to, from your first job to today?

SM: There is no difference. Many believe that work environment is created by others. That's not true. You create it. I was equally happy doing any job. What matters most is that an individual who is willing to work would create an environment that is conducive to him. Some people have large offices, with posh interiors, and remain miserable. On the other hand, people with simple offices are still happy, energetic and productive. If you are happy with your work, you create a vibrant environment. If not, then nothing external can help you.

"You cannot be great when you begin. But to become great, you must Begin somewhere"

DN: If you were in a situation where you have a group presentation tomorrow (which was announced this morning), a BNA session as well as practice for ethnic day, which of these would you complete first?

SM: (Amused) I don't look at events in monochromatic sequence. By nature, mind starts working in all directions. For example, the BNA would be over by 9.45 am, but analysis and feedback are going to remain with me for a while. I would look at the situation and approach each event, depending on what it takes to accomplish success in each. The task that comes last might require your first and immediate attention. I believe in working on different tasks at the same time, since life is never monochromatic.

EDITOR-IN-CHIEF

- Prof. Vinay Rao



Initium-The English equivalent of initium novum, which in Latin signifies a new beginning, creation of something unique. As an institution of higher learning, everyday is a new beginning for us and the student fraternity. It is with the birth of a new day, that one evolves his/her mindset and philosophy towards life. Initium also enunciates the need to initiate growth, development, wisdom, peace and prosperity in one's own life. Initium in its essence is a powerful motivator, as it drives people and organisations towards change. Change is the only constant in the business world and out personal lives, and we have to be the change that we wish to see in the world.

Initium also emphasises on the three I's paramount for people and businesses. These 3 I's are Initiate, Innovate and Implement. These three paradigms are crucial to validate and set apart ourselves from the competition.

The saying "Differentiate or Die" by our beloved President Dr. Sridhara Murthy further elucidates the importance of the 3 I's. Unless one initiates their plans, it remains merely an unfulfilled dream in black and white. Initiation is but a part of the puzzle, as only an Innovator and Implementer stands a chance of survival in today's dog eat dog world.

These few words are a precursor to the might of Initium, and the values that it embodies

FROM THE DIRECTOR'S DESK

"An aimless life is always a miserable life.

Every one of you should have an aim. But do not forget that on the quality of your aim will depend the quality of your life"

- The Mother- On Education 1950



It gives me immense delight to see the first edition of NSB college magazine INITIUM going to the press. NSB is always committed to maintain and improve the values of the society by offering highly trained and responsible professionals to the business environment. The learning environment at NSB overflows with positive energy where fresh and young minds are enthusiastically enriching themselves in their quest to become Masters in Business Administration. Diverse in outlooks but united in the aim to excel in their respective fields makes NSBians the most preferred in the industry. Thus NSB has become the most sought after destination for learning, contemplating and churning out profound management thoughts to benefit the Environment, Society and Economy. The PGPM programme at NSB is diligently designed to offer holistic education. Value education joins hands with management education to lead the enquiring mind towards a destination of completeness. The Business News Analysis (BNA) classes are designed so that the managers in the making empathize with the industry leaders thus creating an environment of a business incubator. The concept review sessions brings into the learning environment the latest inventions from around the globe in the field of management. All in all NSB commits every bit to make each and every stakeholder more valuable. My hearty congratulations to all those who have contributed directly and indirectly in bringing out this insightful magazine.

**Srinidhi K Parthasarathi,
Registrar, S-VYASA
Director, NSB & VBS**

*" Take in the knowledge,
contemplate on the knowledge,
and live it. This is how knowledge
is transformed to wisdom "*

Message From the Governing Council



I am extremely happy that the current batch of our Young Managers from NSB are initiating INITIUM. I am sure you will actively contribute and make INITIUM a precious knowledge disseminator. I am glad that you have chosen Management as a Career, and NSB and VBS to accomplish your dreams. The Narrow purpose of Management education may be to get a better job. But Managers, entrepreneurs, and leaders who get created through educational institutions have a bigger role. Today's corporations have become the principal repositories of much of society's scarcest resources and knowledge.

"Managers are the creators of substantial amounts of social capital through their role as forums for human interaction and personal fulfilment, and through their vital contributions to the development of people - "Sumantra Ghosal".

I request all of you to understand this responsibility on your shoulders. A Manager or a Student must know his Industry/Organisation/Socio-Economic/Technological trends, to be able to create value for them. If what we Do - does not add value to the customer, investor, our colleagues and other stakeholders in the Society, we are of No Value. I am sure Initium will create value to all of you from this perspective. Entrepreneurs deal with Opportunities - embedding Passion and Commitment; Managers deal with Complexity and Make Things Happen- by problem solving and decision making; Leaders Make Change Happen - Motivating and Inspiring. I am sure your learning at NSB and INITIUM's contribution will help you becoming successful Entrepreneurs, Managers and Leaders, and above all worthy Citizens of this Planet.

**My Best wishes,
Prof. K.V. RAGHAVAI AH
Chairman - Governing Council**



Dear Students,

You must have had a hectic schedule for some time now. As you are preparing for the next part of your academic journey please ensure you spend your valuable time to get as much proficiency in the chosen topics so that you will be more confident when you start to work. I am happy some of you have taken keen interest to exhibit your talent in bringing out an engaging newsletter. I am sure this will serve as a wonderful bridge between all stakeholders. I convey my best wishes for the success of this newsletter and wish it continues to provide valuable inputs to all".

**Mr. D. R. NAGARAJ
Member, Governing Council**

"A Manager or a Student must know his Industry/Organisation/Socio-Economic/Technological trends, to be able to create value for them. If what we do - does not add value to the customer, investor, our colleagues and other stakeholders in the Society, we are of No Value"

NIPM NSB CHAPTER

“Every year there is a change in the functioning of the industry” says

Mr. Girinarayan, Senior HR Leader and OD Consultant,



National Institute of Personnel Management is the largest professional HR body in the country. It is the association of all HRs who are interested in being connected with HRM. It is a non-profit organization which serves in exchange of ideas, best practices, and information in the industry. It is one of the leading forums in the country. Its objective is to promote knowledge and excellence in HR.

The relation of NIPM with NSB is to set the knowledge on practical implementation of HR and give an idea about the best practices in the industry and ultimately equip the students to prepare for the future and give them a touch of reality. When practicing professionals such as CHRO, Senior HR share their thoughts with the students, the students get some ideas about what is happening in the industry. NIPM NSB chapter has to be a student initiative and then it becomes useful for the students. He says that the role of HR is changing with the coming of technology. The demand and requirements from the HR are also changing.

While talking about the qualities of HR we must understand the new trends, restructuring in organization, change in behavior of people, the war of talent, employee engagement, IR, HR analytics, evolution and performance management etc. Few qualities an HR must have are that he should be a strategic business partner, should be a credible activist and should be cultured, execution excellence, employee development and talents management, paradox navigator and many more.

There are many excellence awards from local to regional to national chapters such as Fellow. There are national quizzes and many competitions. There are lot of training programs and every month there's a session called lecture of the month and a national conference every year. More than certification, it's commitment and support from NIPM NSB chapter that can help us.

ALUMNI SPEAK

“Work hard and stay humble”, says Mr. Ajay Udayar, an Alumni of National School of Business, from the cohort 2008-10 and currently working as Regional Credit Manager at Aditya Birla Housing Finance Limited.



While in NSB, he received adequate subject knowledge and the right exposure to the corporate world. Post NSB, life has been filled with responsibilities and work, yet he enjoys what he does. Back in times when his career began, he was surrounded and supported by people of great will and desire to do great deeds which inspired him. “There are no shortcuts to hard work. The dream of ‘8 hours office’ will not help if you want to grow and excel in your career. You need to be flexible enough to handle any work assigned. Karam kiye ja, phal ki chinta mat karo- do your job with utmost integrity until it becomes a way of life, the rewards will be taken care of. Expectations will lead to decreased interest that in turn will lead to lower morale and that in turn will lead to decreased productivity”, he says. When asked about challenges at work, he spoke in length about the will to constantly learn and keep updating and adapting oneself with the changes around. Also, he mentioned how important it is for the employees of an organization work in unison towards a common goal. Paying back to the society is very important. In corporates, it is done by way of Corporate Social Responsibility. The other way of contributing is by helping and motivating the future generation of leaders. He concludes by saying- Always respect an individual. Don't always try to impress and keep people happy, it is okay to let go.

All the best to everyone!

“There are no shortcuts to hard work. The dream of ‘8 hours office’ will not help if you want to grow and excel in your Career. You need to be flexible enough to handle any work assigned”

Mr. Ajay Udayar (Cohort 2008-10)
Regional Credit Manager
Aditya Birla Capital

CORPORATE SPEAK

Interview with Mr. V. S. GANESH,
Executive Director at PAGE INDUSTRIES



There is every reason to believe that India is a good destination for investment. The environment looks very good for growth in manufacturing that can only pull up GDP with appropriate allocation of resources in the selected sectors, the primary being the infrastructure. The government is bringing down undesirable and unplanned subsidies and this gives room for resources to be made available for productive investment in all sectors. The domestic market is now a major growth driver which should make the business environment positive as we move ahead. If one were to look at the business scenario for the apparel industry in India; it is now a fast-emerging market inching to reach half a billion-middle income population by 2030. This is good news for the Indian textile and apparel industry in a long run. Even though the global economic crisis seems to be worsening day-by-day, as long as economies are emerging and growing as those in South and South East Asia, textile industry is here to grow provided it takes competition and innovation seriously. However, the industry faces challenge as it continues to be fragmented with most of the businesses not having the scale or volumes. Traditionally the business has ensured profitability through duty drawbacks and other incentives and have therefore not focused on operational excellences this has affected the exporters as the drawbacks are now cut down. The weakening of the rupee seems to be the only solace for the exporters now, which of course in the long run is not good news though it can give some short-term exchange gains in a way propels exports and discourages imports. Less export orders due to reductions in inventories by global retail giants like Wal-Mart and the weakened bottom line of major apparel brands particularly in the US is a major concern. If you ask me about the concerns which I have regarding the competitiveness of the industry, our economy is leapfrogging towards which today is predominantly export oriented I can say compared to its competitors, India is saddled with highest costs of capital, impacting India's cost of production, and hence the country's competitiveness in the global market is a cause of concern. The current lending rate in India is between 11 to 12.5%, while China, Vietnam, and Turkey, offer capital at a rate of 5 to 7% only. To add to this equation, the high-power costs in the country further push India back. Manmade textiles in apparel industry have a substantially big demand,

worldwide. Despite being the second largest textile exporter in the world, India lags far behind in this category, due to limited availability of manmade fibers at competitive prices. The textile value chain in the country also bears a differential tax treatment. Hence, India's competitors like Pakistan, Sri Lanka, China, Thailand and Indonesia who follow fiber neutral policy are much more aligned to the global apparel consumption patterns. Bangladesh, Cambodia, Pakistan, Turkey, etc. enjoy duty-free access to all the major textile markets of the US and the EU. India still lacks FTA advantages to major markets making Indian produce much more expensive compared to that of its competitors. Indian government's current foreign policy is expected to bring in more trade agreements and trading partners for the country, but its direct impact on apparel trade will be seen only later. On the domestic retail side, Indian economy, one of the fastest growing economies of the world, is witnessing major shifts in consumer preferences. Indian apparel industry which is the second largest contributor in the retail industry after food and grocery is seeing some major shifts. We can clearly see the changes in preferences from non-branded to branded products. Large young consuming population in the country has made India a highly lucrative market. India's youth population; the biggest in the world, is becoming fashion conscious owing to mass media and social media penetration. This has opened unprecedented retail market opportunities. The promising growth rate of 9.7 per cent makes the Indian fashion industry prominent in the retail sector. With a GDP growth rate of 7 per cent, India has an edge over developed markets of the US, Europe and Japan which are expected to grow at a rate of 2-3 per cent.

"If one were to look at the business scenario for the apparel industry in India; it is now a fast-emerging market inching to reach half a billion-middle income population by 2030. This is good news for the Indian textile and apparel industry in a long run"

India has an ambitious Vision of exports of US\$ 300 billion target for the apparel and textile sector, ie; 20% share of global trade by 2024- 25. The production capacity envisaged to achieve this goal requires an additional skilled manpower of 35 million. This is going to be difficult with the skill development initiatives which we have in place today. The recent initiatives on skill development through the Textile Skill Sector Council in partnership with Industry need to be scaled up vigorously. Abundant availability of trained and certified manpower should become the norm specially with the increasing labor cost. There is an urgent need for the ministry and various textile and apparel councils to link up with the academic institutions to develop management expertise along with the technical skills. Today we seem to be focusing only on the operator/ technician development programs to increase labor productivity and the industry lacks good management talent compared to the other organize sectors. The focus area should be Lean Manufacturing, ICT, Technology & Quality Upgradation, Entrepreneurial and Managerial Development, Design Promotion and Quality Management.

“Universities can help research to companies to create viable products and services. Though, it sounds easy but can be difficult to achieve, which means the full potential of some technologies are never fully realized”

Giving a thought about developing new technologies, universities bring valuable resources to the table. Among these are: research; access to the latest, most up-to-date knowledge base; access to physical assets (i.e. technology, specialized equipment, etc.) and more. Universities can help research to companies to create viable products and services. Though, it sounds easy but can be difficult to achieve, which means the full potential of some technologies are never fully realized.

I personally feel where universities fail is in converting research to commercialized products or services. Having information and idea and making it commercially viable are two different things and to work with industry unless the latter objective is met the loop is not closed. **We at Page view higher education institutions as “stakeholders” to our businesses.**

If the universities approach around the concept of the “voice of the customer” - with the end-user companies serving as the customers, and the universities playing the role of listening to these customers to drive projects, research, product development, etc. then we have a win-win.

Unfortunately, in India less time and money is devoted for research unlike the western or the American institutions thereby making it difficult for the industry to find a meaningful match. When it comes to the young aspirational talent coming in to the industry what I have seen is that they are being surrounded by information and helicopter parents, this generation though tech-savvy yet doesn't have strong interpersonal communication, critical thinking and decision making capabilities. The sense of entitlement, paired with nonstop digital distractions and seeking instant gratification, have led to a generation of workers that are problematic for older workers to understand.

Personally, my expectation from a young associate who joins us is that she/he should value his or her integrity foremost should conduct the business ethically; align to our culture and should be hungry to learn and somebody who believes in 'nurturing the plant' i.e., someone who gives themselves time to grow. One should understand that growth does not happen like a 'lift off' of a space shuttle. In fact, that 10 second lift off is a labor of years of work with perfection and learning from failures and is a result of teamwork.

I always look for people who are competitive whilst respecting others; associates who are hungry to learn, who want to be part of the solution instead of thinking one is not empowered to solve a problem but should only be a courier of information regarding the problem. I have always respected talent which actually looks at the aspect of 'how should be go about doing things to get the results' rather than the ones who tries to achieve the result by hook or crook. The moment you have the former approach we can tolerate failures as we have conditioned ourselves to learn from failure.

“One should understand that growth does not happen like a ‘lift off’ of a space shuttle. In fact, that 10 second lift off is a labor of years of work with perfection and learning from failures and is a result of teamwork”



RE-MARKETING & RETARGETING

ARTICLE BY PALLAV

With reports of shopping cart abandonment as high as 70%, internet entrepreneurs are now searching for new methods to recreate that company potential that has been lost, that's why remarketing and retargeting on the web is a main focus for numerous on-line companies. WHY survey conducted in August 2010, on-line marketers were working harder than ever before to get back prospective clients who began a conversion activity, then abandoned it. They predicted that over the next twelve months remarketing and retargeting these prospective clients will be the main online marketing plan. In accordance with the SeeWhy's survey, 50% of on-line marketers don't currently have remarketing techniques in place.

These entrepreneurs will use retargeting and remarketing campaigns more often. SeeWhy's survey noted a rise in one third of internet marketers to almost three quarters who now say they're using or plan to use e-mail as their primary remarketing tool. This increase is bigger than the escalation, but in small numbers in comparison to e-mail because of a tool that is retargeting. Since, shopping cart abandonment is so marketers wish to find ways to boost retention

and client acquisition and customers who expressed interest in an item in an effective and smart way.

Marketers want to get customers attention. Email is a retention channel for retailers, that's why it is the method for remarketing. Nevertheless, e-mail isn't the only method. A travel sector shows outcomes and showed that redisplay ads are powerful. Take the instance of Intercontinental Hotels Group, ran ads to users who showed interest in among the hotel brands of the company on the Google Display Network, but had finished a booking. Intercontinental Hotels was very successful in this method, as retargeting advertisements paid off. Eventually, for marketers, it appears which in their past remarketing and retargeting have been their most underused advertisements technology on the web.

Marketers are now recognizing the shortcoming and are looking to concentrate on improving this area by using more retargeting and remarketing strategies from the following year.

DO SEARCH ENGINES KILL CREATIVITY??

ARTICLE BY VAISHNAVI

With the advancement of technology and pioneering work by Internet companies, today's generation has magical powers to access information anywhere, anytime. A few taps, clicks or even spoken words, on a connected device is all that it takes. Thanks to what is called a Search Engine, a revolutionary technology that runs the internet along with Applications, like browsers, information sharing & learning has been transformed dramatically.

In just two decades Google Information ecosystem has turned us into a "Google Generation". Effortless and instant access to information has set the trend of ready solutions, without going through a learning phase. With such over dependency on search engines, we are missing out on several other means of acquiring knowledge, like books. Children and adults alike, seem to use the internet, rather than books.

Students hardly go to a library to refer to books. For budding entrepreneurs and companies, innovation and creativity are key to success. An entrepreneur's new ideas lead to innovative products.

A brand might be well established and popular, but to top the table and sustain these two elements should be used effectively and efficiently. Fact is that the capabilities of the human brain have changed over time. In summary, search engines provide related information almost instantly to topics of Interest, thereby helping in our activities, with the onus of using it wisely. A balanced approach, quick access to information, can be a catalyst to creativity and innovation, while the lack of it, maybe a handicap. So, "Google it".

INTELLECTUAL CAPITAL



Today's Businesses Need "Gladiator" Leaders

BY AKSATH RAJ



The time is right for a more heroic style of leadership. Desperate times lend themselves to the rise of gladiators. Instead of seeing today's economy as a negative, executives should view it as an opportunity in disguise—a chance to position your organization for the inevitable economic upswing. Here are seven virtues of Gladiator Leadership.

1. Gladiators have a mission for which they feel real passion. Call it a purpose, an obsession, a calling; whatever the terminology, good leaders have a defining mission in their life. This mission, above all other traits, separates managers from leaders. In *Gladiator*, Maximus lived for the mission of killing the evil usurper Commodus and restoring Rome to the values that made her great.

2. Gladiators create a vision. Having and communicating a clear picture of a future goal will lead to its achievement. Dare to think great! Maximus helped his fellow gladiators see that they could overthrow their enemies and survive the horror of the battles they were forced to participate in. In business, a leader may create an "enemy"—the economy, the competition, inefficiency—to challenge the energies of his or her people and give them something to fight for.

3. Gladiators lead from the front—they don't dictate from the back. In the movie, both when Maximus was a general and a gladiator, he fought up front where the firestorm was heaviest. So does a good business leader. Working "in the trenches"

Shows you're not afraid to get your hands dirty, it helps you fully understand the issues your "soldiers" are facing, and inspires loyalty in your troops.

4. Gladiators know there is strength in teams. Where

would Maximus have been if he had not trusted his men to fight with him and cover his back? Likewise, where would you be without your employees? While the gladiator leader has the skills to draw people together, he doesn't hog the spotlight. He has care and compassion for his team and wants every member to be recognized for his or her efforts. This is especially important in a time when the old "Style" command and control" structure is fading. Younger workers (Generations X and Y) tend to be loyal to their co-workers rather than the "traditional organization".

5. Gladiators encourage risk-taking. In the Roman Empire, gladiators were expected to die with honour. Refusing to lie down and let one's opponents win was bucking the status quo. (And certainly, killing the reigning emperor—however corrupt—simply was not done!) If a company does not examine its way of doing things, if it does not push out its boundaries, if it never makes mistakes, it may become road kill.

6. Gladiators keep their heads in a crisis. Maximus had to think on his feet and refuse to give into terror and panic. He faced the most formidable foes calmly and with focus. Business leaders must do the same. They must take a position and defend it when things go awry. Being graceful and brave under fire is the surest way to build credibility—a necessity for sound leadership. Gladiators don't retreat due to the slowing economy, but look for the opportunity under their feet.

7. Gladiators prepare for battle 24 hours a day. Essentially, a Roman gladiator was a fighting machine. To stay alive, his mind had to be constantly on the upcoming battle. Business leaders, likewise, must be obsessed with training and developing their people in good times and bad. People need and want to hone their individual skills and "sharpen their swords." Furthermore, good leaders must constantly learn what's necessary to survive and unlearn the "old rules." Just because a management style worked a decade ago does not mean it will work in today's economy - good leaders evolve with the times.

Courtesy: Gregory P. Smith, Business performance consultant

FINANCE BUZZ



GDPR - A LATEST TREND IN FINANCE

SUMUKHI S MURTHY



opportunity for growth. I would like to highlight a quote of Emmanuelle Brun Neckebroek, CFO for SAP France, "Data is one of the company's most valued resources, yet one of the most poorly managed. It's the golden thread that runs through the entire organization, and in the most instances, it's managed casually and inconsistently, depending on individual employees and departments. The Company's wouldn't let their revenue, products, or equipment assets be handled that way, so data (given its inherent value) shouldn't be any different. It warrants the same due care and attention. As CFOs, we should be leading from the front", she continued, "looking at the best and safest ways to monetize this asset."

GDPR legislation is unique in that allows you to transform the way you handle data across the whole organization, managing associated risks and compliance. In doing so, it's actually strengthening your ability to compete on the digital playing field, making you more agile for long-term success".

This article is all about a regulation launched by European Union regarding data privacy laws called as **General Data Protection Regulation** which came into action on 25th May 2018. GDPR is a latest trend in Finance which is currently presenting an opportunity in the form of data privacy. GDPR is the European Union's latest rewrite of its data privacy laws. Its impact is being felt by many organizations across the globe, and is applicable to everyone regardless of whether data has been captured and analysed inside or outside of the European Union. GDPR is a costly compliance matter through which we may get it right or we might face heavy penalties.

GDPR is a unique legislation which will help the organizations to transform the way they handle their data across their enterprise, by bearing risks and compliances which actually may strengthen their ability to compete on the digital playing field and making it able to move quickly and easily for long term success. In addition to that CFOs should be smart enough to lead the organization from the front which means the decisions taken by CFOs should be in a manner which ensures the safety to monetize their assets. By implementing GDPR, the company's data which is being termed as most valued asset can be managed properly so that the company's can handle the data confidentially.

As we are all aware that Finance plays a very elegant role in every organisation. The finance function has a key role to play in ensuring organizational governance is up to the mark. This will take a significant amount of work closely with other teams across the organization to drive the holistic approach necessary for proper compliance. Now a days CFO's are playing an evolutionary role as an IT leader. However, smarter CFOs are observing GDPR compliance not as a chore, but as an

TALENTZ OF NSB

A BIRD IN THE GARDEN



I saw a bird in a
Garden,
I want to catch it.
But Mother said that,
Kindness is good .

And it eats up insects
For his Food and Sings a Song
In a lovely noise.
It makes nature fresh and
beautiful!

- Bayir Yomcha

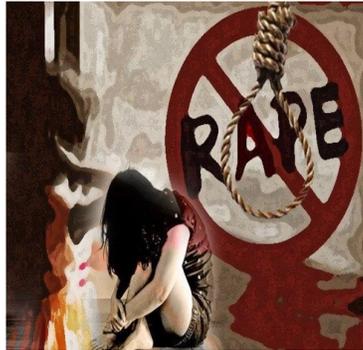
'TIS THE SEASON OF LOVE

Love,
Just a word for some,
Biggest hope for some.
While it gives one strength,
It also makes one go weak on their knees.
Love, makes one go berserk and
Also keeps one sane.
It wraps us all in its cocoon
And holds us fiercely in its
womb
Love, a special world where we
belong,
Is an ocean that has no end.
Strangers become unforgettable
Moments become memories!
For, it is eternal,
For, it is immortal.
It is a song, sing it aloud
For, it is a beautiful song.
Spread it all over
For 'tis a season of love!
For, 'tis a season for love.!

- Kiruthika



OUR SO CALLED SOCIETY!!



She isn't pure the society told

She has been raped

She lost her purity

The so called society told

But does the society know

She isn't alive anymore

She who lost her purity dies everyday

Does the society know?

Anyway what really purity is?

And what really is pure in this society?

fake cruelty and inhumanity

Does your words for the victim is pure?

Or freedom of guilty is pure?

In this so called society

Neither the air is pure nor the people breathing yet it is pure!

Protect the victim,

Hang the guilty,

Cherish the humanity,

That's how the society will reborn pure.

- Vivek & Abhishek Raj

Thane ~ Bangalore Express

- Megha Poojari



By the end of the day clear picture was painted in my head about the place that would be my abode for my post-graduation. The Next two days we were invited for the SMET programme of Vyasa University through which we were introduced to the strategic management for excessive tension i.e. successful handling of ourselves in stressful situation. Being from a city that never sleeps to a city that had a spiritual approach to handling life was the time I noticed my transition. I was away from home, in a home. Further days at NSB gradually proceeded towards creating managers required by the corporate world but the only difference between others and us was the approach we had in the

There is no title that could match the exact feeling of a person, who for the first time, moved away from her nest and stepped into an unknown world of surprises and compromises. Belonging to a hustling city of Thane in Maharashtra, life for me in Bangalore is a drastic change. My experience with NSB has been no less than a roller coaster ride.

I bid farewell to my city and landed in Bangalore on 14th August, 2018 to put my baby steps into the world of masters in management and into a place which remained little known to me and my family. Stepping into the abridged, half built walls of NSB actually made me reconsider my decision of joining this college. But time and the management of NSB assured me of the fact that **'Best and Unique things take time'**. Then the orientation programme commenced on 15th August, 2018 and all the new aspirants were given a vision of what NSB is about and how we could be the part of the 'budding history.'

All this time, my heart belonged to where I came from and living in a city which is unknown to me was adding to my problems than helping me face them. Then comes the twist, NSB decided to take us for **'Bangalore Darshan'** and what better opportunity to know the city you would be living in for the next 2 years! This place caters to the spiritual need of a human being. A serene place with its own dynamics to teach us that there are no different gods but one divine entity that exists amongst us. This place is a blessing to people who love to seek solitude through self-realisation.

Though, the primary idea of the tour was to make us get acquainted to the city and show us the hotspots of the city, it also stressed the idea of managing ourselves and inculcating good behaviour in us.



process.

Orientation month focused only on shaping our personalities and creating a humane person in each one of us. This eventually changed my perspective about the institute I chose and made me proud of my decision. It's been a month and a half in Bangalore, and I do miss my family, but I have also found a family away from my family i.e. the NSB family.

But time and the management of NSB assured me of the fact that 'Best and Unique things take time'.

Chef's Corner

CHOCO CHIPS COOKIES RECIPE

-KUNDAN



INGREDIENTS:

Butter- 1300gm.

Icing Sugar- 1200gm.

Egg- 5 eggs

Flour- 1850gm.

Coco Powder- 500gm.

Dark Chocolate- 500gm.

Wall Nut- 500gm.

Choco-Chips- 400gm.

Baking Soda- 15gm.

Baking Powder- 15gm.

METHOD:

-Mix butter and icing sugar.

-After 5minutes mix egg

-Mix flour, cocoa powder, dark chocolate, wall nuts, choco-chips, baking soda and baking powder. Beat the batter until no lumps are to be seen (Beat the lumps away).

-When the dough is thick and no lumps are seen, put the dough in the freezer and freeze for 1hour.

-Take out the dough, form the shapes you desire to see your cookies in and place them in the oven and cook it for 5minutes at 170°C to 180°C temperature.

"Enjoy Your Cookies"

NEWS AND EVENTS

ORIENTATION PROGRAMME

I would like to share my experience regarding the orientation program.

The orientation program was conducted for two weeks. I learnt many things about management and what MBA is and importance of MBA. During the orientation program they conducted different sessions and we had classes with Dr. Sridhara Murthy (President, NSB), Mr. Raghavaiah Kolamala (Chairman, NSB), Dr. Srinidhi k. Parthasarathi (Director, NSB) and few other guest lectures. In those sessions, I learned how to set up our goals and how to fulfil our dreams. I also learned how a manager behaves in an organization.

I learned about time management and how a manager leads the team with his words and body language. I also learnt how to dress up for various places and occasion.

NSB faculties conducted some activities like marketing, mock presentations, case studies, time management and group discussion sections.

Finally, in my opinion, the orientation program is really good for the students to learn more from experienced people. Thank you so much for giving me this opportunity.

-Bojja.Vineetha



THE ADVENTURE TRIP

-Savan Parmar

Our parents worry about our future even before we get acquainted to the world. We slowly and steadily start to learn new things and try to understand the world we will be a part of. We get excited about the simplest of things when it is newly introduced to us. We wish to explore and learn something new every single day.

I came to Bangalore to pursue MBA at National School of Business, Not knowing anyone. I made a new best friend here, who worked at an international bank. On the day of the admission I asked Latha ma'am, if there will be a fresher's party in a foreign country? She simply replied, "Sorry dear! We totally focus on the positive and overall development of our students. We will be taking our students to Life Tree, i.e., an adventure trip". I was excited at the thought of the adventure trip.

On the first day our college took us for Bangalore Darshan, majority of us are from different parts of the country. We saw the beautiful and busy city. Going around Bangalore and admiring the city, I could not get the thought of the adventure trip out of my mind. When will it be organised? When will we get to go for an adventure? And at last Prof. Vinay Rao and Prof. Rajendra Kumar announced, "We will all be going to an adventure trip tomorrow morning. So, you all will have to carry the essentials for a stay of two days." Excited! I could only imagine how the trip will be.

Finally! The next morning was here. We Started our trip, I sat in the bus with my new friends who I met on the day of Bangalore Darshan - Raman, Hemanth, Priya, Alisha, Akriti, Snigdha and last but not the least the musician Hysum. Now the 8 of us managed to find the last seats of the bus. In the bus we had craziest time with some of the most hilarious and some lame jokes, talking and dancing on absolutely anything that came on.

Soon our eyes were glorified with the beauty of the nature — mountains lay stretched before our eyes with a lake at the feet of the mountain. The place was so peaceful, far from the city. Far enough for the cool breeze to be non polluted and fresh. Ah! The fresh air away from the noise of the city.

Scanning our surroundings, we saw the tents. Hemanth and I rushed into the place and selected our tents and kept our bags in three different tents. Girls had different tents to keep their luggage. We had our lunch, then we hit the playground to play some unusual and crazy games. I interacted with many others there. That's where i met our batch rapper J.K. and a crazy girl called Chanda.



Chanda was quick to give me a nickname. She started calling me "C.A.". You ask why? Because my t-shirt had my favourite super hero, Captain America, printed on it. She addresses me the same way till date. After dinner, we had a camp fire at the ground. There was also a stage set up which made me more curious about the evening.

I can't seem to find the words to describe the two hours of craziness which we all shared. The party night was full of fun and we danced to each song. Soon our President, Dr. Sridhara Murthy joined us for the camp fire and later he made us all play games like musical chair and game called "on the river, in the river", that my friends is a confusing and crazy game. There were some more activities and more games to which the winner was given 200 Rupees by Dr. Sridhara Murthy. An amazing party and an unforgettable time.

After the camp fire, we set back to our tents but our hearts were still energised and wanted some more masti and enjoyment. So, we sat near our tents and jam session began. Our beloved and talented singer Hysum sang for us till midnight. Around 12:30 am we decided it was time for us to sleep as another adventurous day was waiting for us. Next morning, Alisha woke up early and came to wake us up. To her surprise, I was already up (because of a torturing dog). We quickly got ready and marched to the mountains for a trek without breakfast. After reaching first point at the trek, everybody thought that's it, trekking is over, let's head back. But guide told us we had only covered 5% of it. That was just 5% of it, 95% more to go. Most of us were already exhausted. The mountains were big and sloppy and heighted. It was a challenging, thrilling and the most exciting to have been able to climb that mountain.

We clicked photos at the top of the mountains with a great view. Trekked back to our tents with all our sweaty and exhausted faces. It was worth watching everyone trying to catch their breath and complaining about different pains. After breakfast, last on schedule were the mud games and river rafting. At the end of it all we were all drenched in mud, we needed to clean our selves up.

Heading back to Bangalore, back to the city. The emotions I cannot express. It was an amazing experience and an amazing idea by our college, a unique way make new friends at a new place, sitting at the lap of the beautiful nature. The beautiful experience is imprinted in my mind for eternity.

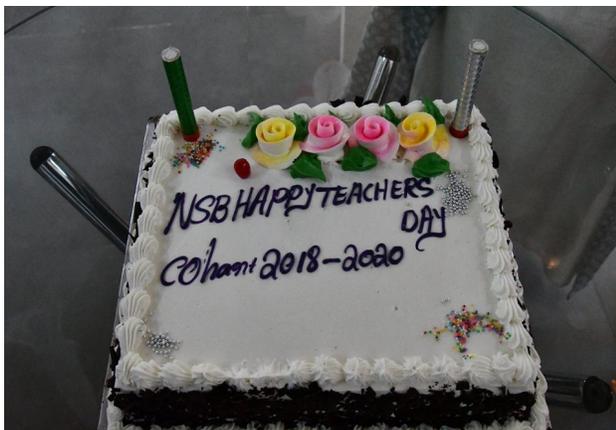


TEACHER'S DAY CELEBRATION



It was an honor for us to dedicate a whole day paying gratitude for the unmatched work of our beloved teachers. We organized a first teacher's day celebration at NSB for our beloved faculty members. With greeting we welcomed our faculties. The best part of the day was when we got the chance to know our lecturers better than before, prof. A.V. Rao, prof. Vinay Rao, prof. Rajendra Kumar... and all the non-teaching staff members. Their words on this day shall be remembered by us forever. We had organized lot of games for our teachers which they played and enjoyed very well. The ramp walk was the funniest of them all. It was not just a day of fun, it was also a day of experiencing all the work and fun that go hand in hand. At last, we can say, the teachers day celebration was a success and so shall be carried on by other batches to come as "a teacher's job never ends, so paying gratitude never ends"

Supriya V



GANESH CHATHURTHI CELEBRATIONS

Ganesh Chaturthi is one of the most celebrated festivals in India. Ganesh Chaturthi is also called as Vinayaka Chavathi. Lord Ganesh is known by various names like, Ekadnata, Lambodara.

This year we celebrated the festival on 13th, September at National School of Business, electronic city phase II. Students at NSB celebrated this festival together.

At NSB, pooja started in the afternoon at 3'o clock with our beloved president, Dr. Sridhara Murthy. After the pooja, cultural activities were conducted by students. We enjoyed performances from the seniors and met new talents from the new batch.

It was a day of celebration filled with energy. We got the opportunity to meet and be acquainted to some of our seniors. The seniors had put in a lot of efforts to organize an amazing event for all of us and it was energetic, crazy, joyful, light-hearted and an fun event for all of us.



FRESHERS' 2018

MR. & MISS FRESHER'S MESSAGE !

The advent of MBA life gives you a sneak peek into the real life.

Everyone stands at this platform with the feelings of nostalgia, excitement and being tenacious.

Unlike other fresher does where we see fresher's having a bash, this was totally rocked by our seniors and all credits to their energy for that!

An event organized to make us comfortable and to bring us out of our hesitation, making it the most memorable one from music to games, dances to cheer and every form of entertainment. The party was epitome of fun besides maintaining the decorum of NSB. That was the feeling of being Mr. & Miss Fresher for us (or as per our seniors "Mummy ka Para & Papa ki Pari").

Well thank you seniors for such a memorable event!



CAPTURES OF THE MONTH



Parmar savan kumar
Cohort- 2018-20



Arjun .T.P
Cohort 2018-20



Janmejaya saho
Cohort 2018-20

LOGO CONTEST - WINNERS



Team name- Flamingo
Cohort 2017-19



Team name- Innovative Thinkers Zone
Cohort 2018-20



Team name- Dream Crusaders
Cohort 2017-19



Team name- Athena
Cohort 2018-20



Team name- Bright Business Beginners
Cohort 2017-19



Team name- Synergy
Cohort 2018-20

CORPORATE SOCIAL RESPONSIBILITY

SAHAAY

'Help others, god will help you'

What is SAHAAY?

On the auspicious day of September 5th, 2017, a day meant to express our tributes to our beloved teachers, our NSB gave birth to a new initiative called SAHAAY. The basic instinct of humanity is to give back to the society once we have adequate resources in our lives. Keeping this in mind, NSB started this unique initiative which contributes to society. Not all are blessed with equal resources, according to the law of nature, everything should flow from one level to another and this is a channel to transfer the resources from us to the needy.

The first success

The SAHAAY saw its first success within a few days of initiation by providing the groceries like rice, edible oil, flour etc to an NGO by the name "Premanjali Foundation". Thanks to the efforts of the management, faculty and fellow students and their contribution and dedication towards it.

The future

The SAHAAY will continue its contribution towards the society and uphold the mission of helping the needy.

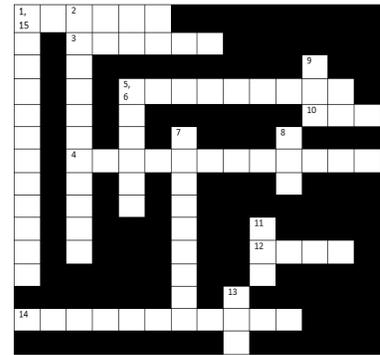
Come on...Lets help those in need.....

"HELPING HANDS ARE BETTER THAN PRAYING LIPS"





TEAM - INITIUM



ACROSS

- 1) Words people outside an organisation can't follow
- 3) It governs a person's behaviour
- 4) A person who takes initiative and thinks differently
- 5) An FMCG firm that is looking to grab shares in the diary industry in India
- 10) This area is located within a country's national borders which triggers foreign & domestic investment
- 12) This gives an overview of the Business
- 14) An entertainment show that has a clipped word of Arabic state

DOWN

- 2) You can find this in one of the articles in the Newsletter
- 6) This will make you to understand the Business world
- 7) A man who invented ' Tin Lizzie'
- 9) This is used to evaluate an individual based on certain set of values
- 11) Modi as a CM resisted, but as a PM he accepted it
- 13) Jargon used by the people in the stock market
- 15) This serves the sole purpose of strengthening an individual's competencies and improves group Dynamics
- 8) This helps to analyse the present scenario of the business.

JNAANADHAARA TROPHY

COHORT 2017-19

| TEAM NAME | SCORE |
|-----------------|-------|
| FLAMINGO | 10 |
| DREAM CRUSADERS | 5 |
| BBB | 3 |

COHORT 2018-20

| TEAM NAME | SCORE |
|-----------|-------|
| ATHENA | 10 |
| SYNERGY | 5 |
| ITZ | 3 |

SEND YOUR ANSWERS TO:
bharath.s@nsbindia.org

UPCOMING EVENTS.....

- 1) Global Mindset Trail
- 2) Business quiz
- 3) Management Games

